

**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



## 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**

# 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.

# Move-In Concierge



Electric, water, and internet set up

## We'll make move-ins less stressful

By helping residents set up utilities and services with **one call**—and securing the best rates—we save them time and money while delivering a seamless, convenient experience that starts our relationship off right.

# 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.

# Renters Insurance Program



Liability and contents covered\*

## We'll stay protected

By building renters insurance right into the lease, we can ensure that all policies are up to our standards, including:

- **\$100K in landlord liability coverage**
- **\$10K in personal contents coverage\***
- **\$25K in dog bite liability (with no breed restrictions)**
- **\$3,000 in additional living expenses**

And with automatic monitoring, we can ensure 100% compliance, even for those who opt out and supply their own policies.

Renters Insurance Program is provided by Second Nature Insurance Services, LLC. (NPN 20224621)

\*Contents coverage is not included in all policies and is subject to availability and choice of policy.

## 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.



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