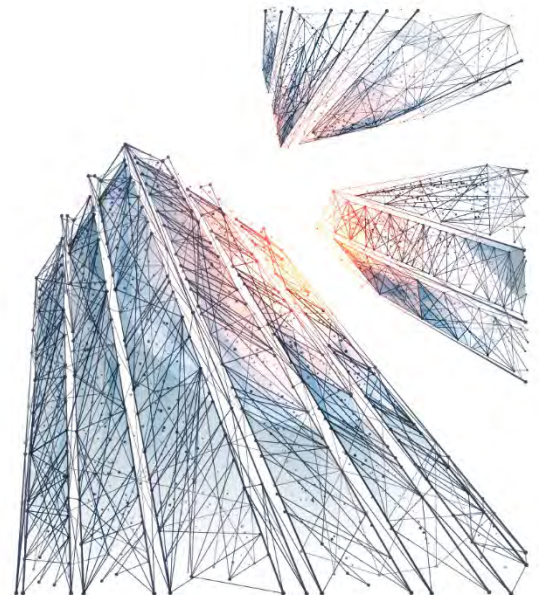
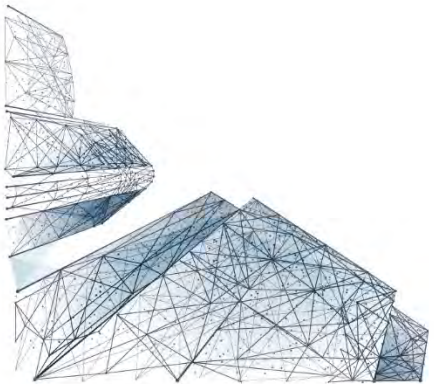


WELCOME TO AIM 2022



APARTMENT INNOVATION &
MARKETING CONFERENCE

PRESENTED BY
REACH
by RentCafe®



5 STARTUP COMPANIES YOU NEED TO KNOW



Piñata

- Lily Llu

Sugar

- Fatima Dicko

Flamingo

- Jude Chiy

Landing

- Marcus Higgins

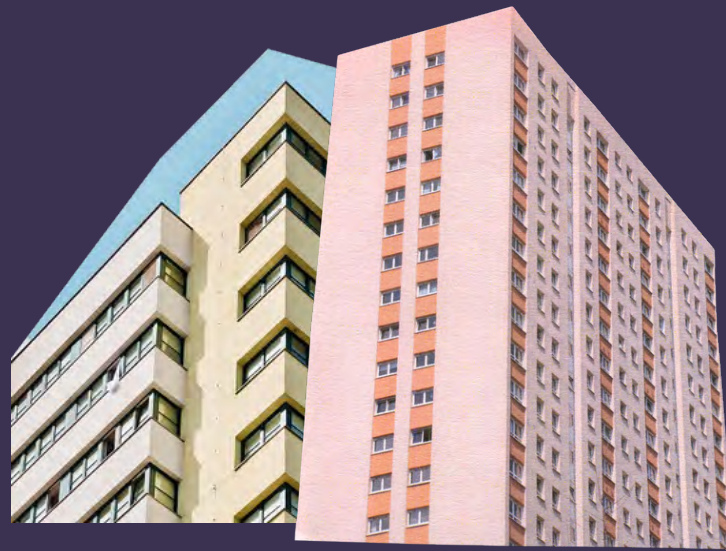
Fortress

- Kerri Davis


pinata®

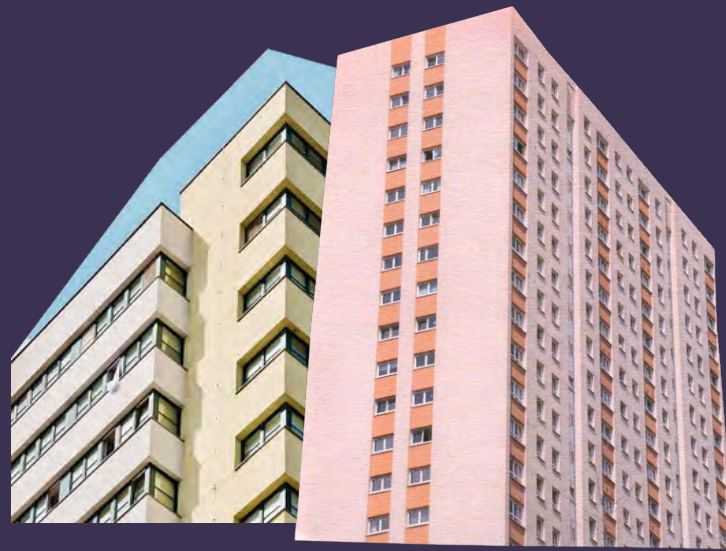
Make rent rewarding


APARTMENT INNOVATION &
MARKETING CONFERENCE



Online reputation matters

71% of renters choose to visit properties with a higher online reputation



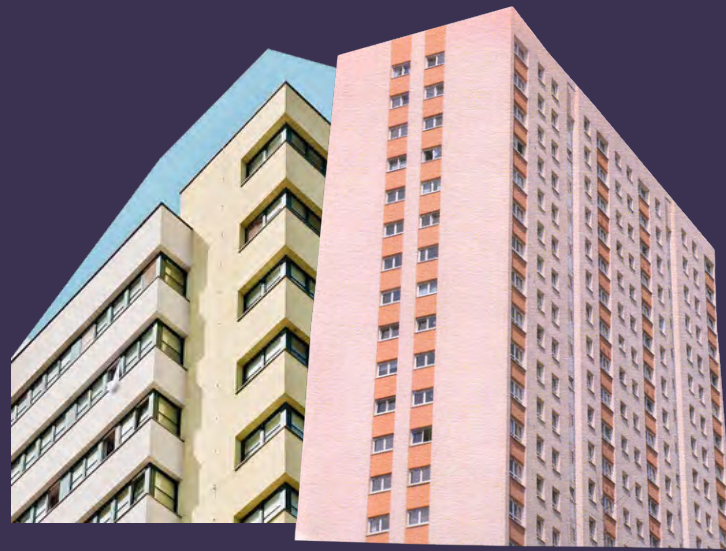
Online reputation matters

71% of renters choose to visit properties with a higher online reputation



Renter financial health

Less than 2% of rent payments are reported to the credit bureaus



Online reputation matters

71% of renters choose to visit properties with a higher online reputation



Renter financial health

Less than 2% of rent payments are reported to the credit bureaus



Good renter behaviors

46% of renters are more likely to renew their lease if they are offered an incentive or reward when their lease is up

Piñata is the largest rent rewards program
that is open to all renters nationwide.



