



# Transforming Resident Communications

A proposal for Landmark Investments (Phase 1)



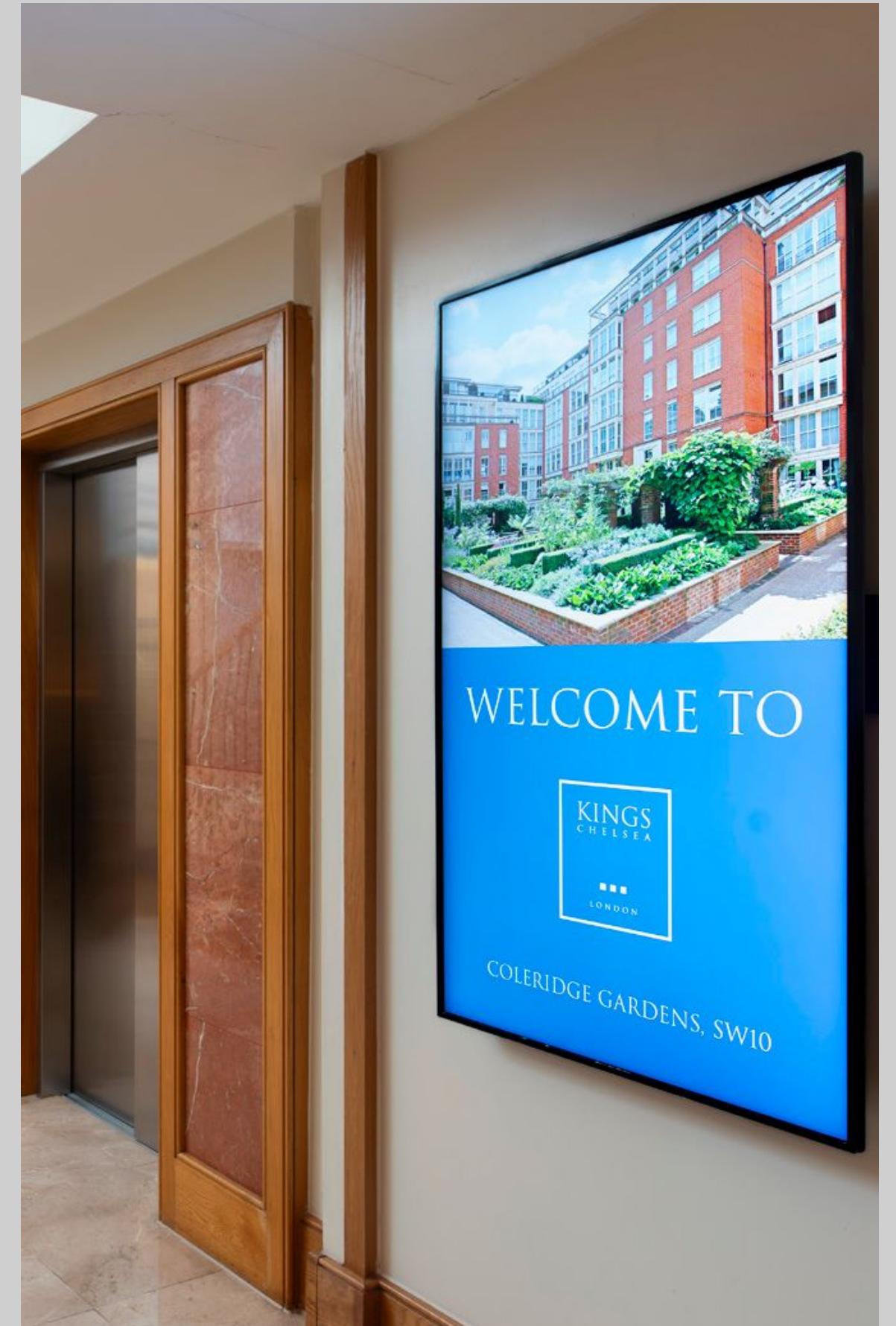
# About In Home Media

- In Home Media launched in January 2023, with a clear vision to provide managing agents with a nationwide network of digital screens, directly fitted in the lift foyer areas of apartment buildings.
- We provide marketing, technology, media, design and content solutions for the property industry.
- Our team of hand-picked specialists has decades of combined experience in residential property marketing & communications, advertising, housing software, IS provision and asset management.
- We specialise in MDU properties.
- We are experts in digital screen communication and work closely with our landlord partners to ensure that our product is ‘best in class’ and provides your tenants a direct communication channel specific to their building.
- We will be installed into 400 apartment buildings by December 2024, reaching over 40,000 people.



