



domuso
presents

The Complete Guide to Going

TRULY DIGITAL



Going paperless is nothing new...



...but it has evolved. For years multifamily property operators have taken steps to remove paper from rental payments. Today, a “truly digital” process is a reality and Domuso makes it possible. This means going the extra mile to ensure every payment is received electronically.

Processing paper payments is inefficient – it takes up valuable employee hours and increases operating expenses.

The idea of eliminating paper payments is as old as check scanners. For properties that want to retain top quality staff, it's vital for them to embrace the next generation of payment technology.

Why should property management companies go digital?

Property management companies have an opportunity to helm the movement toward 100% digital payments. Why? Processing rent manually involves risk and manual burden — in fact, it costs the multifamily industry nearly \$160M a month in labor costs and lost assets, according to the National Apartment Association (NAA). At the property level, paperless rent payments can save thousands of dollars and hundreds of employee hours a year. There's a better way to collect rent. Migrating to digital payments improves operational efficiency, increases net operating income and streamlines the resident experience.

This guide will help you:

- Streamline payment processes
- Improve on-time payment percentages and increase cash flow
- Boost employee happiness and get in front of the growing staff shortage issue with an upgrade on your team's day-to-day workflow
- Learn how to accept various forms of payment through a fully digital process
- Integrate a new system and communicate the benefits to residents

*This guide will NOT help your team throw a party when the scanner is removed from the office.

Truly Digital Payments Unlock Your Team's Potential

Transitioning to paperless payments means more than empty wastepaper baskets. It means a streamlined, efficient, and error-free leasing office. It means zero-delay check processing and more time to spend on high-value tasks. That leads to a higher-efficiency workplace and increased net operating income. Eliminating paper is only the start – a revolutionized resident and employee experience is the goal.

Just because you've been doing the same thing for a long time doesn't mean it's the best thing – sometimes the "tried and true" approach keeps properties in the past. Think about your current rent-collection procedures, and take note of inefficiencies and roadblocks. We're willing to bet one of the biggest problems is paper.

By switching to exclusively electronic payments, you can free up staff for higher-value tasks, like filling vacancies and prioritizing resident satisfaction. Not only does this benefit residents and property management companies, it leads to employee satisfaction and retention.



Here's everything you need to launch a "truly digital" rent payment process.



All Digital Payments Make a Difference

Collecting 100% of rent receivables digitally triggers a cascade of portfolio-enhancing benefits.

Paperless payments increase efficiency

Truly digital communities see a 65% decrease in the time staff members spend processing payments during the first week of the month, according to the NAA. That time – over five hours in an eight hour day – can be spent on high-value tasks like leasing.

Digital payments protect against fraud

Paper payments are subject to theft and loss. Secure digital payments through a designated portal can put communities and residents at ease.

Convenient payment apps make residents happy

Renters expect the ease of flexibility and technology like never before, and they want the security and transparency digital payment processes can offer. A streamlined rent-collection process that eliminates trips to the office, phone calls, and separate logins creates a better resident experience.

They increase resident retention

The easier you make residents' lives, the more likely they are to renew their leases and remain in your community.

They reduce operating expenses

Lockbox processing, check scanning, trips to the bank, and manually entering rent data take time. Electronic payment clearing allows properties to access rent payments more quickly and efficiently, freeing up funds at the property level.

A truly digital payment system improves cash flow

Lockbox processing, check scanning, trips to the bank, and manually entering rent data take time. Electronic payment clearing allows properties to access rent payments more quickly and efficiently, freeing up funds at the property level.

They maximize property revenue

Fewer late payments and evictions + higher resident retention = higher overall property revenue.



They boost team happiness

Nobody likes sitting behind a check scanner for hours, waiting in traffic at the bank, or tracking down residents who are behind on rent payments.



5 Easy Steps To Paperless Rent



COMMIT to going paperless. The first step is making an organizational commitment to becoming truly digital. If you're like most companies, this strategic initiative is already afoot, and you likely accept some form of paperless rent payments. Great job – you've already completed the first step!



Get the **TOOLS** you need. Not all rent payment platforms are created equal. In order to get hesitant residents over the hump and using online payment portals and echecks, you'll need a payment processing partner that makes it easy for them to convert to 100% paperless payments. Implementation plans must be fast and accessible, back-end accounting integrations need to be seamless and accurate, and training for managers and residents should flow from a sophisticated onboarding and adoption program.



