

QR Codes: Not Just for Marketing

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As technology advances, QR codes have become increasingly popular. You've probably seen them on restaurant menus, ads, and product packaging. These small, square images were originally created in 1994 to streamline an automotive brand's vehicle manufacturing process. Nowadays, they're used everywhere, providing an easy and efficient way to connect people with the information they're looking for.

But did you know that QR codes can also be used to make your job as a multifamily professional easier? Here are three different ways you can incorporate QR codes into your apartment community:

Provide Virtual Tours

Adding a QR code to your door with video tours and other apartment information can be a great alternative to self-guided tours. This option allows potential residents to learn more about your community on their own time, even when the leasing office is closed.

Quickly Check Out or Return Keys

If you're already using an electronic key control system, you can return or check out keys with a quick QR code scan. For example, some electronic key management systems have a mobile app that allows you to complete all the steps of checking out or returning a key from



your phone. The app then generates a QR code that you can scan with a QR code scanner at the system. The drawer will unlock, and you can remove or return keys with ease.

Securely Identify Key Tags

When maintenance professionals need to check out multiple keys at once, it can be difficult to keep those keys in order during service calls. Placing a piece of tape on it with the apartment number defeats the purpose of keeping keys secure. But going back and forth to get one key at a time isn't ideal either, especially at large properties. Instead, you can print a label with a unique QR code and attach those to each key tag. Then you can scan that QR code with your phone to identify a specific key.

Using QR codes to help you manage your property provides you with the convenience you're used to in every other aspect of your life. And even better, you don't have to sacrifice security. By taking advantage of QR codes, you can provide better service to your residents and streamline your day-to-day tasks.