# Transforming resident communications

- We are passionate about providing an improved communications experience for residents and managing agents alike.
- Communications around community events, building management notices and local area points of interest. .
- All in one place, which is guaranteed to reach the audience - unlike emails, social media, and paper materials - 24/7/365 presence within the building.
- Provide up-to-date, engaging content, in real time.
- Promote your residents portal/app with access via QR code on digital noticeboard.
- Proven to increase customer satisfaction and reduce management time - the screens have driven down inbound call and email volumes.
- Adds value to freeholder's building.



# Enhance and promote your ESG credentials

- Display the building's key ESG metrics such as air quality, energy efficiency, water management and recycling processes.
- Provide direct resident access to the building's essential H&S information - e.g. fire procedures - via QR code on screen.
- Reduce your carbon footprint by utilising a single digital platform for communications.
- Removal of notice boards and leaflets – both a fire hazard and unsightly.
- Reducing waste of paper materials.

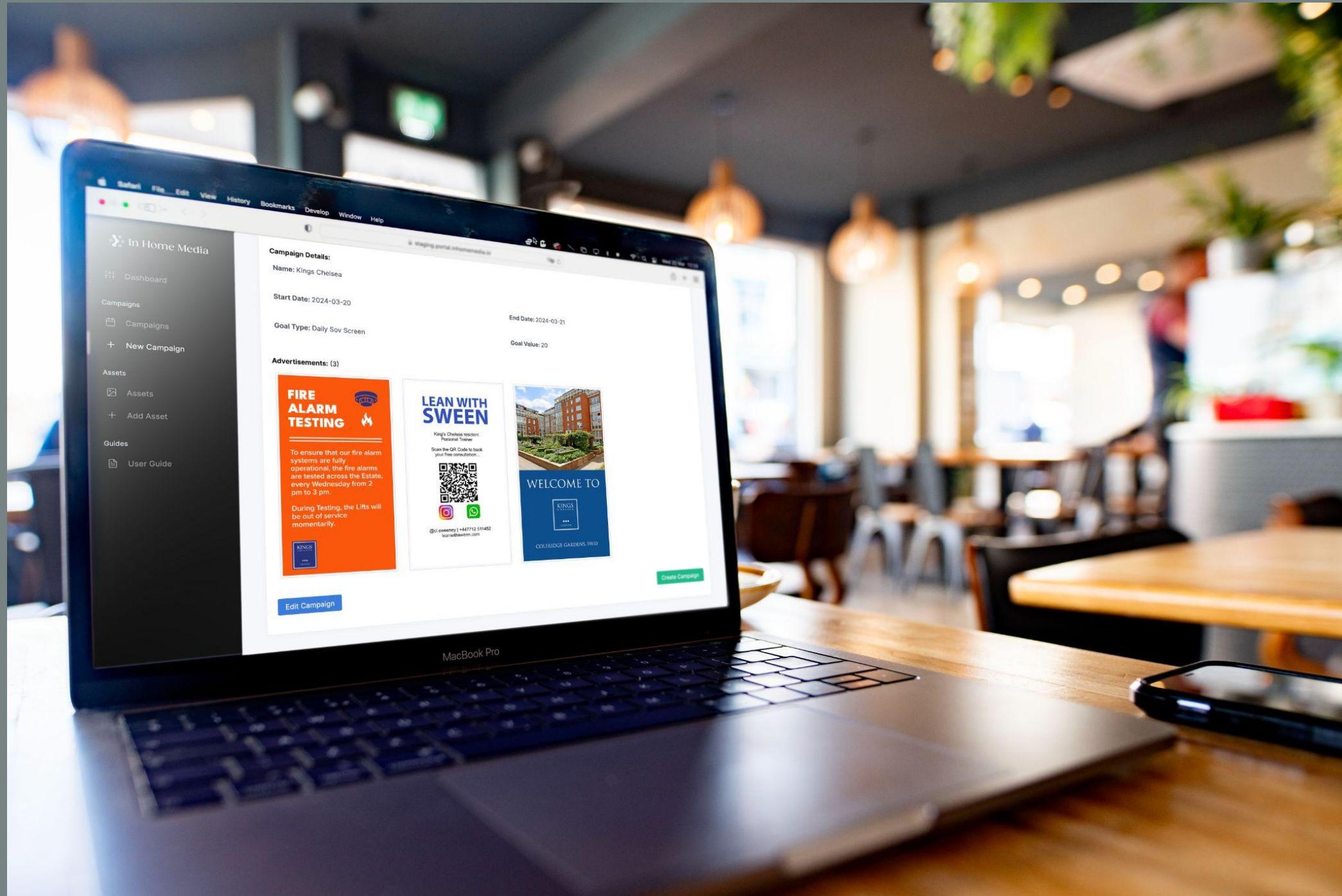


# Cost savings for Managing Agents

- Proven to reduce hours spent on building management:
  - Fitted in foyet locations that can't be missed, the screens invariably reduce inbound emails and phone calls to field from residents.
  - Notices relating to forthcoming planned/known events, such as fire alarm testing, internet or utility outages can prepare residents in advance.
- Digital noticeboards can replace the vast majority of outbound resident communications currently used - traditional noticeboards, leaflets, letters and basic emails relating to building notices and community events.
- Works well in conjunction with a residents app/portal - not everyone has notifications switched activated on their phones, so the screens can alert residents to check the portal for key information, again negating calls and emails.
- Regular notices relating to normal and out-of-hours contact details can ensure residents get the best service, again reducing time-consuming complaints and increasing customer satisfaction.



