

# The digital payment adoption checklist

- ✔ Champion the initiative
- ✔ Check off the boxes
- ✔ Reduce paper-based payments



## On-site staff change management & training

### The how and the why

- Provide on-demand training for your staff around the functionality of your digital payments system
- Provide on-demand training on the value of digital payments

### Be transparent

- Use KPIs at the property level to drive usage and adoption
- Recognize and celebrate the communities with high digital payment adoption rates
- Work more closely with the properties whose adoption rates are low or stagnant
- Organize digital payment adoption contests between managers



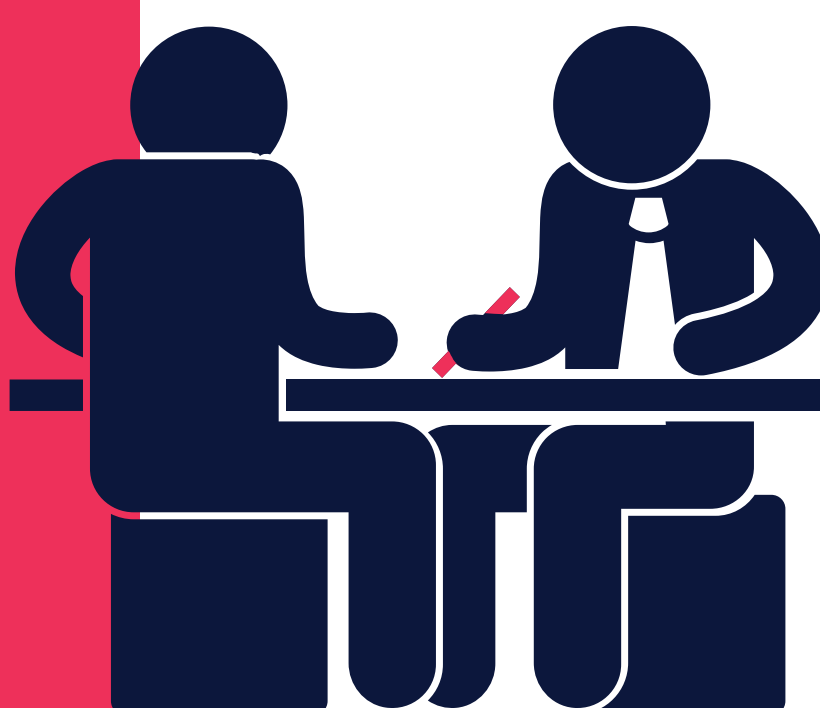
## Resident onboarding

### From the get-go

- Require prospective renters to pay their application fee online
- Set clear expectations with new residents around how and when they should pay
- Include payment portal information and instructions in your move-in packets for new residents

### Leasing office logistics

- Close off your on-site drop boxes - no more risky cash or money orders in office
- Equip each leasing office with an iPad or tablet that residents can use to activate their online payment account



## Alignment of incentives

### Hold residents accountable

- Charge a late fee
- Charge a processing fee to pay with a paper check

### Encourage online payments

- Provide an incentive (such as a gift card or a credit towards next month's rent) for residents who sign up for AutoPay
- Incur the digital payment processing fee on behalf of your residents



## Multiple payment options

### Close the door on cash

- Provide residents with a cash-payment alternative

### Provide flexibility

- Allow residents to pay via multiple payment options (i.e. ACH, Debit, Credit, PayPal, etc.)
- Have a community-branded mobile app with an on-the-go payment feature



## Resident engagement & communication

### Make it a no-brainer

- Send automatic rent reminder emails or text messages with a tokenized link to the online payment platform
- Offer your residents a free credit reporting feature for their on-time rent payments

### Communication is key

- Communicate with residents based on their preferences (i.e. email, SMS, in-app message)



### Need help completing this checklist?

Get the step-by-step guide to 100% online rent payment adoption. It's filled with instructions, checklists, sample assets, and additional tools. And the best part is, it's FREE.