Julie

Based in Australia



Goals



 Manage her property witho hassle



Receive payments on time



Needs



ƴ • Yield



Convenience



Good Customer Service



Pain Points



Deal with Maintenance



Late Payments



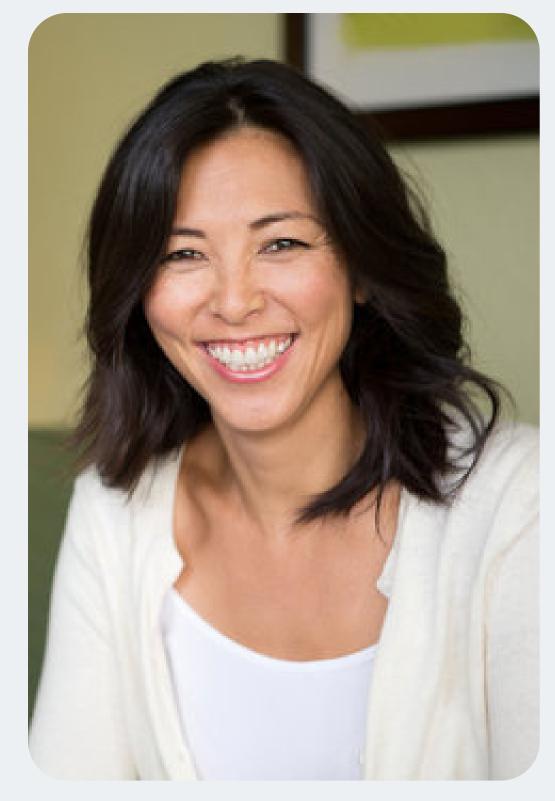
Complex Processes



Engagement Triggers

What prompts Julie to research and consider UPFRNT?

 Having a convenient way to manage her house while she lives overseas.



Julie is a landlord of a home in Singapore. She lives in Australia and is looking for hassle-free ways to manage her home.