

Amenity to Attract Residents

CASE STUDY: How to Reduce Vacancies by Offering Credit Card Payments

The Challenge

Hartman & Tyner, a 30 property/9,000 unit property management company based in Michigan wanted to differentiate themselves from competitors in the Michigan markets that they operated in. Considering the economic environment (particularly in Michigan), Hartman & Tyner knew that accepting credit cards and e-Checks would help fill vacancies and realize an immediate ROI.

Our Solution

Hartman & Tyner signed with RentPayment in November 2008, and the rollout to properties was completed by the end of December 2008. With the investment in materials and promotions that RentPayment made in its marketing and account management group, Hartman & Tyner has clearly benefited from a strong online and offline campaign to drive cardholder usage.

Online Marketing: RentPayment encouraged Hartman & Tyner to prominently display the option to pay online, as is demonstrated by their homepage: www.hartmantyner.com. RentPayment also launched an email campaign whereby monthly e-Statements were sent out with a "Pay Now" button.

Onsite Marketing: RentPayment deployed door hangers, flyers, and posters to each property with a follow-up to every location to insure that materials were either displayed (posters) or distributed (door hangers) to every renter at EACH of the 30 property locations.

Promotional Marketing: To drive signups for AutoPay, RentPayment sponsored a \$250 gift card promotion for one winner among all renters who signed up for AutoPay before 1/31/09. After seeing the success of the promotion, RentPayment offered a similar contest for all renters that signed up AutoPay with their credit/debit card from 2/1/09-3/31/09.

"As a recent RentPayment customer, the usage rates attest to how successful RentPayment's dedicated marketing team has been to Hartman and Tyner's implementation."

East, Easy, Convenient.

Pay Rent Your Way

VISA MasterCard echeck

Pay by e-Check*
Set up a one-time automatic, recurring debit from your bank account so you will never have to worry about your rent payment again.

Pay by Credit Card*
You may also pay by credit or debit card using your Visa, MasterCard, or Discover.

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Call Us Toll-Free: 1-866-289-5977
Web: www.RentPayment.com
Email: CustomerService@RentPayment.com

Pay Rent Automatically MasterCard

Sign up for AutoPay with your MasterCard between July 1st - August 15th, 2009 and you will be automatically entered into a drawing to win a FREE \$200 MasterCard Gift Card!

\$200 Gift Card

Enjoy the summer with more cash in your pocket by using your MasterCard instead of checks.

Go to www.RentPayment.com or Call Us at 866-289-5977

RENTPAYMENT
E-PAYMENTS FOR PROPERTIES

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Make a one-time Credit Card payment online or over the phone with your Visa, MasterCard, or Discover.

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Make life easier and sign up with RentPayment today!

Web: www.RentPayment.com
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