



# Best Practices Guideline:




Proven techniques when implementing an e-payment service

# Best Practices:

To prepare your company, staff, and customers for the new or updated electronic payment options, we've developed a Best Practices Guide to help share proven techniques that we've learned over the past 10 years of providing industry leading electronic payment solutions.

Here are some tools and resources to maximize usage:






## Property Paid Advantage

-  Providing a free payment option to renters increases renter usage, satisfaction, and improves management efficiency.
-  The reduced administration time of processing and depositing checks greatly adds valuable hours to your staff's work week.
-  Ask your account executive today for more info about the *Property Paid Advantage*.

## Marketing and Awareness

*Educating renters on the new e-payment option will help maximize the adoption of your new service.*

We can provide customized marketing materials to help build awareness, including:

-  Posters and counter displays for the on-site office
-  Door hangers
-  Refrigerator magnets
-  "Online Rent Payment Guide" to be included in move-in packages
-  Facebook and Twitter outlines

We will also provide you with a link to include on your website(s) and an email template you can use to communicate the new service to your customers electronically.

## Monthly Best Practices E-Newsletter

If you choose to opt-in to our valuable monthly newsletter, we will keep you informed with techniques that will continue to drive renter satisfaction at your communities.

For more information e-mail: [marketing@rentpayment.com](mailto:marketing@rentpayment.com)

### Educating Your Team

Making sure everyone is knowledgeable about the RentPayment service is key. We provide live training and online video tutorials to help educate your team on all the great benefits that come with accepting electronic rent payments.

For more information e-mail: [marketing@rentpayment.com](mailto:marketing@rentpayment.com)

### Communication Drives Success

Designate a staff member that will be the main point of contact with your RentPayment account executive.

### Measuring Results

Your account executive can provide customized data to measure overall usage and strategize ways to maximize adoption.

*"RentPayment has streamlined the way we receive our rent. Our experience from the moment we established the relationship has been superior from the account reps to the customer service people assisting our residents. With RentPayment, you only have to experience it for one day as a landlord to know you made the right decision. I highly recommend this solution for any property management operation."*

*Rick McGuirk, United Apartments*