Private and
confidential

Piñata is the largest rent rewards program
that is open to all renters nationwide.

We make rent smarter & more rewarding.



Private and
confidential

Piñata is the largest rent rewards program that is open to all renters nationwide.

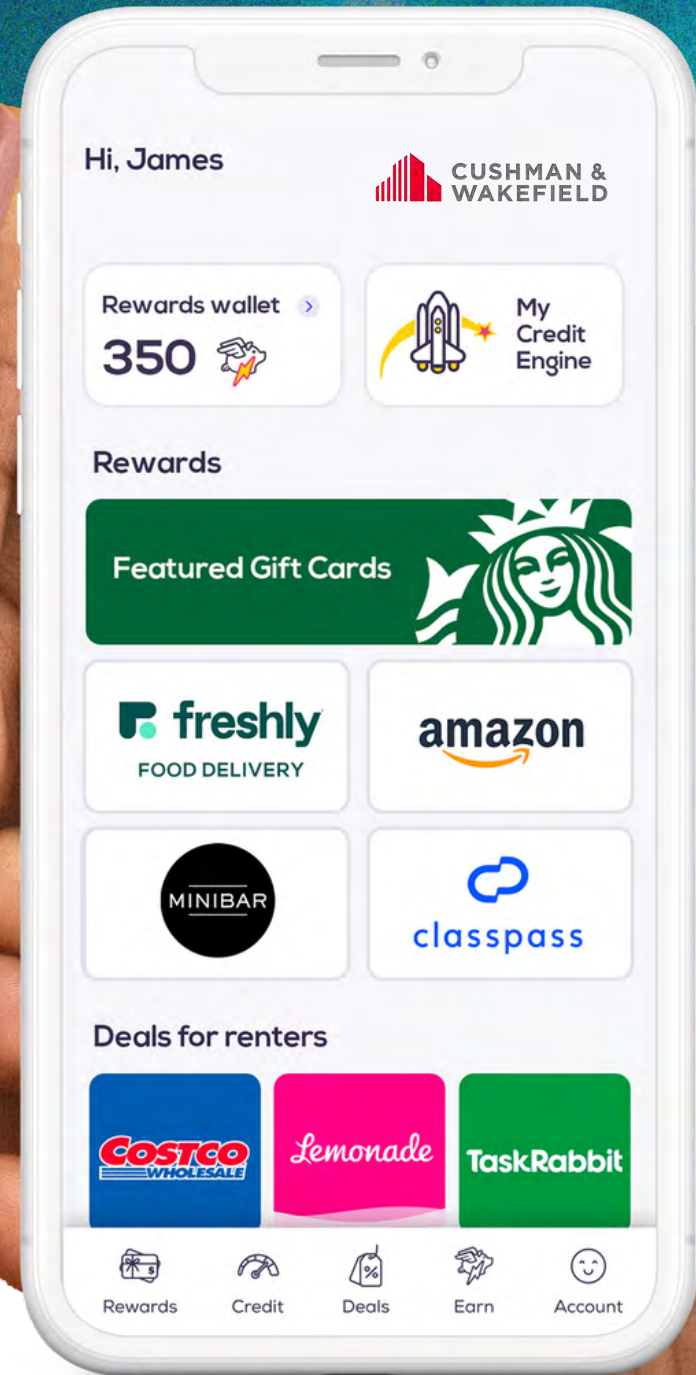
We make rent smarter & more rewarding.

Piñata is the loyalty & rewards layer for your property management company, powering your renter relationships.



Renters put more back in their pockets

Over \$100+ value per renter



Welcome gift cards



Rewards for key actions



Everyday member benefits



Credit Building

Which in turn increases your bottom line

Increase online reputation and remediate negative feedback off public channels

Which in turn increases your bottom line

Increase online reputation and remediate negative feedback off public channels

Boost renter credit scores to support ESG efforts

Which in turn increases your bottom line

Increase online reputation and remediate negative feedback off public channels

Boost renter credit scores to support ESG efforts

Incentivize specific renter behavior, including ancillary revenue programs and leasing

