



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.

+4.0%

Net Operating Income lift at this property

\$743

Annual value per door captured by the asset

\$15-25

PropTech vendor stack today per unit per month

0.69%

Centro cost as share of gross rent revenue

Illustrative — Mid-Rise Urban, 200 units · \$2,800/mo rent · 93% occupancy · 45% turnover · Class A urban | 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>≈ \$112/mo from paid visitor + premium parking bookings</i>	\$1,339
EV charging fees <i>≈ \$194/mo in EV session + premium-spot fees</i>	\$2,325
Common-area reservations <i>≈ \$186/mo from function rooms + amenity reservations</i>	\$2,232
Guest access / visitor passes <i>≈ \$56/mo from paid visitor day-passes</i>	\$670
Package room concierge fees <i>≈ \$9/mo from premium package handling fees</i>	\$112
Storage rentals <i>≈ \$33/unit/yr from storage unit rentals</i>	\$6,696
Resident events & classes <i>≈ \$186/mo from paid events & classes</i>	\$2,232
Cleaning add-on services <i>≈ \$496/mo from add-on cleaning bookings</i>	\$5,952
Late renewal / lease admin <i>≈ \$39/mo from late-fee + lease admin</i>	\$465

Revenue total **\$22,022 / 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>≈ 50% of 30/day resident inquiries handled in-app · 15 calls + walk-ups deflected daily</i>	\$6,022
Package handling efficiency <i>≈ 60% reduction in per-package staff time across 350 pkgs/week</i>	\$20,020
Energy management — in-unit <i>≈ 12% reduction on \$20,000/yr in-unit controllable energy</i>	\$2,400
Energy management — common area <i>≈ 12% reduction on \$80,000/yr common-area energy</i>	\$9,600
Maintenance triage efficiency <i>≈ 40% less staff time per request across 6 reqs/day via routing + auto-categorisation</i>	\$5,475
Visitor access automation <i>≈ 40% of 20/day visitor interactions auto-issued — no reception step</i>	\$5,353
Move-in/out coordination <i>≈ 60% admin reduction across 84 turnovers/yr (digital walkthroughs, deposit, scheduling)</i>	\$4,419
Service concession reduction <i>≈ 60% of 15/yr service-recovery comps avoided × \$100 avg</i>	\$900
Replaced printed materials <i>≈ \$5/unit/yr in eliminated printed notices + welcome packs</i>	\$1,000
Resident turnover reduction <i>≈ 5% relative reduction in turnover (4.2 avoided/yr × \$6,700 per turnover)</i>	\$28,040
Lease-up acceleration <i>≈ 3 vacancy days saved per turnover × \$93/day rent across 84 turnovers</i>	\$23,436
Vendor consolidation (PropTech stack) <i>≈ \$20,000/yr from replaced PropTech vendors (intercom + locks + thermostat + amenity-booking)</i>	\$20,000

Savings total **\$126,666 / 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

\$149K

revenue + savings / year

PER DOOR / YR **+4.0%**

\$743

3-YEAR AGGREGATE

\$446K

3.2× value-to-cost

CENTRO PLATFORM (ACTIVATE)

\$53,200

Initial Investment — onboarding + Year 1 service then \$43,200 / yr Annual Service Fee ≈ 0.69% of gross rent - ≈ 29.0% 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 \$29,000 · then \$24,000/yr service fee <i>engagement & operations layer</i>	Core Initial from \$53,200 · then \$43,200/yr service fee <i>~29.1% of value — illustrated above</i>	Managed Initial from \$92,000 · then \$72,000/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-	—	✓	✓