



NARPM Annual
Convention &
Trade Show



Session Type: Panel

Session Title:

Resident Benefit Package: Maximizing Value and Profits

Presented by:

**Bob Hansen, Deb Newell, Todd Ortscheid,
and Jennifer Stoops**

Contents

- Moderator and Panel
- Why Resident Benefits Package
- How Do I Create the Package
- Expectations From Residents and Owners
- How Do I Leave NARPM 2021 and Execute



Bob Hansen

- Moderator
- Head of Sales, Second Nature
- Former SVP Operations for 1 5,000 Door REIT
- Former Regional VP Sales, Apartments.com
- NCAA Football Official



Deb Newell

- Real-Time Consulting Services
- MPM®, RMP®, REALTOR®
- MBA Candidate
- Began by turning over 35 properties in 4 years
- Started a PMC in 2001



Todd Ortscheid

- Chairman, President, & CEO at Revolution Rental Management
- Consultant at PMAssist
- Has held a real estate sales license in Georgia since 2008.



Jennifer Stoops

- Executive VP at Park Avenue Properties
- MPM®, RMP®, REALTOR®
- Over 15 years of experience in the property management industry
- 2022-2024 NARPM National Regional VP



Definition

Resident Benefits Package:

- “All encompassing value add program for tenants that can only be provided by Professional Property Managers due to their industry technology, resources, and connections.”



What is The Triple Win?

A **lens** to view business decisions through:

- Resident
- Owner/Investor
- Property Manager



View your industry and your company through
the “Triple Win” Lens

Let’s look at the Resident Benefits Package with
that same lens...



How Do I Get Started?

What value add programs are you already providing your tenant that you are not charging them for?

- Free online payments
- 24/7 maintenance emergency line
- Free home purchase consultation
- Late fee waived (first occurrence)


Tangible items:

- Second Nature air filter delivery service
- Renter's Insurance
- Utility Connection
- Credit Building
- Rental Rewards
- Identity Protection




What would this look like for me?


- What a Resident Benefits Package can look like for you:


THE NAME OF COMPANY 

Resident Benefits Package

"I'm getting way more out of renting than I ever did before"
- Helen S.


Featured In: 


Excellent 
Based on 971 reviews



Over 2,300 5-star reviews.


Benefits so good, you may never want to leave.


At [PMC name], all of our residents get the #1, most-awarded experience:


 **Filter Delivery Service**
Changing filters is as easy as opening the front door. This service helps you save up to \$250/year and reduces the hassles of repairs.


 **SIM Identity Protection**
1 in 4 Americans are victims of identity fraud. All adult leaseholders get SIM coverage backed by AIG, monitoring through IBM's Watson, and a dedicated, US-based Identity Restoration Specialist.


 **24/7 Maintenance Coordination**
It always seems like things happen after hours. This makes reporting those pesky maintenance issues easy and fast either online or by phone.


 **Home Buying Assistance**
For those who want to move onto homeownership, we'll help you get there.

 **Online Portal**
Access your documents and pay rent through our easy to use online portal.

 **Credit Building**
We report every rent payment so you build credit. Average increases of 23 to 42 points in resident scores, so you can qualify for more and save hundreds. We can report up to the past 24 months for an immediate boost.

 **Resident Rewards Program**
Rent day is now rewards day. You'll get cash, giftcards, and exclusive discounts you can use to save up to \$4500/year on everyday expenses.

 **Utility Connection Concierge**
One call sets up utility, cable, and internet services – and helps you get the best promos and discount codes available.

 **Vetted Vendor Network**
Everyone who services your home is screened to exceed our standards for insurance, licensing, and professionalism for the job.

+ More

Preventative Maintenance

Filter Delivery Service:

- Changing filter is as easy as opening the front door. This service helps you save up to \$250/year and reduces the hassles of repairs
- Average 10-15% saving on utility bill
- Contactless delivery
- MERV 8 rating (*upgrade to super allergen rated at no extra cost*)
- Reduce HVAC tickets by 40%

*Source: Property Meld, Service Team



Identity Protection

\$1M Identity Protection - 1 in 4 Americans are victims of identity fraud. All Adult leaseholders get \$1M coverage backed by AIG, monitoring through IBM's Watson, and a dedicated, US-based Identity Restoration Specialist.

