



# Your residents pay the rent. Centro turns the building itself into Net Operating Income.

RESIDENTIAL (MDU)

You have invested in the asset, the amenities and the lease-up engine. Centro is the connected layer that activates that investment — captured fees, reduced turnover, faster lease-up, lower operating costs.

**+3.7%**

Net Operating Income lift at this property

**\$1,509**

Annual value per door captured by the asset

**\$15-25**

PropTech vendor stack today per unit per month

**0.31%**

Centro cost as share of gross rent revenue

Illustrative — Luxury Residences, 250 units · \$6,500/mo rent · 88% occupancy · 25% turnover · Class A+ luxury | 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>≈ \$330/mo from paid visitor + premium parking bookings</i>	<b>\$3,960</b>
EV charging fees <i>≈ \$1,100/mo in EV session + premium-spot fees</i>	<b>\$13,200</b>
Common-area reservations <i>≈ \$660/mo from function rooms + amenity reservations</i>	<b>\$7,920</b>
Guest access / visitor passes <i>≈ \$220/mo from paid visitor day-passes</i>	<b>\$2,640</b>
Package room concierge fees <i>≈ \$66/mo from premium package handling fees</i>	<b>\$792</b>
Storage rentals <i>≈ \$84/unit/yr from storage unit rentals</i>	<b>\$21,120</b>
Resident events & classes <i>≈ \$1,100/mo from paid events &amp; classes</i>	<b>\$13,200</b>
Cleaning add-on services <i>≈ \$2,475/mo from add-on cleaning bookings</i>	<b>\$29,700</b>
Late renewal / lease admin <i>≈ \$92/mo from late-fee + lease admin</i>	<b>\$1,100</b>
Concierge services <i>≈ \$528/mo from restaurant booking + personal shopper margins</i>	<b>\$6,336</b>
Premium amenity reservations <i>≈ \$704/mo from spa / gym / wellness upsells</i>	<b>\$8,448</b>
<b>Revenue total</b>	<b>\$108,416 / yr</b>

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>≈ 55% of 50/day resident inquiries handled in-app · 28 calls + walk-ups deflected daily</i>	<b>\$14,052</b>
Package handling efficiency <i>≈ 70% reduction in per-package staff time across 500 pkgs/week</i>	<b>\$42,467</b>
Energy management — in-unit <i>≈ 15% reduction on \$50,000/yr in-unit controllable energy</i>	<b>\$7,500</b>
Energy management — common area <i>≈ 15% reduction on \$200,000/yr common-area energy</i>	<b>\$30,000</b>
Maintenance triage efficiency <i>≈ 40% less staff time per request across 8 reqs/day via routing + auto-categorisation</i>	<b>\$9,344</b>
Visitor access automation <i>≈ 40% of 30/day visitor interactions auto-issued — no reception step</i>	<b>\$10,220</b>
Move-in/out coordination <i>≈ 60% admin reduction across 55 turnovers/yr (digital walkthroughs, deposit, scheduling)</i>	<b>\$3,696</b>
Service concession reduction <i>≈ 70% of 25/yr service-recovery comps avoided × \$200 avg</i>	<b>\$3,500</b>
Replaced printed materials <i>≈ \$5/unit/yr in eliminated printed notices + welcome packs</i>	<b>\$1,250</b>
Resident turnover reduction <i>≈ 5% relative reduction in turnover (2.8 avoided/yr × \$19,000 per turnover)</i>	<b>\$52,250</b>
Lease-up acceleration <i>≈ 5 vacancy days saved per turnover × \$217/day rent across 55 turnovers</i>	<b>\$59,583</b>
Vendor consolidation (PropTech stack) <i>≈ \$35,000/yr from replaced PropTech vendors (intercom + locks + thermostat + amenity-booking)</i>	<b>\$35,000</b>
<b>Savings total</b>	<b>\$268,862 / yr</b>

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

**\$377K**

revenue + savings / year

PER DOOR / YR NOI LIFT  
**\$1,509 +3.7%**

3-YEAR AGGREGATE

**\$1,132K**

6.6x value-to-cost

CENTRO PLATFORM (ACTIVATE)

**\$64,000**

Initial Investment — onboarding + Year 1 service then \$54,000 / yr Annual Service Fee ≈ 0.31% of gross rent · ≈ 14.3% 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 \$35,000 · then \$30,000/yr service fee <i>engagement &amp; operations layer</i>	Core Initial from \$64,000 · then \$54,000/yr service fee <i>~14.3% of value — illustrated above</i>	Managed Initial from \$110,000 · then \$90,000/yr service fee <i>continuous growth partnership</i>
<b>RESIDENT ENGAGEMENT &amp; OPERATIONS</b>			
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	✓	✓	✓
<b>REVENUE CAPTURE (FULL STACK)</b>			
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	—	✓	✓
<b>OWNER-ECONOMICS LEVERS</b>			
Resident retention / turnover reduction	—	✓	✓
Lease-up acceleration — digital tours, instant apply	—	✓	✓
Vendor consolidation — replaces intercom + locks + amenity-	—	✓	✓