# Why Smarta?

#### If they’re listing on paid site(s)

You’re paying $5.99 or more per week just for students to maybe see you. Instead, we’ll bring your target students to you, and you don’t pay a cent until a tenant signs your lease.

Instead of paying upwards of $25 per month with no guarantee, Smarta will only charge a one-time $50 success fee for finding and signing an applicant for the lease.

Or you can stop paying listing fees altogether and become a Smarta Choice. For $x per month, you can sign on as many tenants as you want with no success fees. With Smarta Choice, students will be able to report maintenance, instant message, and pay rent all through our app. They can also earn Smarta Rewards, which will make your property very attractive to students looking to earn free prizes (which is basically all of them).

(COUNTER) I have over 100 new tenants every year, I don’t want to pay success fees for all of them, and honestly I don’t see the need for the Smarta Choice tools when I’m successfully finding and managing tenants already.

That’s a great point, but what you currently don’t have is a competitive, student-focused solution that is sure to drive more interest to your property. While we understand it’s currently possible to find tenants online, the goal of Smarta is to simply do exactly what you’re doing but with half the effort. Plus, as more properties in this region become a Smarta Choice, students will gravitate towards an engaging rental experience over a clunkier one, and we have the most engaging platform in the market. Keep doing your job, we just want to help you do it Smarta. If you’re going to spend your money looking for tenants, why not spend it on the platform that’s literally bringing your target market to you?

#### If they have a lot of inbound communication

You’re dealing with a lot of tenants, but beyond that, you have to deal with suppliers, employees and more people who demand your attention. Managing all of these conversations through email and phone works, but students aren’t the best at communicating through these platforms.

Instead, Smarta allows you to instant message all current and prospective tenants in one place, separate from all other inbound communication. By separating the messaging and maintenance aspects of renting into two features, Smarta organizes your inbound communication to let you know what needs your attention most. Beyond easing this communication, Smarta also records conversations so you don’t have to worry about accidentally deleting an email or losing a post-it note. Improve your student experience while making your life easier, because that’s Smarta.

(COUNTER) Email and phone calls work just fine for me. Why would I pay $50+ per month just to get some instant messaging features I don’t need?  
  
While you may not need them now, the trend continues to show that students prefer instant messaging over any other method of communication.

#### If they’re spending advertising money on a or multiple platform(s)

Don’t you wish students would just line up single-file and so you don’t have to go searching around everywhere to advertise to them? What if we told you that’s exactly what Smarta will do for you?

With our direct to student marketing approach, we will bring the students to our platform through on-campus promotions, giveaways, rewards systems and more. Students use on average 3-4 different websites to find one home they’re interested in renting. This process can and will be centralized, allowing you to advertise on Smarta with confidence that it is reaching your target market 100% of the time. Enough of the guessing games, we bring the answers to you.

#### If they’re struggling to manage tenants

Managing students is hard. The technology is always changing, their needs are always changing, and as often first time renters, these demands aren’t always met with equitable good behavior from the student renters. In order to hold everybody more accountable, Smarta takes away the pressure to upgrade and change rapidly because we do it for you. New design preferences? Then we’ll follow them! Students have a new platform that advertising performs well on? We’ll get on there!  Our job is to make your job easier, and managing tenants has never been Smarta. Allow students to pay rent, report maintenance, and contact you without the headaches of back and forth emails or phone calls. Creating a better living experience for the student is a fantastic byproduct of the tools we provide you, because students love when things are simple, digital, and up-to-date.

#### If they want more community in their building

Students in college want to be a part of a community, and we understand that property managers want to deliver just that. We believe creating community is all about communication and reliability. Trusting your neighbors, and your property manager, are important aspects of feeling like a part of a close community.

Smarta’s instant messaging and maintenance reporting features allow student renters to feel like their voice is being heard by their community members, unlike the echo chamber of an email chain. In future updates, Smarta plans to integrate more features such as a property events calendar, a community bulletin board and more. These features will help students feel more connected with their peers, creating more incentive for them to re-lease and helping property managers deliver the community experience students are looking for.

# Where are we selling to them?

#### Physical Marketing and Sales

###### Cold Outreach

Cold calling and emailing property managers to set up an introductory meeting.

###### Mailing Lists and Assets

Mail cost comparison infographics, special offers, and personalized invitations to events hosted by Smarta

#### Digital Marketing and Sales

###### Website

On the property manager section of our website, we will break down all of the Smarta features and precisely how Smarta can save property managers time, money and stress. There will be a lot of calls to action that prompt property managers to try it out since it’s completely free to create listings.

