



**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Ashley McGovern  
317.518.6886  
[ashley@realync.com](mailto:ashley@realync.com)

## **Realync Announces WCAG 2.1 Compliance, Enabling Web Accessibility in Multifamily**

Carmel, IN, (April 14, 2021) -- Realync, the multifamily industry's leading virtual leasing and engagement platform, announced today its platform now meets [Web Content Accessibility Guidelines \(WCAG\)](#), the most up-to-date recommendations for making web content more accessible to those with disabilities.

Realync helps thousands of apartment communities market, lease, and engage with prospects and existing residents through its industry leading video technology. Realync clients now have the ability to leverage closed captioning and generate a full transcript of all spoken dialogue throughout each video experience in line with WCAG best practices.

Improving accessibility within the Realync platform empowers leasing teams to provide the best video and leasing experience for their prospective residents without the need for any additional platforms or technologies to comply.

Realync's conformance to the latest web accessibility guidelines comes at a time as the real estate industry finds itself in the web accessibility hotspot. As consumers continue to demand virtual leasing experiences, this exposure increases the chances of an inaccessible website or touring experience.

Providing virtual leasing services to people with disabilities is just as important as it is with accommodating physical services at a property. Identifying this gap in multifamily virtual leasing for those with disabilities, Realync made accessibility a top priority and launched these upgraded features as standard functionality for all Realync clients.

"We are beyond thrilled to provide video experiences that are accessible to everyone, so we can further engage and accommodate our clients' current and prospective residents," said Matt Weirich, Co-founder and CEO of Realync. "As a multifamily built platform, it's a top priority for Realync to continue building a platform to accommodate anyone who wishes to access, browse and interact with our clients' communities online."

As the industry leader in standardized Fair Housing compliance for virtual leasing and multifamily video, Realync is bringing the same focus to WCAG in multifamily.

"This product release reinforces Realync's dedication to making video experiences more accessible to everyone," said Ani Rangarajan, Co-founder and COO of Realync. "Our platform has been, and continues to be, built for the needs of the multifamily ecosystem. To further accommodate our clients' current and prospective residents, we're happy to announce that we now offer closed captioning and full transcripts of spoken dialogue within Realync videos!"

Along with accessible content, the Realync platform has grown to enable corporate and manager controls over their teams' virtual leasing efforts. These controls range from data and reporting, to secret shopping of tour experiences, to custom branding controls, video download controls, Fair Housing compliance, and more.

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### **About Realync**

Realync is multifamily's leading virtual leasing and resident engagement platform enabling live video tours, live virtual open houses and DIY pre-recorded videos of properties. Preserving the power of a personal experience and live dialogue, Realync's platform simplifies and enhances the real estate touring process by providing a more efficient, convenient, and cost-effective way of showing and touring properties. To learn more, please visit us at [www.realync.com](http://www.realync.com)

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### **Notes [For Ashley]**

We've been Fair Housing compliant since 2011. We haven't been WCAG compliant. There wasn't closed captioning. You could type out captions.

Now have transcripts

Focused on closed caption

Product feature release

Android (end of April)

-Email newsletter

-intercom message

-social/press release/pitching

-Realync experiences are now WCAG compliant. It's for the consumer (hearing disability) that's what we are accommodating.. Building in the compliance for our clients' for the consumers.

Press release ---

1. Is the message to focus on our product release or on how we are further WCAG compliant (2.1 or 2.2)?
2. User onboarding strategy? How does this make existing clients more successful?
3. Users or clients?
4. Fair housing compliant?

One pager ---

1. Message -- leader on WCAG.
2. We're further positioning how we're building a product for multifamily. "We built these new features not only to be WCAG compliant but to further answer our clients requests to build a product specifically for multifamily. In this recent product release, we also
3. Use screenshots from agenda. Showing what closed captioning and transcript look like.
4. What is it and why should you as multifamily care and how Realync solves for that
5. More about accommodating and engaging with a disabaled person.. Realync is now equipped to accommodate that. Virtual tours work for them just as much as undisaled

Social ---

<https://www.trychameleon.com/blog/how-to-announce-new-features>