# Managing Agents Portal

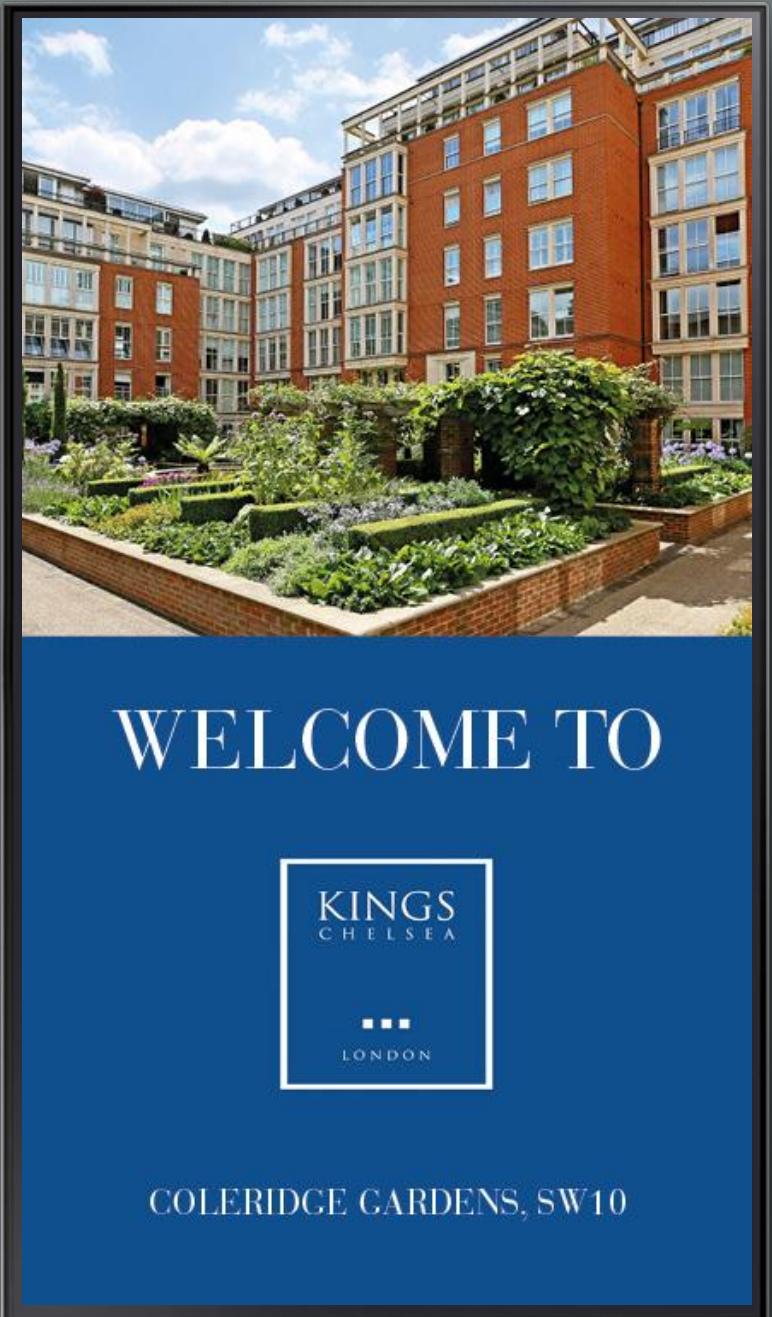


- Facilitates a ‘digital noticeboard’ to replace traditional ‘paper’ comms
- Comprehensive start-up, refresher training and support provided
- At the ‘touch of a button’:
  - Manage communications to all your properties, and specific locations within buildings
  - Control duration of campaigns
  - Easily upload content for immediate display on screens
  - Static and video content is compatible
- **The portal software is developed and maintained by IHM. The license fee to managing agents is typically £1-1.50 per apartment/month**