Which in turn increases your bottom line

Increase online reputation and remediate negative feedback off public channels

Boost renter credit scores to support ESG efforts

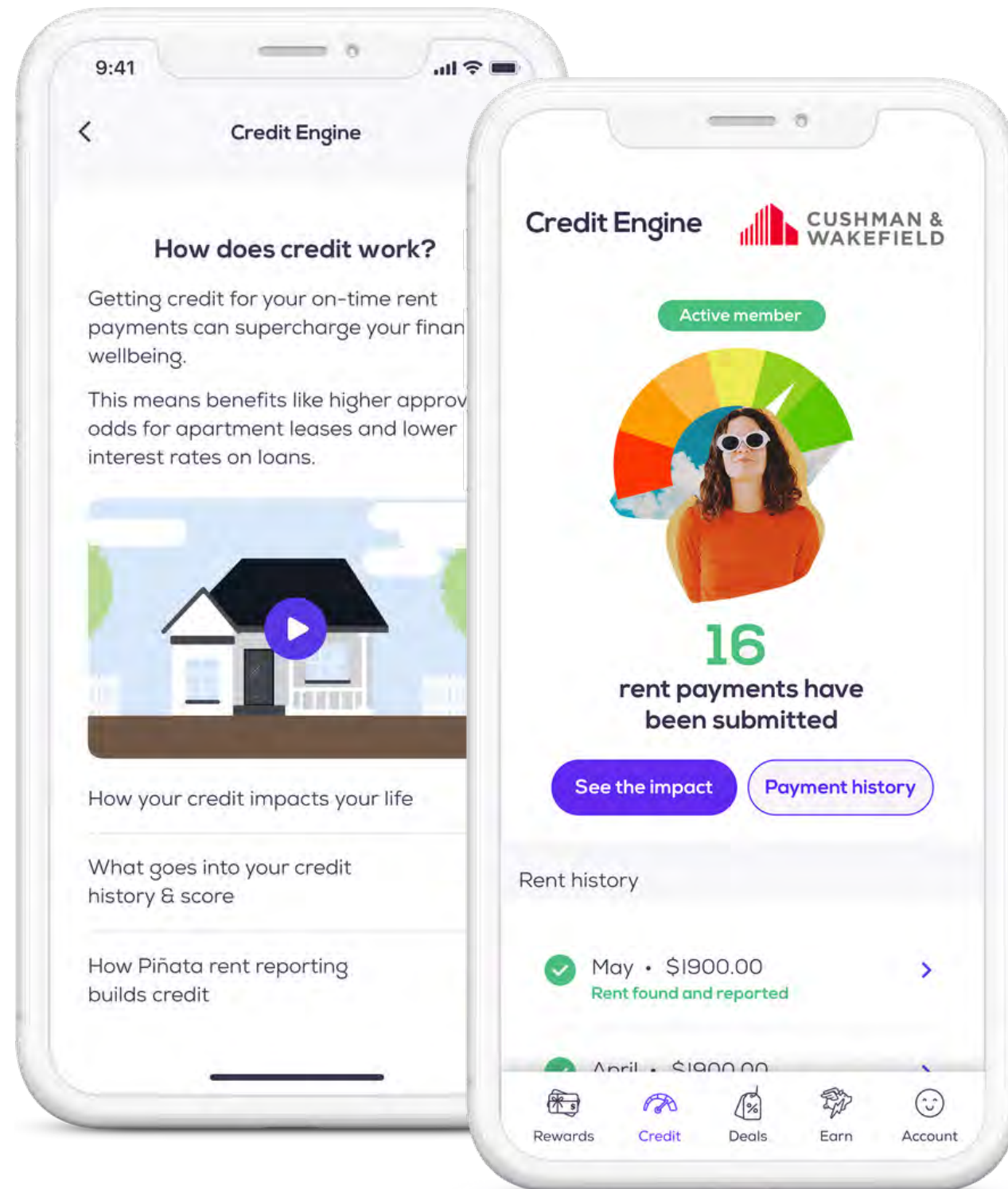
Incentivize specific renter behavior, including ancillary revenue programs and leasing

Access renter data insights, including financial health and engagement

28%

of renters paid on-time after
adoption of a rewards program

100M renters are not building credit with rent payments



2/3

of renters prefer apartments with rent reporting

100%

of credit invisible renters become scorable

73%

of renters would be more likely to pay rent on-time if their rent is reported

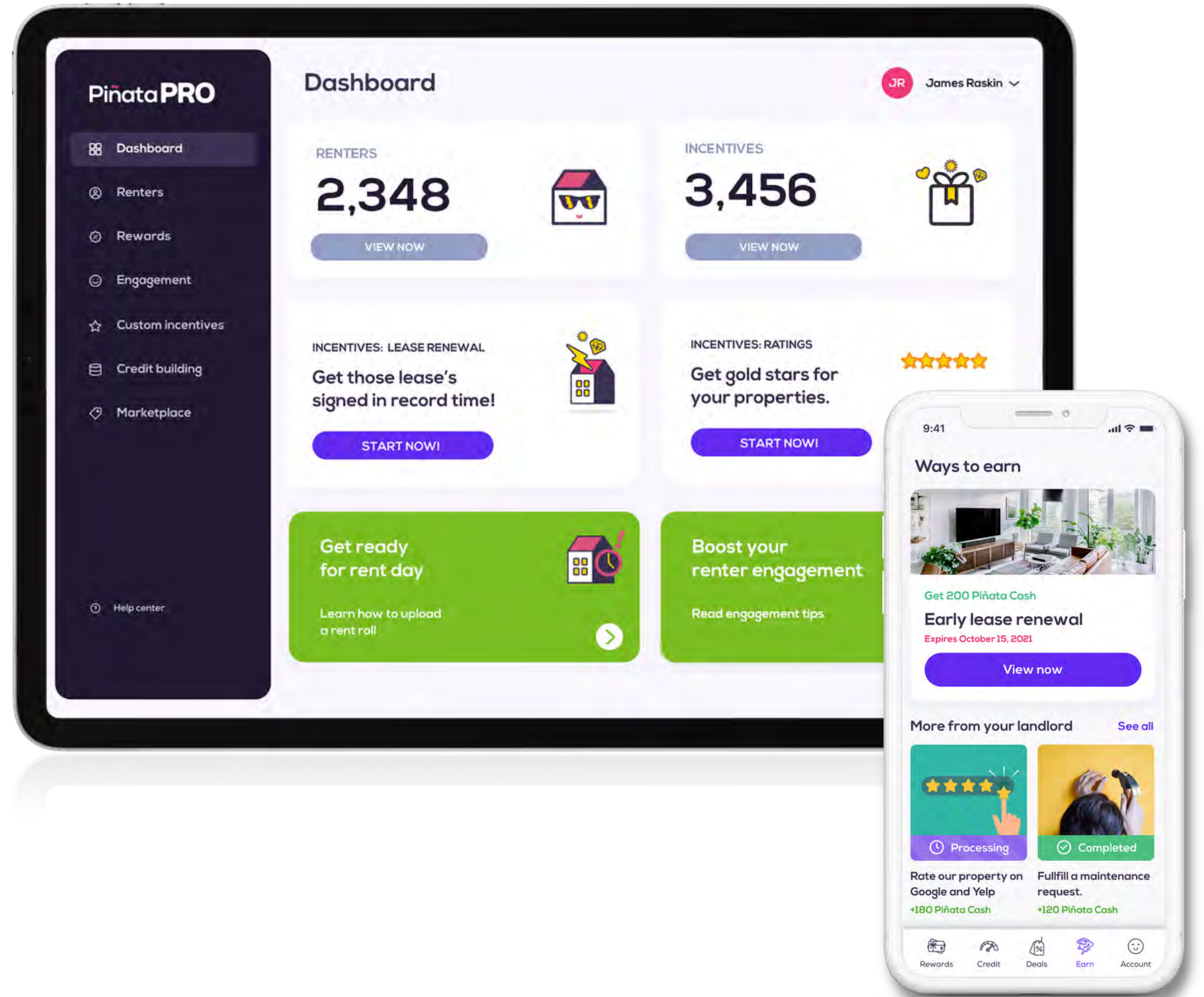
Meanwhile our custom incentive program generates other key behaviors