- Monitor - Fueled by IBM Watson AI, Identity Guard proactively monitors and processes billions of pieces of information
- Alert - We alert you to certain events - such as an account being opened in your name - so you can take action if it wasn't initiated by you
- Recover - In the event of identity theft, a dedicated case manager will be assigned to assist you every step of the way
- Insure - Our \$1 million insurance policy covers most losses you experience as a result of identity theft, including stolen funds*



Credit Building

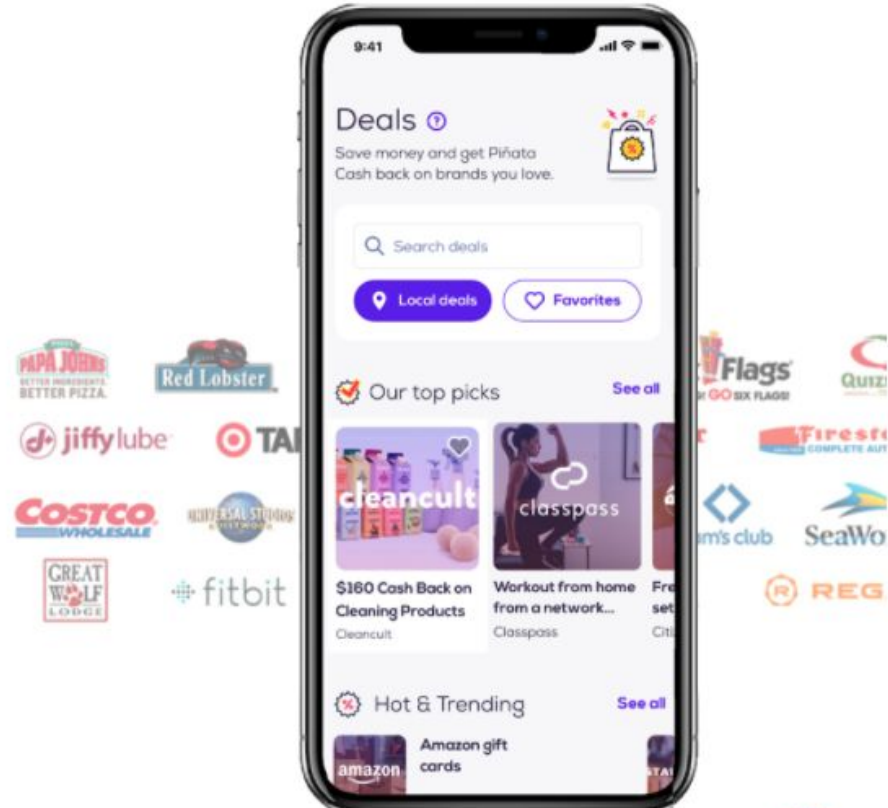
Report every rent payment so you build credit. Average increases of 23 to 42 points in resident scores, so you can qualify for more and save hundreds. WE can report up to the past 24 months for an immediate boost.

- Reports to all 3 bureaus
- All adults of household included
- High financial impact creates a path for homeownership
- Happens automatically via Second Nature management



Resident Rewards Program

- Rent day is now rewards day! Residents get cash, giftcards, and exclusive discounts they can use to save up to \$4500/year on everyday expenses.



What is the Triple Win?

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What's in it for you, the PM?

- No additional work to you and your staff
- Tool to solicit more doors
- Deliver a higher, professional level of service
- Brand enhancement
- \$120/door annual profit
- Protections for you and your owners
- 2% less AR collections
- Less resident push-back
- 40% less HVAC work orders
- Accountability
- Retaining landlords deciding to manage themselves
- Increased bottom line revenue



What does an RBP look like?

What does a Resident Benefits Package look like?

- Fair Market Price: 10 apples
- Cost to the Resident: 5 apples
- Cost to the PMC: 2 apples
Profit for PMC: 3 apples
- Profit on Portfolio Level: thousands of apples



Thank you!



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