# Tailored ‘Welcome to’ templates

## Benefits

- Provides a professional welcome to all residents, guests and other stakeholders
- Promotes the development's brand
- IHM can assist with logo creation and wider band development if required



# Tailored ‘Managed by’ templates

## Benefits

- Increases brand awareness
- Provides useful contact information
- A reassuring message for residents
- Again, can be a permanent, professional presence



# Tailored common notices

## Benefits

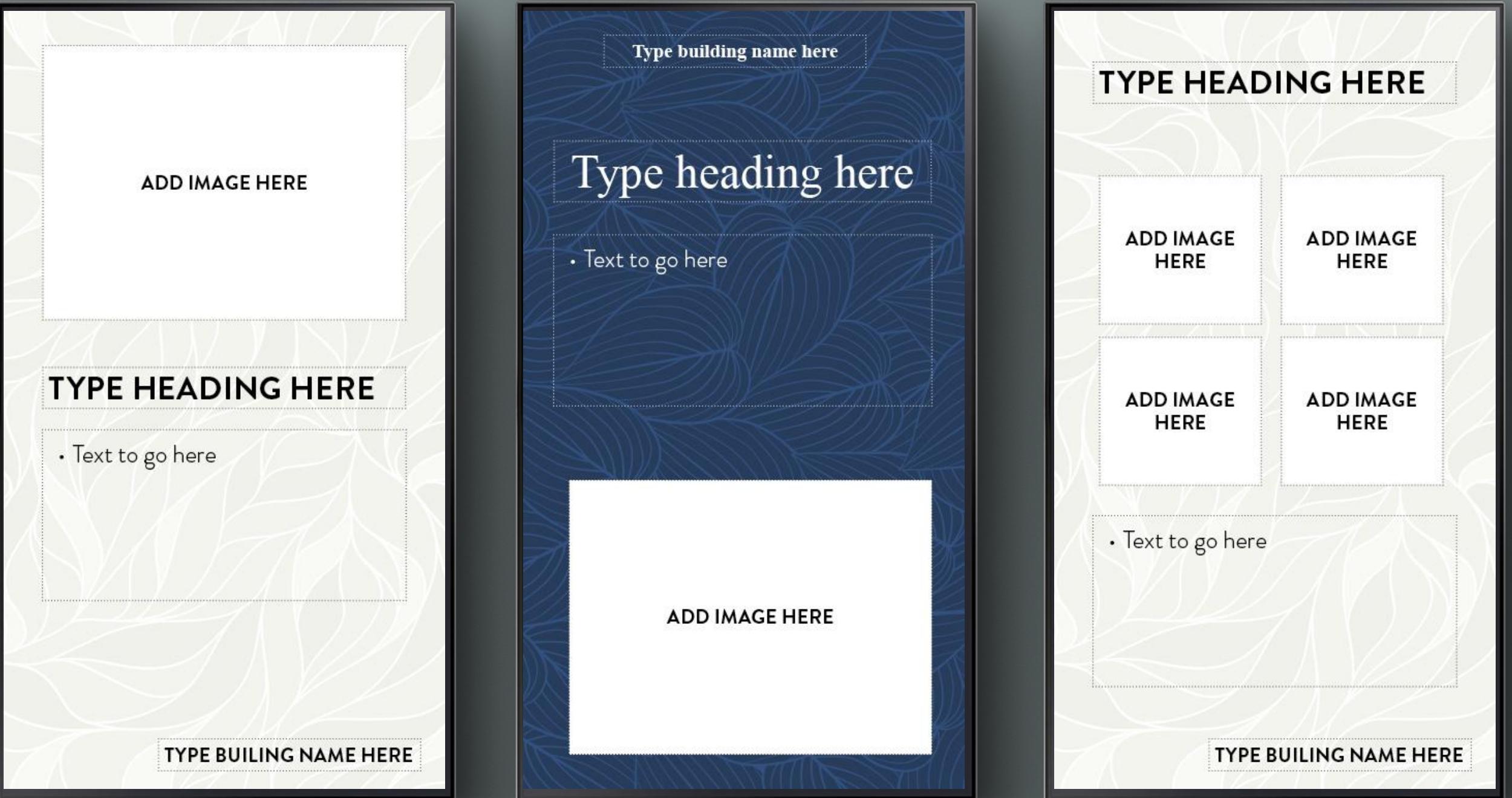
- A consistent style across all notices
- Reinforces brand
- Seasonal messages, which require no updating
- Easy-to-edit text for building notices, updating times/days or location-specific info