Get the **TEAM** on board. Property managers and leasing agents interact with residents every day. They're an integral part of launching new on-site programs, and have the most to gain from a fully digital process. Employees know the hassles of dealing with paperless payments, as well as which residents continue to use them. With office staff on board, residents are more likely to adopt new technologies.



Communicate, communicate, **COMMUNICATE.** Let residents know about your plans to switch to exclusively digital payments well in advance. Set a clear deadline and communicate that the property will no longer accept paper payments after that date. Provide your properties with customized posters, door hangers and flyers featuring that date to facilitate resident communication several months before the transition. Making the process clear and simple will encourage early adoption.



Flawless **EXECUTION.** Work with a provider who's prepared for any contingency – one that has considered and eliminated all possible errors to ensure flawless implementation.

How Digital Payments Improve

STAFFING



The property management industry has always suffered from high turnover rates. In fact, before the pandemic, the NAA cited an annual turnover rate of nearly 33% — far higher than comparable industry averages. Now, experts estimate that number is closer to 70%.

Friction in the workplace certainly contributes to these high turnover rates, and a streamlined, paper-free office can lessen that stress. Digital payments benefit employees with:

Lifestyle advantages. No more lunch break trips to the bank? Check. Less time on the phone tracking down late payments? Check. Less face-to-face time with residents who have rent complaints? Again, check.

Increased commission potential. Less time spent processing rent payments manually means more time leasing. More time leasing offers the potential for increased commission at properties with that pay structure.

More renewals. Higher resident retention and occupancy levels reduce the stress of quick apartment flips and contractor scheduling.

A tech-forward workplace. It can be frustrating to be “behind the times” in day-to-day workplace tasks. Imagine having to use a typewriter instead of a computer, or using snail-mail instead of email. Manually processing rent can feel equally regressive. Give staff the tools they need to make the most of their time.

Fewer negative resident interactions. Digital payments can eliminate conflict around rent — a clear record shows when payments were submitted, whether they were accepted, and if a fee is owed. Plus, they reduce the need for uncomfortable phone conversations and face-to-face disagreements.



How to Get Residents On Board with Paperless Payments

Most people want to save time and money whenever possible. Help your residents understand how going truly digital will help them do both. Whether someone's lived in your community for years or is a prospective lessee, a thoughtful resident adoption program ensures conversations about paperless payments are introduced at the right times throughout the resident lifecycle.

1

Communicate the benefits of paperless payments

Paperless payments make life easier. Automated rent reminders and autopay can reduce the stress of potential late fees, while easy, in-app payments save a trip to the leasing office or time spent manually inputting card numbers each month.

2

Start at move-in

Prepare new residents in advance. When they come to pick up their keys, set up an online payment portal and ensure they know how and when to submit rent each month. Moving to a new home can be stressful — effortless rent payments can remove some of that friction.

3

Use personalized marketing materials

Domuso offers personalized promotional materials to every property. Flyers, door hangers, and brochures can make residents aware of process changes in advance, and can guide them through implementation.

4

Assist residents in-office

Once residents know how to log in, making payments is simple. Often, even tech-averse residents are happy to try something new if it's set up for them in a clear, easy-to-use way. If someone comes into the office to pay with a paper check, use that opportunity to guide them through the process of creating a digital payment portal.

5

Incentivize digital payments

Consider investing some of the money you'll save by going digital to reward residents for adopting paperless payments. There could be a gift card raffle for everyone who submits rent digitally one month, free donuts in the leasing office, or a one-time rent credit.



How do paperless payments actually work?

Many residents are already committed to electronic payments – not just for rent, but for bills, shopping, and even their morning coffee. That demographic has likely already set up routing information or credit card payments in your system. But how do paperless payments work for residents who are committed to traditional checks or money orders? Domuso's pioneering Mobile Check Pay is one way properties can now accept 100% of rent receivables digitally.

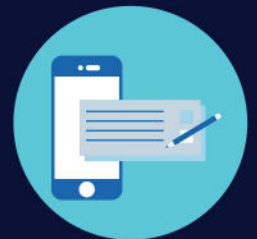


Similar to mobile check deposit technology, residents just snap a picture of the front and back of a written paper check or money order and pay rent directly from their smartphone using Mobile Check Pay. Properties then receive and process the payments online, driving fast, accurate, and secure revenue. No need for dropboxes, costly third-party partners, or trips to the bank.

