



entrata

# DEBUNKING ONLINE PAYMENT MYTHS

Webinar

# Agenda

---



## **Myth vs. Reality**

Common myths about going  
paperless



## **Marketing and Training Efforts**

How Entrata helps you and  
your staff go paperless



## **Fairfield's Experience**

Andrew Rowley discusses how  
they sealed the rent box

# Housekeeping Items

---

- This webinar is being recorded.
- A follow up email will be sent.
- A recap and video link will be posted on the blog this week.
- Join the conversation on Twitter/Facebook with the hashtag #mythorfact
- Summit registration will be randomly selected at the end of the webinar.

# Today's Panelists

---



**Kate Hampton**  
*Vice President of  
ResidentPay®, Entrata*



**Andrew Rowley**  
*Director of Operations, Fairfield  
Residential*



# Myth vs. Reality

---

*Common myths about  
going paperless*



# Myth #1

---

If we go paperless, does that mean residents are prohibited from paying with a check or paper money order?



# Myth #1 Busted

They Still Can But...

- Encourage people to pay online
- Seal the drop box
- Accept paper payments only at the leasing office during normal business hours



# Myth #2

---

Going paperless will not work for us  
because our residents won't pay online.



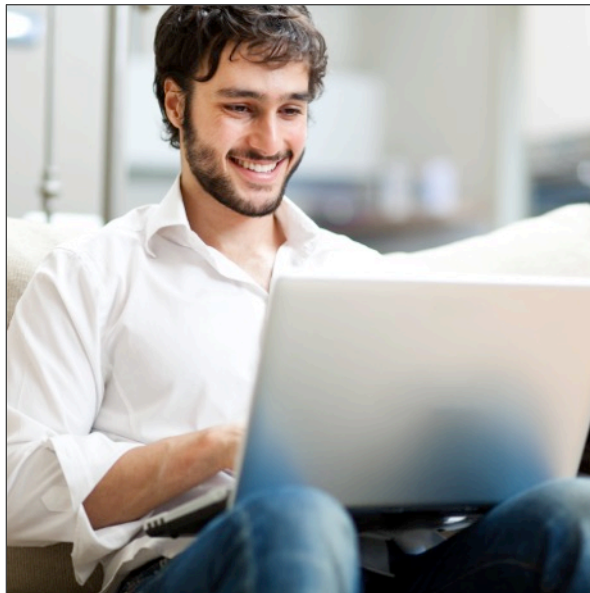


# Myth #2 Busted

---

## Your Residents Want to Pay Online

- According to an NMHC study, 79% of renters prefer to pay rent online
- Paperless has been successful at all property types including Senior Living and Affordable Housing
- Double your payment adoption
- Absorb the ACH fee



# Myth #3

---

We can't absorb the ACH fee.



# Myth #3 Busted

---

## It Pays to Offer Free ACH

- Time saved posting rent
- Decreased liability
- Decreases delinquency by up to 50%
- Immediate payment confirmations
- Reduced data entry errors
- Increased resident satisfaction



# Myth #4

---

My on-site staff is too busy to go paperless.



# Myth #4 Busted

---

## We've Got Your Back

- Entrata does the heavy-lifting
  - Training for on-site staff
  - Customized marketing materials
  - Message Center templates
- Corporate staff only approves launch date and marketing material design