# ‘Off the shelf’ blank templates

## Benefits

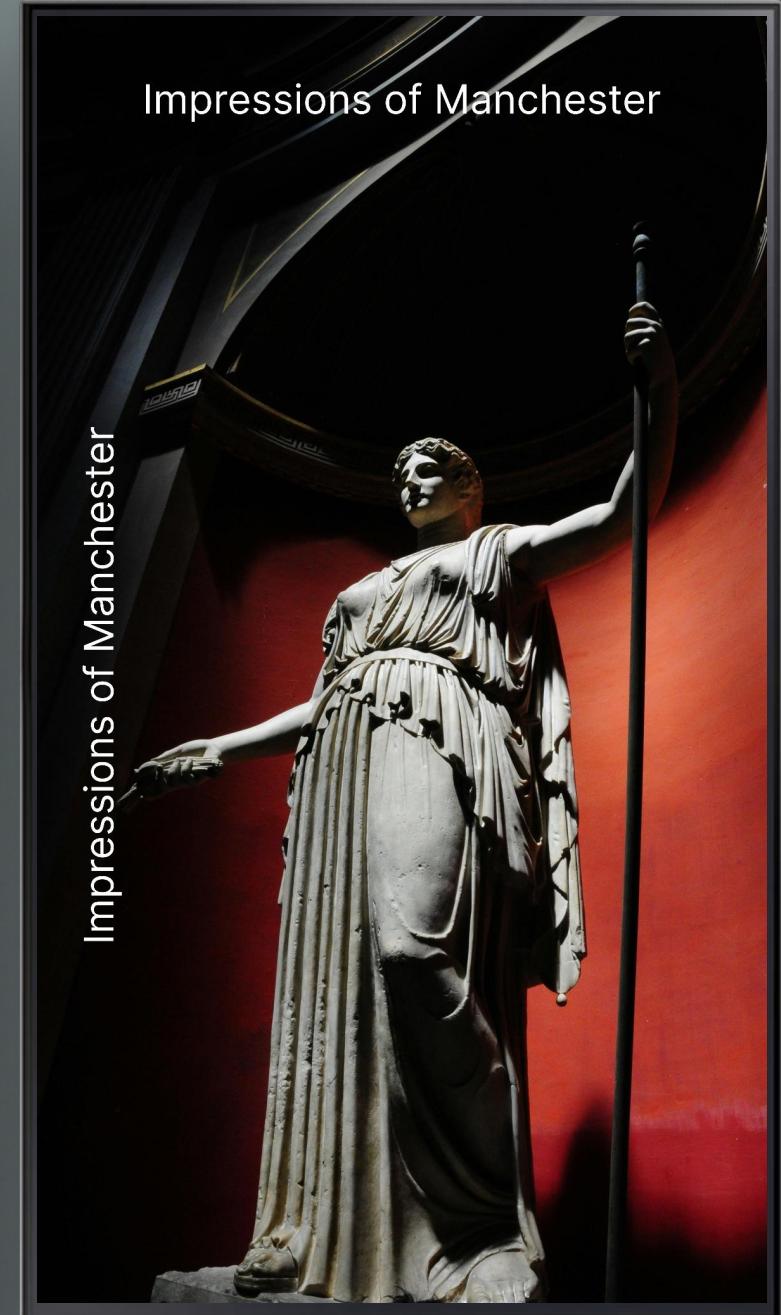
- Create your own notices in a structured and consistent way, with a professional, branded appearance
- Different templates suitable for more or less images and text
- Easy to update
- User guide supplied for guidance with images and text