Like the following:

- Social media & Ora scores
- Leasing & renewals
- Renter referrals
- Custom surveys
- Move-in/Move-out checklists

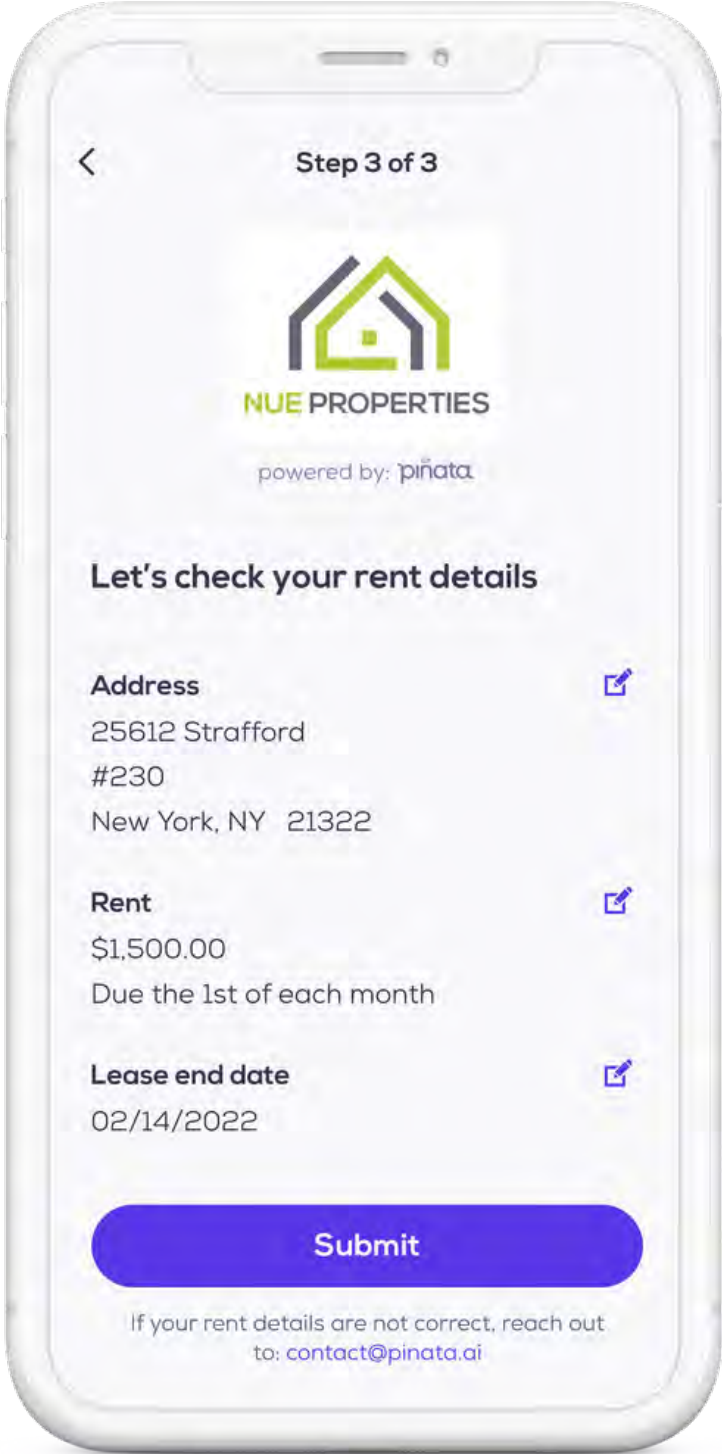
Plus, data and analytics:

- Access reward and engagement data
- Analytics on renter behaviors





Plus, we've made it super simple



No integration needed!



But don't take it from us



**Increased on-time
rent payments from
previously delinquent
accounts by 28%**



**Generates ~\$10 / door
in ancillary revenue via a
chargeback resident
benefit package**



**40% of residents
completed survey
responses for
additional in-app cash**

The largest national renter rewards program



"Piñata is the new, technology driven 'welcome wagon packet' to change how we welcome, onboard and appreciate our renters."

