

RBP FOR PROPERTY OWNERS

Let's give benefits that give back

Learn how a resident benefits package can improve the resident experience and grow your investment.



First, let's dig into the state of property management



Residents Want More

Consumers lean towards brands that provide value beyond the product, such as Apple, Amazon, and Starbucks. This shift has led to a staggering **22%** of residents wanting to move for better amenities.*



Costs Are Rising

With HVAC work orders averaging **over \$500** and pest treatments ranging from **\$250-\$8,000**, ensuring our residents take care of the property is crucial to your investment.



It's Tough To Get Ahead

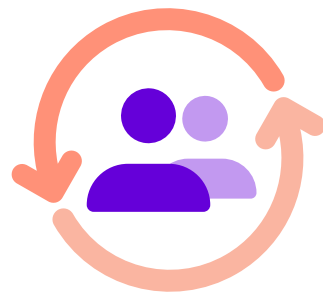
Residents struggle to build credit. **1 in 8** Americans experience identity fraud. And inflation isn't doing anyone any favors. It's no wonder that **43%** of renters don't have insurance and **15%** aren't caught up on rent.**

* [2024 State of Resident Experience](#)

** [US Census Household Pulse Survey](#)

So how do we improve the resident experience while also improving our bottom line?

With a suite of services that we call the **Resident Benefits Package**—specifically designed to increase retention, lower costs, and protect your investment.



Increase Retention

By adding convenient, value-added benefits they can't get anywhere else, residents may never want to leave.



Lower Maintenance Costs

Smart, incentivized services keep your appliances and property running smoothly—reducing surprise costs.



Protect Your Investment

Reduce risk with built-in programs that ensure residents meet property requirements.

**Let's see how the
Resident Benefits Package
can benefit us all.**

Air Filter Deliveries



Arrived Air filter delivery

We'll reduce HVAC maintenance costs

By delivering air filters on a regular basis, we can:

- **reduce HVAC orders by 38%**
- **lower utility bills by 15%**
- **extend the life of your HVAC unit by 5 years**

On-Demand Pest Control



Pest treatment complete

We'll eliminate pests and pesky admin work

With on-demand pest control, **residents can now handle infestations for covered pests** in just a few clicks. If pests appear, they can easily schedule a licensed, vetted vendor to address the problem directly at their home. This service comes at no additional cost or admin time for us or the residents, offering greater flexibility while preventing inaction that could lead to larger infestations.

Credit Building



We'll build our residents' financial future

Residents are **67% more likely** to choose a home with rent reporting than one without. With this automated service, we not only reduce delinquency, but can improve our renters' credit score by an average of **42 points**.

Resident Rewards



You've earned a gift card

We'll turn rent day into rewards day

Residents can earn points, discounts, and gift cards for **on-time rent payments**—making residents feel valued, increasing retention rates, and reducing late payments.

Identity Theft Protection



\$1M Identity theft insurance

We'll make life less stressful

With **\$1M in coverage** and identity fraud monitoring, we provide residents with peace of mind and safeguard their ability to pay rent if their identity is ever stolen—protecting our business as well.

What about resident pushback?

While the RBP does charge the resident, the value it brings outweighs the cost and even pays for itself. By showing this value, other RBP customers have not only experienced very little pushback, but other benefits as well.



// The benefits package has had no pushback from residents. It even helps us attract better tenants and keep them longer.

Andrew Johnston
Go Global Realty

The bottom line

By offering unique, convenient perks that reduce costs and incentivize residents to comply with lease-mandated activities, residents benefit, PMs benefit, and owners benefit—creating a Triple Win.



second nature®