# Themed filler content

## Benefits

- A visually-appealing way to fill unused slots in the loop
- Themes could include local attractions, artwork and landscapes
- Provides some variety to the content shown and sets a desired tone - i.e. to lift the mood or widen residents' horizons
- A positive reminder to residents of the local area



# Freeholders - proposal overview

- In Home Media (IHM) will provide access to the content management portal, including support and refresher training for the duration of the contract. Portal license fees are covered in the next slide.
- Capex including screens, installation maintenance, replacements and support is provided for the duration of the contract - 5 years.
- By committing to the portal license fees, the Freeholder has the option of declining or closely controlling advertising on screens - i.e. if this is a very sensitive area for residents of particular developments.
- However, advertising could provide 50-60% of the total loop, with the remainder reserved for MA content. IHM will strive to ensure advertisers are the most appropriate and relevant for residents - e.g. local business partners such as gyms and art galleries, and partner businesses providing services to the development.
- IHM will provide a revenue share for Freeholders on all advertising - to be determined once parameters agreed.
- In addition to the ad revenue share, Freeholders can benefit from new recurring revenue streams via sale commissions from partners providing services for residents - e.g. ISP and utility providers, Amazon Lockers and EV charging stations.
- **Phase 1 will focus on 21 developments in London and the North West with 75 units or more. Other locations and smaller developments will be considered in Phase 2, subject to our assessment of their commercial value.**



# Landmark Investments - Commercials

## In Home Media digital noticeboards - revenue calculations for Landmark (Phase 1)

		Locations
Total developments (75+ units)	21	Greater Manchester 8
Total units	3767	London 8
Total screens @ 1:50 units (est)	75	Lancashire 3
MA portal charge per unit per month	£1	Merseyside 1
Total MA portal charge per annum (portfolio phase 1)	£45,204	Cheshire 1

### Notes

1. All capex costs covered by IHM - Samsung 55" screens, surveys, installations, maintenance/replacement screens.
2. Clarification is needed over number of blocks/cores to confirm viability of screens/per apartment ratio.
3. It is envisaged that the MA portal charge will be collected via service charges or partially covered by MA, subject to other revenues generated by screens.
4. Portal charges include software, training and support. Design support including templates can be quoted separately or included within the portfolio deal, subject to size.
5. Ad revenue and share for Freeholder will be estimated once advertising parameters agreed.

# Summary of benefits for Landmark Investments

- Modernise and improve the communications experience for residents
- Communicate building safety information to residents and other helpful notices, in a flexible, dynamic way, and in real time
- Enhance and promote your ESG credentials
- Reduce costs for MA's - e.g. of managing inbound calls and emails
- Connect communities
- Promote use of residents app
- Add value to building for Freeholder
- Create new recurring revenue streams - through advertising and partnerships

# Testimonial



“We couldn’t be happier with our In Home Media digital noticeboard! The installation was a breeze, and the on-site configuration made it easy for us to customize the content to suit our community. The CMS scheduling software is intuitive, and the 55" Samsung screen has been a game-changer for our residents. In Home Media has truly enhanced communication and brought our apartment community closer together.”

**Mark Simpson**



# Get started today

Should you need any further assistance please contact:  
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