



Single-Family Residential Property Management

How Smart Home
Technology Is Being
Leveraged To Overcome
Challenges & Delight
Residents

 **PointCentral**[®]
the leader in enterprise smart home solutions

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Current Challenges

Access Management

For companies that manage large numbers of residential rental properties, the challenges can be daunting. Among them is how to manage access to the properties – both occupied and unoccupied.



Up until now, the typical solution involved controlling and maintaining a large

inventory of keys, often involving mechanical lock boxes. As anyone will tell you who has been tasked with key management, it can quickly get out of control. Keys are often lost, copied and stolen which puts the property and the residents at risk. Plus, key and lock replacements drive up costs.

Lock boxes have been around for quite a while, but have not proven to be a reliable solution. They often won't work, and when they do, sometimes the key is missing. Plus, it doesn't eliminate the possibility of copying the key.

HVAC Costs

The costs associated with heating and air conditioning (HVAC) are near the top of the list for residential property managers. This includes everything from energy abuse by guests and air conditioning left on high after a property is vacated, to frozen pipes and HVAC systems lacking

maintenance. Reducing even a portion of this cost center would have a significant positive impact on the bottom line.

Vendor Scheduling & Accountability

Managing large numbers of properties requires detailed scheduling that provides access to vendors and maintenance personnel. Improving turn times and returning a property to the market as quickly as possible is a goal for all property managers. The challenge is tracking who showed up at the property, ensuring they have quick reliable access, verifying how long they were there performing work, and then making sure the next work order is started as soon as the last one is complete.



Differentiating Properties

The competitive landscape is never simple or easy to navigate. Residential managers are constantly trying to differentiate their properties from their competitors and make their homes and their management company stand out. Finding ways to create a positive customer experience before and during the time they occupy the property, the more likely you are to have a longer, more profitable rental, and a renter who says positive things.

Enterprise Smart Home Technology Streamlines Property Management and Enhances Assets

Smart Home technology has delivered many benefits to homeowners – primarily convenience and security. But it wasn't until an enterprise solution came along from a company like PointCentral that property managers could also benefit from the Smart Home wave. Enabling property managers to control access and temperature across their entire inventory of properties opened up a broad range of possibilities.

Smart Access Management – Reliable and Dependable

Eliminating keys has many benefits for residential property managers - something the hotel industry discovered a long time ago. In fact, it could be argued that the benefits to managers with properties dispersed across a wide geographic area are even greater than with the hotel industry.

Reliable access is near the top of the list when it



comes to managing residential properties. Instead of unreliable lock boxes, a smart lock delivers predictable, manageable access.

PointCentral smart locks have two very important features. One, they are part of a Z-wave network that

communicates over a proprietary cellular network and don't rely on an inconsistent and costly Wi-Fi network. Two, each PointCentral lock has a built-in backup code which ensures access, even if there's a problem. Gone are the days of fighting to open a lockbox and then finding no key is inside; turning away a prospective resident or rescheduling a vendor and forcing you to replace the key.

Smart HVAC Cost Management

PointCentral smart thermostats enable significant HVAC savings in several ways:

1. The thermostat can be programmed with High/Low limits that prevent a resident from abusing the HVAC system, or vacating a property with the AC set to an extreme level.
2. Schedules are automatically downloaded to your vacant properties. Several times each day, the system is "re-set" to the temperature you have chosen, thus avoiding heating or cooling that runs for days after a prospect or vendor visit.
3. Online HVAC analytics provide a detailed view of how the actual temperature is tracking with the set point of the thermostat. When the temperature is not tracking to the set point, or the HVAC is running too long to get to the set point, then this might indicate a problem and maintenance could be scheduled. Being able to perform preventive maintenance rather than waiting for HVAC failure is much smarter cost management.

Smart Scheduling and Vendor Management

Property managers are regularly scheduling and providing access to vendors and maintenance personnel. Especially when a property is vacant, knowing the right vendor has shown up as scheduled and completed the work as billed is a key part of getting that property back on the market as quickly as possible.

The PointCentral system allows you to track who showed up at the property, makes sure they have quick reliable access and then helps you verify how long they were there performing work. For the first time, you now have a method that creates accountability for the work that was scheduled and the cost associated with the work order. An added benefit is that you receive notification through the system when a vendor has left the property, which then allows you to immediately notify the next vendor scheduled – saving you hours, if not days, in getting that property back on the market.

Smart Differentiation

Making up the largest generation in America at 75.4 million people and rising, Millennials (ages 18 to 34) have surpassed Baby Boomers whose numbers are decreasing. Millennials are the sought-after segment for nearly every market. Fortunately, for the residential property management industry, Millennials love to rent.

And Millennials love technology. 47% of Millennials already have Smart Home technology in their home and 85% of them said they are likely to add

Smart Home technology to their home, more than half within the next year. This puts Smart Home technology up there with flat screen TVs as one of the top “expected amenities” for Millennial renters.

What’s even more exciting about Millennials and Smart Home technology is that 86% of them are willing to pay MORE RENT for a property outfitted with Smart Home over one without it – as much as one-fifth more.

Tenant Delight

- Offering a service that provides a tenant with the home automation technology they want, without the upfront cost or maintenance hassle.
- System can be as simple to complex as the tenant wants, with easy to use apps up to integrations with the latest voice assistants and front door cameras.
- Service drives higher rents/incremental fees, higher demand and stickier tenants.



The PointCentral Customer Experience

Whether they are managing 35 or 35,000 properties, our customers are realizing dramatic savings and operational improvements from their PointCentral Enterprise Smart Home solution.

Here are a few quotes from PointCentral customers:



Greg H., Project Manager

"The partnership with the PointCentral team has been beneficial in many ways, helping us to drive efficiencies and process improvements within our own business."

Richard B., Leasing Manager

"Since we started using the PointCentral system, we've seen our appliance vandalism rate drop from one call per week to nearly zero. We're also saving a ton of time that used to be spent managing the hassle of keys."

Karen P., Call Center Trainer

"The training and support we initially received from PointCentral was very helpful. Now that our call center is successfully supporting the smart home system we also love the prompt service we get when an urgent matter arises."

Justin Iannacone, Executive Vice President

"We believe our Smart Homes are revolutionizing the single family rental experience while allowing us to drive expense savings, achieve productivity gains, and create an efficient and enjoyable leasing experience."

Steve M., Senior Field Operations Manager

"Before we installed the PointCentral smart home system we would have vendors or employees turn the air conditioning or the heat way up while they were in the vacant property. That might mean the HVAC system ran for days before someone else was there. Now we know the temperature schedule will be automatically re-set every couple of hours. It is a huge savings for us."



invitation homes

PointCentral, headquartered in Portland, Oregon, and a subsidiary of Alarm.com (Nasdaq: ALRM), designs, manufactures and markets enterprise-grade Smart Home solutions for the vacation rental, single-family, and multi-family property management markets. PointCentral solutions provide customers in these markets with the ability to monitor and control smart home technology across all properties in their inventory over a best-in-class secure and reliable network – reducing risk, improving security, controlling assets, reducing energy costs and improving guest/tenant satisfaction.



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