



Wasatch Property Management RentPlus Case Study

How RentPlus increases property value and resident satisfaction

GOALS

The Wasatch Property Management team implemented RentPlus across their portfolio initially as a way to give back to their residents and implement a socially responsible initiative. After two years of implementing RentPlus, property owners noticed a substantial increase in property value.

Property A: Broadmoor Village



82%

Resident participation rate



\$13,532

Annual ancillary income



2X

More credit score points
increased vs. comp. properties



\$386,622

added to purchase price

“It has been amazing to witness the value that RentPlus has added to our communities, not only to our portfolio value, but positively impacting our residents’ lives in such a meaningful way. We were not expecting the significant added value to our purchase prices resulting from RentPlus as an ESG initiative at our communities, and the annual revenue share model. We are thrilled with the results of partnering with Rent Dynamics, and so are our residents!”

-Jarom Johnson,

President-Acquisitions & Disposition
Wasatch Acquisitions & Capital



**RentPlus is an ESG
initiative that drives
conclusive value creation.**

 **RentDynamics**[®]

 **RentPlus**[®]



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RESULTS

The addition of RentPlus across the Wasatch Property Management portfolio has been a success for residents, properties, and the business at large. Not only did RentPlus promote the financial wellbeing of the resident population, but due to high enrollment numbers (85% and 73%, respectively), the Wasatch team was able to generate significant additional value during the property sale (\$386K and \$264K).

BENEFITS OF RENTPLUS

1

Annual Ancillary Revenue

RentPlus generated significant ancillary revenue across both properties (\$23,311 annually across both Broadmoor Village and Falls at Hunter's Pointe).

2

Increased Property Purchase Value

Broadmoor Village sold at a cap rate of 3.5%, and Falls at Hunter's Pointe sold at a cap rate of 3.7%. RentPlus generated an additional \$650,946 to the purchase value across both properties.

3

ESG Initiative

RentPlus is a socially responsible offering that contributed to residents' financial wellbeing and promoted economic inclusion. This was not only attractive for investors, but provided meaningful value for residents.

4

Increasing Resident Satisfaction & Retention

Over the course of 2 years, Broadmoor Village doubled the number of credit score points increased vs. comparable properties, and Falls at Hunter's Pointe saw an avg. 1.28 month increase in resident retention when compared to the previous residence.

Property B: Falls at Hunter's Pointe



73%

Resident participation rate



\$9,780

Annual ancillary income



1.28

Avg. months added to tenure
vs. previous residence



\$264,324

added to purchase price



About Wasatch Property Management:

Wasatch Property Management is a fully integrated real estate development, construction, property management and guaranty capital company, with holdings that include 16,344 apartments plus commercial properties with assets totaling over \$4 billion.



About Rent Dynamics:

Rent Dynamics provides value throughout the resident journey. Our intuitive CRM increases your lead to lease velocity, while our Contact Center is an extension of your team. RentPlus rent reporting and financial resources promote economic inclusion for residents.