



Your building is full. Centro pays for itself in operational savings.

RESIDENTIAL (MDU)

Class B/C properties don't need an ROI pitch — they need the connected resident-experience layer to operate efficiently. Centro Connect delivers exactly that, and the savings cover the subscription.

+1.4%

Net Operating Income lift at this property

\$162

Annual value per door captured by the asset

\$15-25

PropTech vendor stack today per unit per month

0.60%

Centro cost as share of gross rent revenue

Illustrative — Garden Apartments, 75 units · \$1,800/mo rent · 92% occupancy · 55% turnover · Class B/C suburban | Your numbers will differ. We build a model with you.

ILLUSTRATIVE VALUE MODEL — SAME PROPERTY, WITH CENTRO ACTIVE ACROSS ALL RESIDENT TOUCHPOINTS

ADDITIONAL REVENUE CAPTURED

Parking / visitor bookings <i>≈ \$10/mo from paid visitor + premium parking bookings</i>	\$124
EV charging fees <i>≈ \$29/mo in EV session + premium-spot fees</i>	\$345
Common-area reservations <i>≈ \$21/mo from function rooms + amenity reservations</i>	\$248
Guest access / visitor passes <i>≈ \$7/mo from paid visitor day-passes</i>	\$83
Storage rentals <i>≈ \$13/unit/yr from storage unit rentals</i>	\$994
Resident events & classes <i>≈ \$12/mo from paid events & classes</i>	\$138
Cleaning add-on services <i>≈ \$46/mo from add-on cleaning bookings</i>	\$552
Late renewal / lease admin <i>≈ \$9/mo from late-fee + lease admin</i>	\$104
Revenue total	\$2,139 / yr

Every paid amenity, visitor service and concierge touchpoint is fee revenue Centro captures via in-app discovery + payment. Incremental — not cannibalised rent.

Adoption % shown is **incremental** — share of occupied unit-months or residents where Centro generates a transaction that wouldn't have happened otherwise, not total uptake of that service.

OPERATIONAL SAVINGS

Messaging-driven inquiry efficiency <i>≈ 40% of 8/day resident inquiries handled in-app · 3 calls + walk-ups deflected daily</i>	\$1,168
Package handling efficiency <i>≈ 50% reduction in per-package staff time across 130 pkgs/week</i>	\$5,633
Energy management — in-unit <i>≈ 10% reduction on \$5,000/yr in-unit controllable energy</i>	\$500
Energy management — common area <i>≈ 10% reduction on \$25,000/yr common-area energy</i>	\$2,500
Maintenance triage efficiency <i>≈ 30% less staff time per request across 2 reqs/day via routing + auto-categorisation</i>	\$1,204
Visitor access automation <i>≈ 30% of 8/day visitor interactions auto-issued — no reception step</i>	\$1,460
Move-in/out coordination <i>≈ 50% admin reduction across 38 turnovers/yr (digital walkthroughs, deposit, scheduling)</i>	\$1,518
Service concession reduction <i>≈ 50% of 5/yr service-recovery comps avoided × \$50 avg</i>	\$125
Replaced printed materials <i>≈ \$5/unit/yr in eliminated printed notices + welcome packs</i>	\$375
Resident turnover reduction <i>≈ 3% relative reduction in turnover (1.1 avoided/yr × \$4,200 per turnover)</i>	\$4,782
Lease-up acceleration <i>≈ 2 vacancy days saved per turnover × \$60/day rent across 38 turnovers</i>	\$4,554
Savings total	\$10,024 / yr

Resident retention reduces turnover cost. Faster lease-up reduces vacancy. Vendor consolidation kills three or four PropTech contracts. Plus the everyday efficiency stack — messaging, packages, energy, maintenance.

ANNUAL VALUE CREATED

\$12K

revenue + savings / year

PER DOOR / YR **+1.4%**

\$162

3-YEAR AGGREGATE

\$36K

1.1x value-to-cost

CENTRO PLATFORM (CONNECT)

\$14,000

Initial Investment — onboarding + Year 1 service then \$9,000 / yr Annual Service Fee ≈ 0.60% of gross rent · ≈ 74.0% of value

Every property starts with a value model. Connect delivers the engagement and operations layer at-cost. Activate unlocks the revenue + retention stack that moves Net Operating Income. Managed adds an ongoing optimisation partnership for owners running multi-property portfolios.

Capability	CONNECT	ACTIVATE	OPTIMISE
	Foundation Initial from \$14,000 · then \$9,000/yr service fee <i>engagement & operations layer</i>	Core Initial from \$26,200 · then \$16,200/yr service fee <i>~133.2% of value — illustrated above</i>	Managed Initial from \$47,000 · then \$27,000/yr service fee <i>continuous growth partnership</i>
RESIDENT ENGAGEMENT & OPERATIONS			
Branded resident web app — no download required	✓	✓	✓
Messaging — inquiries, packages, maintenance	✓	✓	✓
Visitor access — QR codes & timed passes	✓	✓	✓
Package room notifications & self-collection	✓	✓	✓
Common-area & amenity reservations + Stripe	✓	✓	✓
REVENUE CAPTURE (FULL STACK)			
Paid parking & EV charging fees	—	✓	✓
Storage rentals & late-fee/lease-admin capture	—	✓	✓
Cleaning, events & resident programming as paid services	—	✓	✓
Concierge — restaurant booking & personal shopper margins <i>luxury-tier upsell</i>	—	✓	✓
Spa, gym & wellness amenity upsells	—	✓	✓
OWNER-ECONOMICS LEVERS			
Resident retention / turnover reduction	—	✓	✓
Lease-up acceleration — digital tours, instant apply	—	✓	✓
Vendor consolidation — replaces intercom + locks + amenity-book	—	✓	✓
Energy management — in-unit + common area	—	✓	✓