###### SEO

By improving our search engine performance, Smarta will become a higher ranked property management tool on Google and other search engine results. Optimization will be implemented throughout the Smarta website, focusing on including keywords like “student housing” and “apartments near campus” in order to increase our ranking. This has already started being implemented through our bi-weekly blog posts.

###### Newsletters

Bi-weekly newsletters that inform property managers of upcoming Smarta news and updates while also lightly upselling customers. These newsletters should have information that is important and engaging. **We will not waste money sending out newsletters just because we “should.”** This wastes both our time and their time, which conflicts with our overall mission statement.

###### Social Media

LinkedIn and Facebook target property managers with more confidence than other platforms.

# How are we following up and keeping good relationships with leads?

#### Newsletters

Ask for feedback in newsletters. Make the introduction personal (include their name). Do giveaways that require property managers to engage with our brand.

#### Direct Contact

Nick or I directly thank and push forward leads through our lead generation pipeline. Openness to questions or concerns is communicated to property managers, leading to more comfortable interactions going forward. Plus, our service is free to start, making it easy to push the “just give it a try and see” mantra.

# Are we providing any discount or perk to early property managers in a region?

#### Smarta Launch Special Offer

All property managers that sign up for Smarta Choice during the first week of our launch get the last 2 months of their 12 month contract free. If they pay for the full year in advance, we give them an additional month free.

# How are we ensuring positive year over year retention rates?

#### Great Customer Support

From both a technical and sales perspective, we must provide property managers with excellent customer support. Without this ideal support, we risk our customers feeling neglected by our company when they need it most and exploring options with better support service. This can be implemented through an ideal coupling of SaaS-focused support software and a support team correlated with the amount of customers we have at any point in time.

#### Perks like Smarta Swag or Stickers for Doors

Smarta Property Manager polos/plaques/certificates, Smarta Choice Property stickers, events for tenants, “Property Manager of the Year”

#### New Features and Service Offerings

On a regular basis, Smarta should be releasing new features and services for property managers. Not only will this instill confidence in customers by quite literally seeing our growth, but it will also allow them to see the value in sticking with Smarta for the long-term. Once a customer is purchasing multiple features in services, the more likely they stay loyal to the brand when making purchasing decisions.

#### Long-Term Customer Loyalty Perks

###### Smarta Choice

Smarta Choice… (text above listing turns from white, to bronze, to silver, to gold as they progress)

Bronze

2+ years as Smarta Choice (immediate gratification stage)

Silver

5+ years as Smarta Choice

Gold

10+ years as Smarta Choice

# Sales Pipeline

*~15 - 39 days to close depending on performance of “Breed Curiosity” stage*

#### **First Contact | 1 phone call, 1 email from David**

##### First Phone Call

“Why Smarta” aspect of property manager strategy doc outlines how to define and approach properties with exact cost savings and opportunities for their unique business. Don’t hard sell, lead them to rentsmarta website, specifically to property manager section. Collect email address from the property manager.

*Next Day After Phone Call*

##### Follow-up email from David Fox

Thanking them for time with a short personal message. Then outline Smarta benefits and costs followed by a CTA in a section that highlights that Smarta is free to list on

#### **Breed Curiosity | 2 Emails from Smarta Sales**

*7 Days After Follow-Up Email*

##### Automate Your Tenant Management with Smarta

Highlight unique Smarta features that property managers would find most engaging

*5 Days after the first email in this stage*

##### “Your Listing on Smarta”

Create the manager/owner’s listing based on their Zillow or other site’s listing and have them just have to create an account to claim and launch it! They claim it by providing billing info

#### **Showing Interest | 1 email from David, 1 phone call**

*If they click on breed curiosity email(s) and don’t sign up, this newsletter is sent 10 days later*

##### Offer promotion for limited time from David Fox

If you become Smarta Choice in the next 15 days, we can take off your first 3 months of payment

##### Outline benefits and cost savings with Smarta in the newsletter

Position promotional savings alongside cost savings and automation efficiency highlights on promo newsletter/material

##### Call Again to Follow Up

*This should happen before their 15 days to lock in their promotional price is up, but at least 5 days after the email.* Attempt is to push them in the direction of subscribing so as to not lose out on the promotion.

#### **Signed Up | 1 phone call, 1 email**

##### “Welcome to Smarta”

Phone call: thank them for signing up and ensure them that they are our priority and will be treated as such.

Newsletter: Introduce tools, tips, and other info we’ll be providing property managers regularly to help improve their business