# Marketing & Training

---



# Marketing Kit Examples



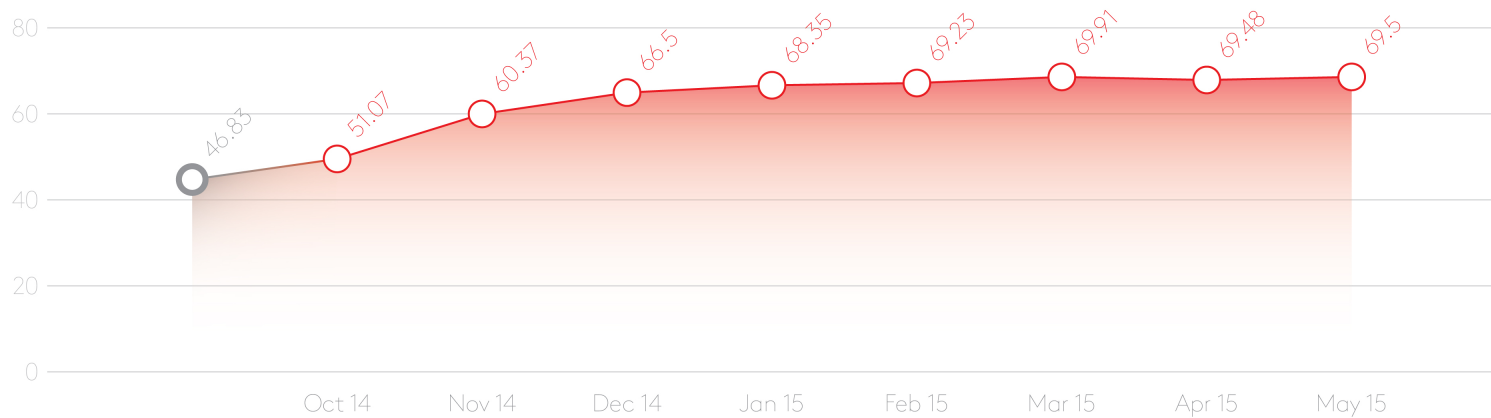


# Fairfield's Experience

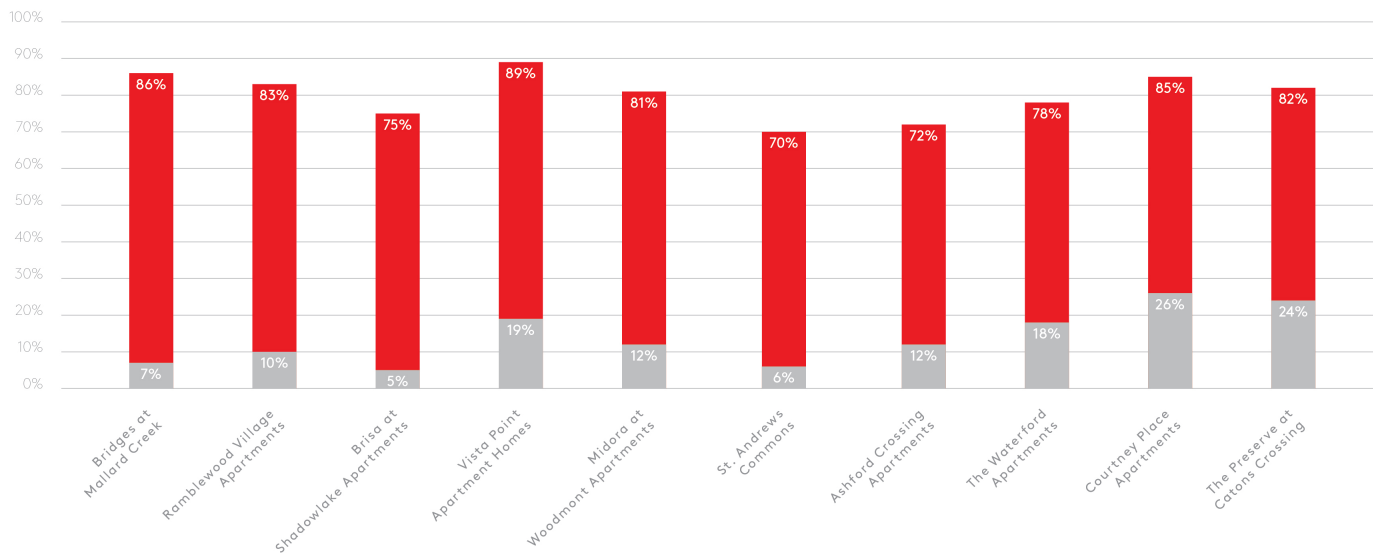
---



# Fairfield's Adoption



# 10 Properties With Best Adoption Increase





Questions?

---



The Entrata logo is a red square with the word "entrata" in white lowercase letters.

entrata

# SUMMIT /// 2015

SEPTEMBER 16-18  
PARK CITY, UT