-Andy Propst, CEO, Homeriver

300+

Brands & deals

350k+

Renters nationwide with
our partners

600+

Property management companies

THANK YOU

Lily Liu, CEO and Co-Founder, Piñata

Lily@Pinata.ai



Landing

Marcus
Higgins

Chief Operating Officer

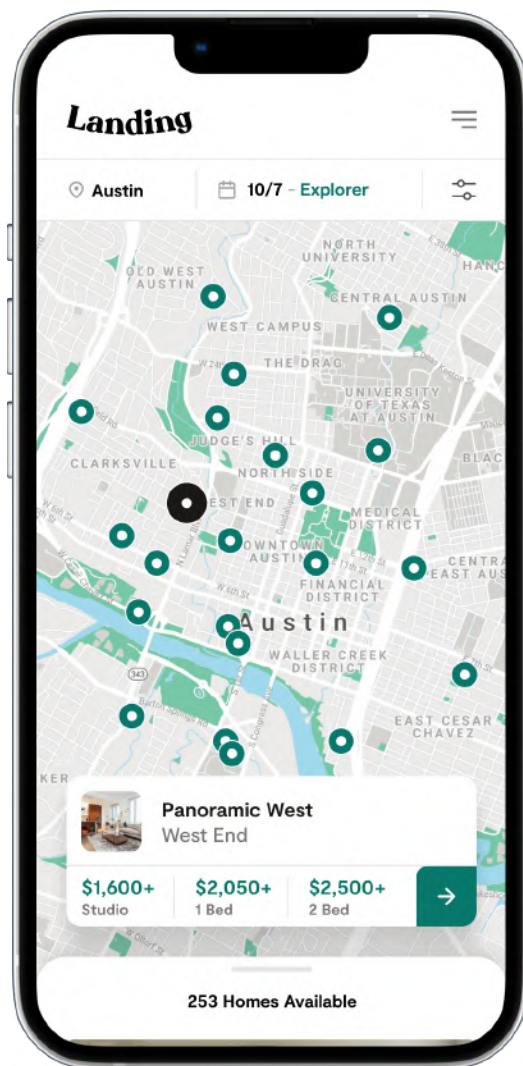


Landing is innovating apartment living

We drive revenue for our partners while providing access to a new demographic of residents.