Some companies offer similarly named products that use a photo to upload banking information in order to set up an automated clearing house (ACH) transfer. Mobile Check Pay actually creates a digital version of the check without any transaction fee, eliminating the worries of hesitant residents.

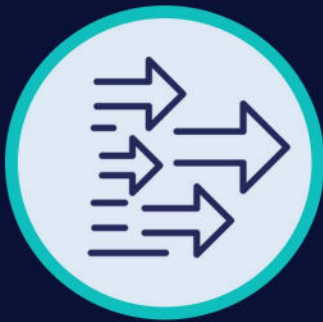
Mobile Check Pay can also:

- Transmit cashier's checks
- Process money orders
- Immediately transfer payments to account ledgers
- Integrate with existing property management platforms
- Integrate with resident portals



Added Benefits of Digital Payments

Manually processing checks is time-consuming, and often pulls property managers away from higher-value tasks. Saving those employee hours is a huge benefit of going paperless. Here are some other reasons to make the switch:



STREAMLINED MAINTENANCE REQUESTS

Improved resident communication helps flatten the curve on work orders and maintenance requests. It also reduces the common practice of waiting to bring up maintenance issues until residents are in the office to pay rent. Instead, residents can submit work requests through the Domuso app conveniently throughout the month.



ELIMINATE THIRD PARTIES

Third-party lockboxes can be expensive and lead to a delay in receiving and processing rent payments.



BE A LEADER IN GLOBAL CHANGE

Paperless payments don't only make life easier for residents and staff, they also contribute to a better world through eliminating unnecessary paper waste and going green.

You Have Questions. We Have Answers

As you make the transition to truly digital payments, here are a few questions you should ask potential providers and how Domuso would answer them:

How long does the transition to paperless rent take?

It typically takes 60-90 days for properties to complete the transition to truly digital rent payments. At the end of this period, most communities go from 30-40% paperless to more than 80% paperless. Within 120 days, our goal is for communities to process fewer than 10 checks a month.

What do I do if residents resist paperless payments?

Some residents may not be comfortable submitting rent payments online. But with advanced tools and technology and our resident option program, we can easily help our clients overcome those barriers.

How do you work around paper checks?

Some payment providers use check images to open ACH payment portals. Domuso offers true Mobile Check Pay. Residents can pay rent directly from their smartphone using an image of a paper check. Properties then receive payments digitally, driving fast, accurate, and secure revenue.

Do we still have to accept paper checks?

In some states, the option for paper check payments is legally required. With Domuso's Mobile Check Pay, even paper checks can be submitted digitally.

How do you eliminate money orders and cashier's checks?

Domuso offers an Online Certified option for residents required to pay with certified funds. This option confirms funds are available before clearing the payment — at no risk to your property.

Is there a clearing delay?

Electronic payments and echecks for rent clear within 24 hours of submission, freeing up funds more quickly for community budgets.

How are checks applied to individual accounts?

Because Domuso integrates with your existing management and accounting systems, rent payments are automatically associated with the correct resident at the time of the transaction, reducing the hassle of mislabeled checks.

What if a resident walks in with a paper check?

Use this as an opportunity to walk them through the process of setting up their Domuso portal. If the resident isn't ready or doesn't have time, a property manager can use their Domuso Property Manager App to apply the payment directly to the resident's account.

Is chargeback protection guaranteed?

Yes. Domuso offers all properties chargeback protection.



Can unbanked residents turn cash into digital certified funds?

Through Domuso's partnership with MoneyGram, residents can pay with cash at an estimated 25,000 retail locations. Certified funds are immediately transferred to the property and posted to accounting ledgers.

ABOUT

domuso

Domuso is the multifamily industry's only payment platform and mobile app capable of capturing 100 percent of rent receivables digitally.

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With pioneering payment options like Mobile Check Pay, Online Certified, and secure off-site cash payments in partnership with MoneyGram, Domuso helps property management firms streamline operations and improve resident experience by removing paper from the leasing office and lowering the risk of chargebacks and fraud.

