

Julie

► Based in Australia

Landlord



Goals



- Manage her property without hassle



- Receive payments on time



Needs



- 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.