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Lease-Ups: Six Ways to Leverage Touch Technology

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In the last five years, the touch screen interface has become almost omnipresent. Multi-touch, gesture-sensitive screens are found on everything from public kiosks to our personal electronic devices. One of the more recent innovations is the use of large touch panels and touch-surface tables to provide property information and virtual tours at multifamily communities

"Touch panel technology is proven to optimize workflow for employees and simplify the lives of residents," says Susan Maxwell, director of real estate for award-winning Denver developer Zocalo Community Development. "We use the technology to enhance standard apartment operations."

Zocalo turned to a pioneer in the new field of immersive virtual property tours for the touch panel software, website and overall branding for their LEED-registered 2020 Lawrence community. Engrain, a Denver company with two decades of marketing and technology experience, including projects for Fortune 500 notables like ESPN and Ford Motor Company, was one of the first to see the potential for touch interfaces in real estate

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