

Resident Benefits Package for Property Owners



RBP is a way to deliver consistent value, improve resident experience and drive lease mandated activities:

A few things have changed in favor of rental property investors:

- RBP has become an industry standard to and attract top residents that stay and pay
 - 60% of PMC's provide a version of an RBP (NARPM Benchmark Survey)
 - Largest PMCs/REITs offering a suite of services: IH, Progress, HRG, PURE

Centralized RBP streamlines resident support and experience

- The SN platform enables PM to grow and change with resident and owner expectations
- Properties on filter delivery service have 38% less HVAC work orders
- 100% insurance coverage and full compliance management
- More on time payments, reduces delinquency by 2%
- Able to support multiple aspects of ESG initiatives for investors with bundled services



The service pays for itself for Residents

- Changing filters regularly saves 15% or \$266.84 in savings per year for the average resident
- An NCBI study showed the economic impact of IAQ (indoor air quality) to be \$78/resident/year
- Rent Reporting improves resident credit scores 20-40 points, saving on loans and credit payments
- Residents save average of \$7.05/month on insurance with better coverage than most policies
- They save frustrating hours at move in and monthly expense with move in concierge
- \$120 in annual rewards cash for paying on-time, plus additional savings up to thousands of dollars
- **Average cost of services for single family household = \$75 – \$95/month**
- **PMC offering at \$50/month**



RBP vs Status Quo

- Resident energy bill savings: \$266/year
- Prevented Maintenance: 38% less HVAC problems
- Nuisance charges/HVAC Liability
- Only 41% residents have insurance(90% of PMs require)
- 54% of residents unscorable credit
- ID protection involves a lot of prevention and diversion
- Residents rewarded to pay rent on time instead of punishing them
- Remove the friction between resident and lease mandated activities

Insurance Protection Specifics



RENTERS INSURANCE COMPLIANCE MANAGEMENT

- Best coverage in the industry at \$10.95/mo
- Partnered with QBE, A-rated carrier since 1886
- 100K property damage/100K personal liability
- 10K personal belongings + contents
- 25K dog bite coverage with no breed exclusions
- Software to track compliance and handle subsequent admin based on which path they go. 100% compliance

ID PROTECTION

- National Partnership with Aura, processed 150,000 claims last year
- \$1M policy backed by AIG, dark web monitoring with IBM Watson AI

Rest easy knowing your asset and cash flow are protected...

- 43% + of residents do not have insurance even when required at move in. (Simply Insurance)
- 1 in 20 will have a claim in an average year
- 1 in 8 Americans experienced ID fraud in 2021. Protect cash flow by preventing issues
- Asset Owner Insurance premiums can be reduced when 100% compliance program is in place
- 99% of residents opt in to RBP Master Policy insurance (SN Data)

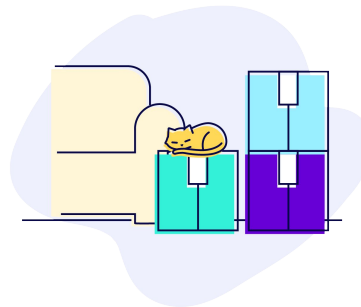
Filter Delivery and Move-in Concierge:



FILTER DELIVERY SERVICE

NRHC study across multiple operators showed 38% average reduction, ranging from 31-50% per market.

IH, Progress, HRG and Majority of large multimarket sf operators offering



MOVE-IN CONCIERGE

All utilities and home services set up in residents' name if required.

Reduce emissions, carbon footprint, and improve NOI

- HVAC maintenance costs up on average \$191 or 67% in 12 months *from \$392 in 2020 to \$583 in 2022 (property meld)
- \$200+/home saved on HVAC maintenance expenses
- 1,071.6 kwh saved per home
- 1,671.70 pounds of CO2 emissions avoided
- The #2 cause of resident turnover (#1 being relocation) is maintenance.
- A reduction of up to 38% of HVAC tickets means a reduction of unhappy residents who seek a different property where they experience fewer problems (even if their negligence caused the problem). *NRHC HVAC Study

Rewarding lease mandated activity



Resident REWARDS

Pinata rewards: IMN Resident-Facing App of the Year

Gives tenants \$120 + in cash rewards per resident per year



CREDIT BUILDING

Report to all three credit bureaus for maximum credit improvement

Can retroactively report 24 months of payment history

Attract, retain, protect and help residents build credit

- 26% of residents whose payments were reported decreased their late payments by 26-50%
- 67% of residents would choose homes with payment reporting in place if all else is equal.
- 73% of residents would be more likely to pay rent on time with rent reporting
- HUD survey showed scorable renters increased by 54%

Appendix

- 43% + of residents do not have insurance. (simply insurance)
- 1 in 20 will have a claim. 322 uninsured claims prevented by SN(assuming 15,000 homes)(4)
- .5 hours per resident per month saved on Insurance COI management =7,500 hours/month
- 99% of residents opt in to RBP Master Policy insurance (SN Data)
- 15,000 5 Star resident reviews
- RBP is now the standard: 60% of NARPM PM's have an RBP (NARPM Accounting Benchmark Study)
- SN with 1500 customer and over 500,000 residents
- Resident Reputation
- Resident Rewards app Won IMN Resident Facing App of the Year
- 73% of residents would be more likely to pay rent on time with rent reporting
- 26% of residents whose payments were reported decreased late payments by 25-50%
- 67% of residents would choose homes with payment reporting in place
- 1 Resident Experience partner to design, deploy and manage the ongoing and growing Streetlane Resident Experience

OLD WAY

Property Management is about maximizing transaction value through collecting rent and handling maintenance.

NEW WAY

Property Management is about maximizing lifetime value through stacking Triple Win experiences.