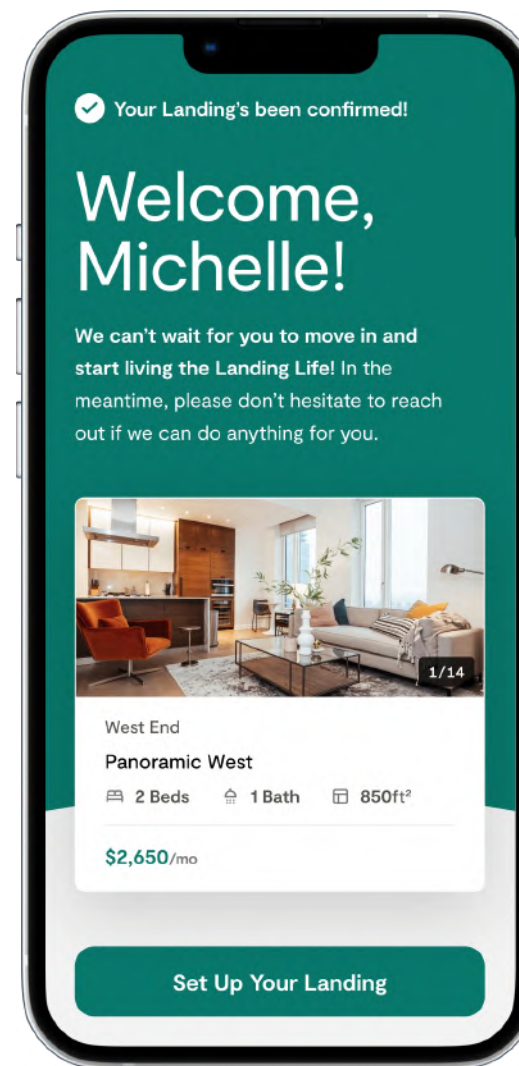
Discover

More than 3,000 available properties in 375+ cities



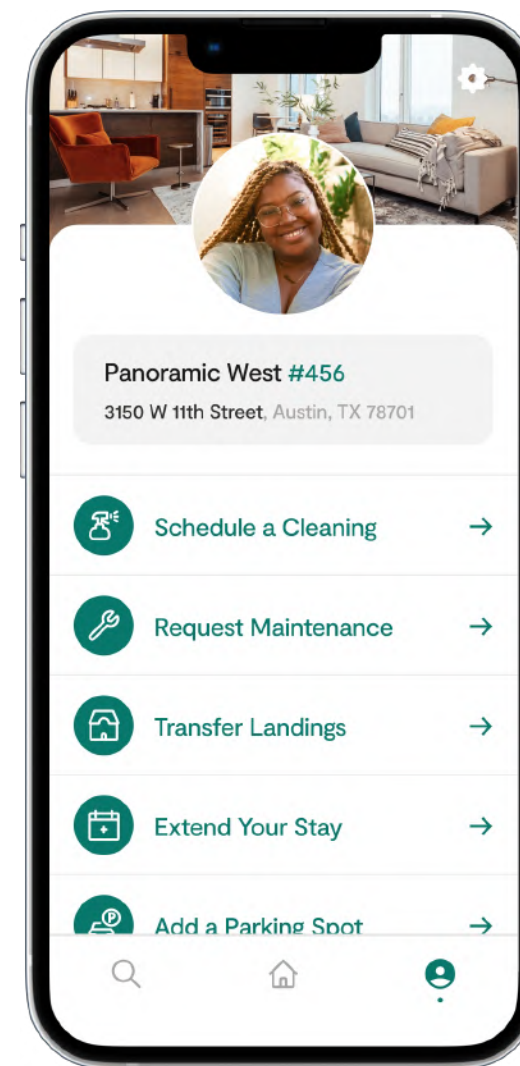
Reserve

Members can book a Landing 100% online in minutes



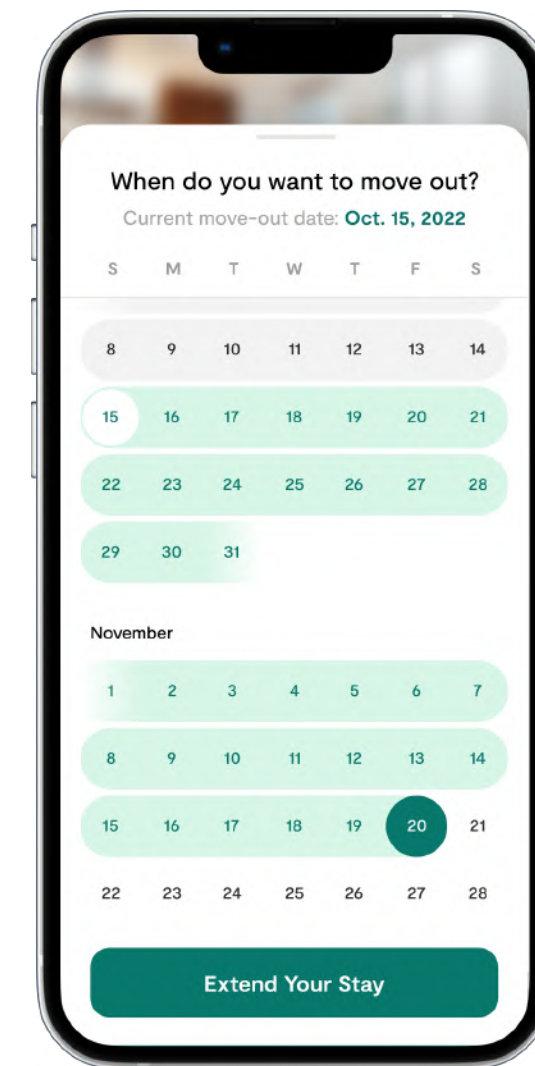
Live

Landing provides 24/7 member support and services



Flexibility

Easily extend a stay or transfer Landings



we have raised over \$300M from top-tier investors such as:



Traditional 12-Month Rental Market has Enormous Friction & Pain Points



42%

of renters plan to
move this year



65%

of renters prefer less
than a 12-month lease



\$51bn

tied up in
security deposits

Flexible Living is Less Than 1% Penetrated by Digital Solutions


Transportation


Uber

lyft


Travel

 airbnb

 BOOKING
HOLDINGS


Cars

 CARVANA

 CARMAX


Homes

Opendoor

Offerpad


Food

 DOORDASH

Uber Eats

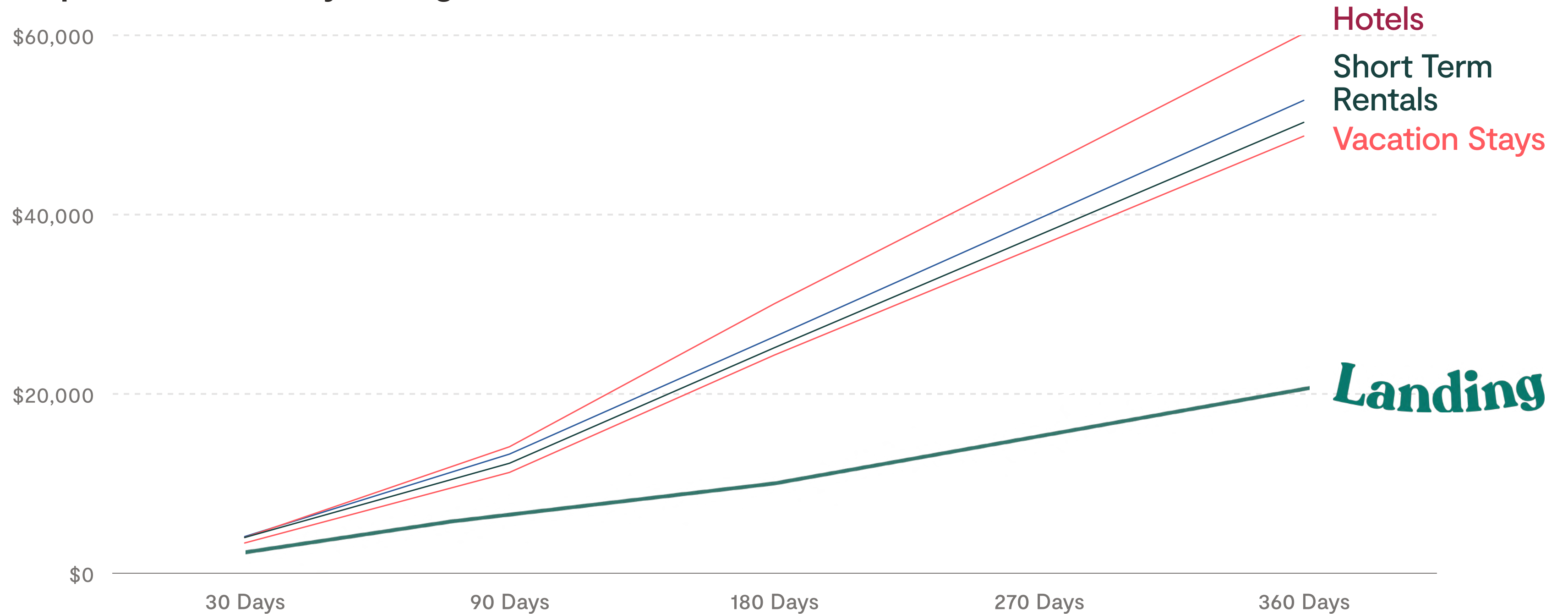

Apartments

Landing

Landing Unlocks Flexible Living for All

Competitors are priced to optimize for short-term stays whereas Landing is long-term customer focused

Comparative Total Stay Pricing Curve



Landing Addresses All 30 Day+ Rentals

Hotels

- Priced at 2-3x premium
- Lack of privacy
- Dull and dated interiors



Short-Term Stays

- Inconsistent experience
- Doesn't feel like home
- High service fees



Flexible Living

- Fully furnished
- Hassle-free flexible leases
- Find & reserve online in minutes



Landing

Standard Apartments

- Buying and moving furniture
- Locked in 12-month lease
- Fragmented, burdensome process



1-7 Days 7-30 Days

30 Days +

12 Months +

Our member base is diverse and rapidly growing

Solution Seekers

Need flexible living arrangements in response to variety of circumstances or preferences.



