
PROPERTYPOINTS.HOMES

At Property Points, we believe that strong owner/renter connections are the cornerstone of great real estate companies. Come explore our innovative Tenant Relationship Manager (TRM)



TRUTH IS

Traditional owner/renter relationships are very transactional in nature. Transactional relationships are economic and functional but they have a short-term focus



HOW ABOUT

The opposite of transactional is relational, and that is about building long-term relationships. The evolution from transactional to relational is a paradigm shift for the housing & vacation rental market. We see this as the future of the rental business and we intend to lead the way



Ouch!

The average cost of tenant turnover is between \$1-5K, averaging \$2.5K

It's a fact

The average length of stay for a U.S. renter in a multi-family building is 27.5 months. The national average turnover rate ranges between 45-50%

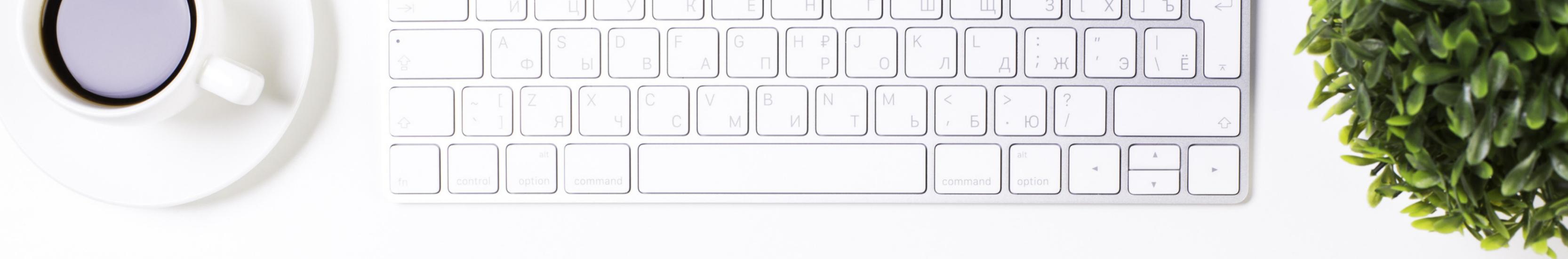
One bad apple...

Unhappy tenants have a meaningful impact on neighbors and the rest of the community.

The Mission

Building up a positive relationship with your tenants will make them more likely to want to stay in the property. When tenants trust you as a landlord and believe that you keep their best interest in mind, they'll find your property more like a home than ever before





Value Proposition

Property Points is a web-based SaaS platform that allows owners to offer a customized incentive program for housing & vacation renters

Featured Product

Property Points is loyalty & rewards for real estate. Renters earn points that can be redeemed for gift cards at hundreds of retailers

Additional Features

Property listings, resource directories, e-mail marketing, automated tenant reminders & point balance statements. More to come...

POSITIVE REINFORCEMENT

- You choose the behaviors you want to reward, ie. on-time payments, signing or extending leases, etc.
- You determine your point allocation strategy
- Points cost .10 each, pay as you go and no set up fees



HAPPY TENANTS = HAPPY OWNERS

- Tenants feel appreciated
- Easy point redemption thru the tenant portal
- Perfect for vacation rentals
- Earn points where you live & when you travel



Contact Dan Lavender for more
information

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