

Online Rent Payment

Facts and Statistics For E-Payment Solutions

SAN FRANCISCO **Business Times**

San Francisco-based Park Merced, which has 3,200 units and 8,000 residents, said that participating residents consider the company's service [online rent payment] invaluable.

From the landlord side, YapStone's service has made figuring out who paid and who didn't much easier, she [Stacey Schlessinger] said. "On the 6th of the month when rent has been due, we want to see who's paid. Being able to do that electronically has been great because we can immediately see whose check has cleared."

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- Not to accept credit cards today is like saying, "I'm stuck in the '70s," says Levy, senior vice president of Campus Advantage.
- In a survey by JP Morgan Chase, renters ranked an online rent payment option nearly as important as having a swimming pool.
- At Charles H. Greenthal & Co., a large property manager in New York, the lengthy process of dealing with 3,500 rejected payments monthly seriously affected its cash flow. By switching [to electronic rent payments], the company claims to have reduced the transaction cycle to two days or less and reduced processing time by 80 percent.

SatisFacts

Lefkovits says that there are several reasons why credit card payments appeal to renters. Renters want to consolidate payments and their spending, and paying rent by credit card allows them to do that. Research reveals membership rewards programs help increase lease renewals and increase initial leases.

According to Lutherville, Md.-based multifamily research provider SatisFacts Research LLC.'s "Automatic Rent Payment Preference Study," 36% of residents surveyed cited that a rent payment program with rewards would have a positive impact on their decision to renew.

35% of residents surveyed cited that a rent payment program with rewards would have positive impact on their decision regarding where to rent next.

When deciding between two otherwise equal apartment communities, 31% of residents surveyed cited that a rent payment program would have a positive impact on their decision on which of the two they would select.