84% say renting is more affordable than owning – up 17% in 2 years

Source: Freddie Mac 2019; Internal assumptions of renter demos

Modern Renters

Look for high-quality furnished rentals that are stylish, well-equipped, and move-in ready.



Top amenity categories of the modern renter include: security, convenience, and flexibility.

Source: Apartmetnguide: Apartment Hunting / Data & Research

Digital Nomads

Seek new location-independent lifestyle allowing maximum living flexibility and life experiences.



Grew 49% in 2020 – and will more than double by 2025 to 30M

Source: MBO Partners – 2020 Digital Nomads; Internal calculations

Landing exists where consumers want to live

We are driving revenue and providing value to multifamily communities across the nation

375+

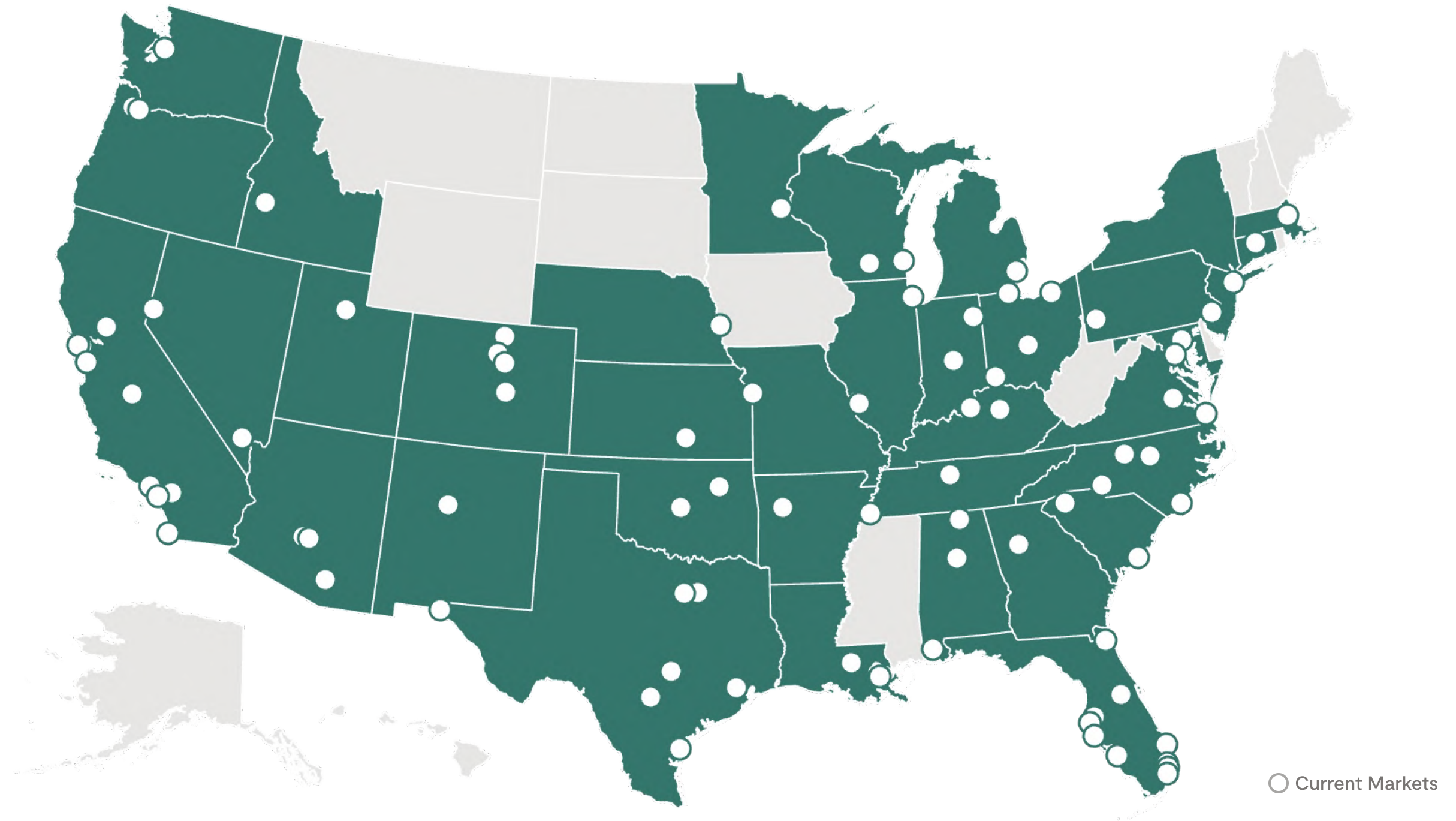
Cities

24,000

Available Apartment Homes

92%

Occupancy



Key Partnerships Include:



Properties Achieve Superior Building Economics with Landing

Properties love us!

We provide them with...



Lower vacancy



Faster time to fill



No broker or referral fees



High quality residents



Free apartment marketing, staging, and set up



Dedicated property experience team



Ability to install home within 48 hours

Cost Comparison	Standalone	Landing
Leasing Staff Salary and Associated Commission	\$1,050	--
Renter Concessions (assumes 2 weeks on avg.)	1,125	--
Furniture Rental for Model Home	150	--
Marketing and Advertising (listing fees, brokers, etc.)	350	--
Application Processing	100	--
Vacancy Cost (assumes 3 weeks on avg.)	1,688	--
Apartment Prep (painting, cleaning, etc.)	400	--
Total Cost Savings (per new 12 month lease)	\$4,863	\$0



Partnering

We would like to secure marketing agreement to make your apartment homes available to the Landing membership network.





