**PayLease** 

# Residents need your help turning their rental into a home



to make things easier.

63% of people say their lives are so hectic that they look for ways



community manager, poor communication can be a costly mistake

17% of turnover is due to residents being unhappy with their



important.

94% of people say that being able to personalize their space is

# Meet them where they are: on their mobile device

How can you help?

## 28% of adults are using a smartphone as





opposed to devices that require broadband service like laptops or desktop computers.

their primary form of online access, as

The average American checks their

smartphone approximately 52 times



Americans own a smartphone.

## 35% Paying for utilities

Residents would use a mobile app for the following activities, if available:



46% Making a rent payment 34% Getting package notifications 35% Reporting problems 39% Filing & tracking maintenance requests **30%** Getting community information & reminders S2 Capital, reported a 27% increase in online rent payments after implementing a

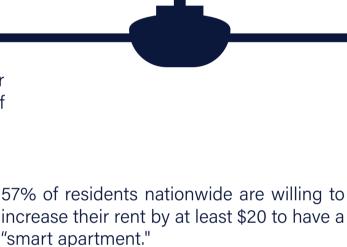
Opt for a consolidated mobile-first app that allows resident to control every aspect of their living experience. From paying their rent to submitting maintenance requests and even unlocking their front door – give them one app to rule it all.

touts a 70 percent adoption of online payments largely in part because of their mobile app.

Give them the amenities they crave

Residents Crave Connectivity to their Home

72% percent of consumers under the age of 36 own some kind of connected home device





According to a study conducted by ZenDesk, 75% of

their rent by more than \$31 per month.

Approximately 25% are willing to increase

options

## apartment community, the more likely they are to renew their lease. You want to be where everybody knows your name:

1-3 friends living in

their community

38%

chance a resident

will renew their lease



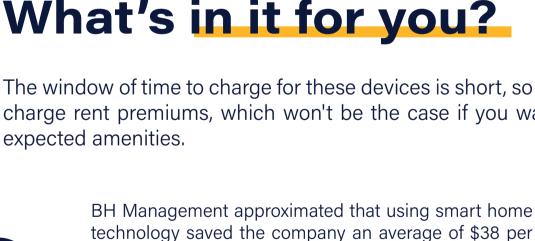
0 friends living in

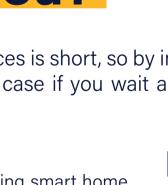
their community

29%

chance a resident

will renew their lease





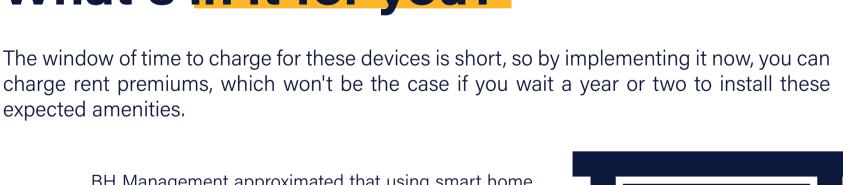
4-6 friends living in

their community

40%

chance a resident

will renew their lease



7+ friends living in

their community

chance a resident

will renew their lease

### month, per unit with the help of smart home technology. NAA reports that companies utilizing self-guided tours can see an 11% increase in leases compared to those who only rely on a leasing agent.

There are a few ways you can prevent your Smart investment from becoming obsolete: There are a staggering million devices on the market with Z-Wave inside; that covers 70% of the smart home market.

With basic smart home packages commanding an extra \$25-\$45 in rent per month, you can have your investment paid off in approximately

two years.



**Choose Z-Wave Devices** Z-Wave devices are fully interoperable. That means you are not tied to a single manufacturer and will have the flexibility to implement best-in-breed home automation solutions, even if it's a little bit at a time. This is especially helpful for owners and operators who plan to implement in phases. The flexibility of Z-Wave devices better protects your investments compared to using a proprietary solution from a single manufacturer. Plus, it's the most widely-utilized option for smart home

Select enterprise-grade smart hubs Watch out for providers that utilize Raspberry Pi computer boards in their smart hubs. These are intended for small, DIY solutions. Instead, work with provider that offers a commercial grade, security system caliber hub with

devices.

the capability of connecting to smart home devices operating across all major industry protocols.

Contact Zego for your custom analysis and complimentary ROI report. 866.729.5327 | gozego.com | sales@gozego.com