Visit us at Pavilion 4
to discuss partnership
opportunities

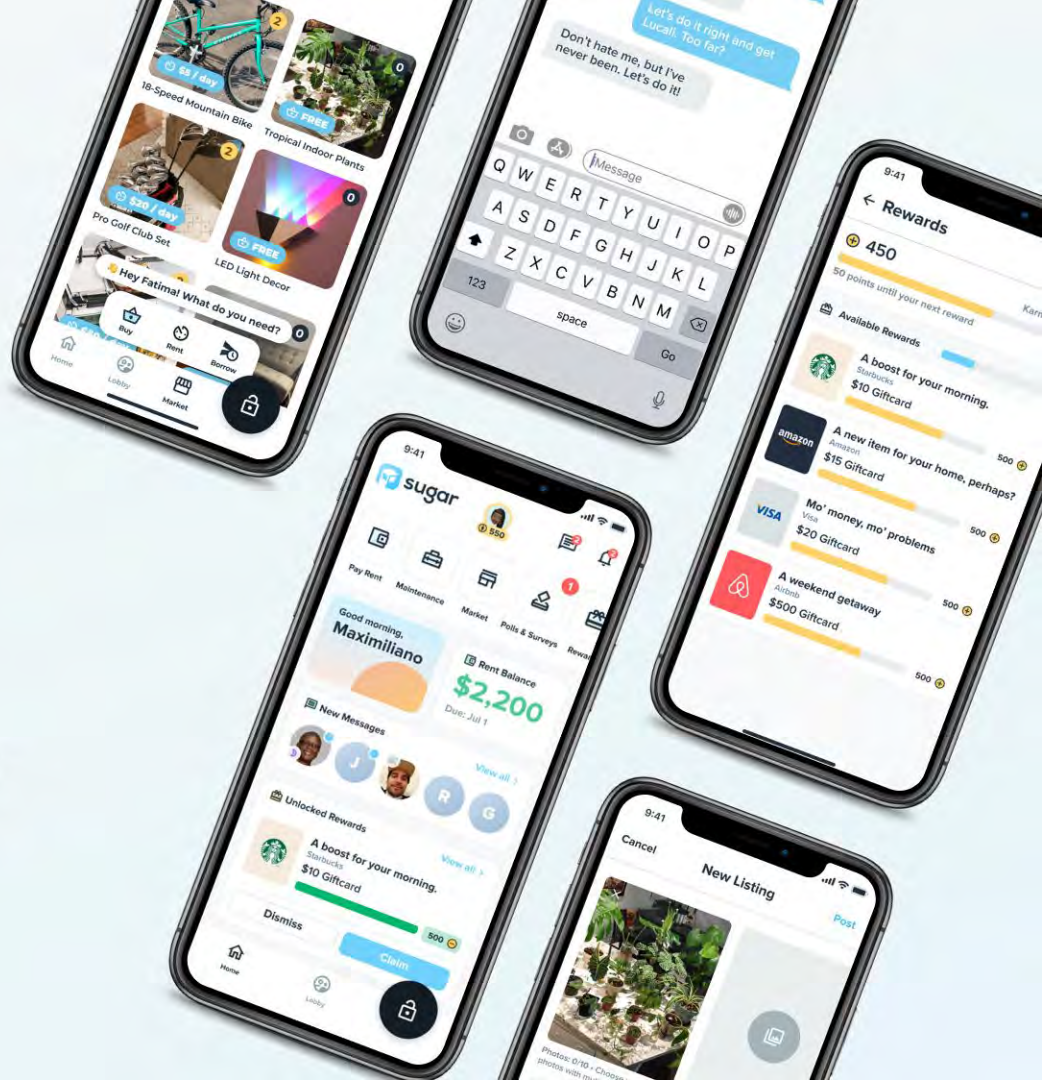
Or contact us at:
inquiry@hellolanding.com

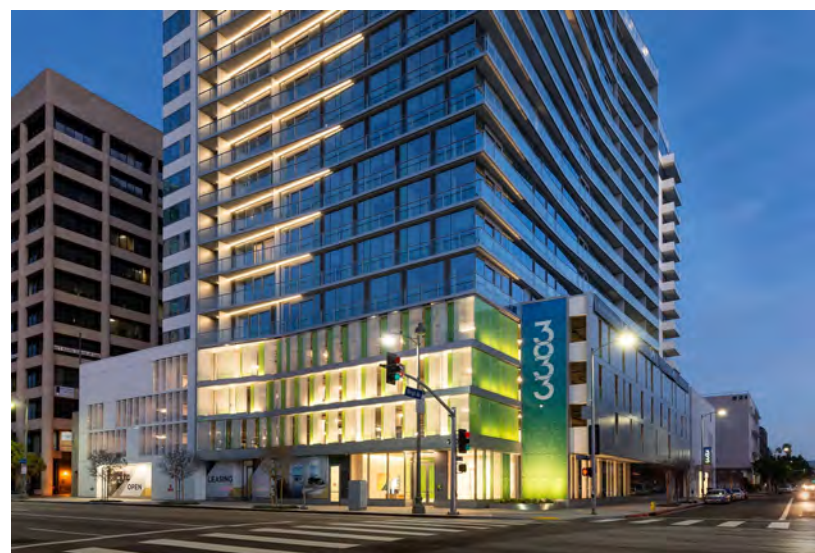
Landing

hellolanding.com/propertypartner



Activate Your Community





Problem

Problem

Current resident management apps are not sticky for residents



Resident apps don't deliver daily value

Residents don't use current apps

Residents interact with community less



There's no standard way for residents to connect

Need to sell my couch? →  Marketplace

Need to alert my neighbors? → 

Looking for a dog sitter? → 



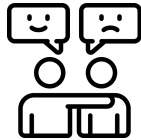
This problem is costly

Lack of community is one of the main reasons residents don't renew their lease. Resident turnover is the single biggest **killer of cash flow**.

87%

Of residents say sense of community is a factor in lease renewal decision

(n=132 study at The Kodo DTLA)



54%

Of apartments turn over each year

(National Center for Housing Management)



\$64k

Avg annual apt turnover costs for a 225-unit community with \$1,500 monthly rent

(National Center for Housing Management)

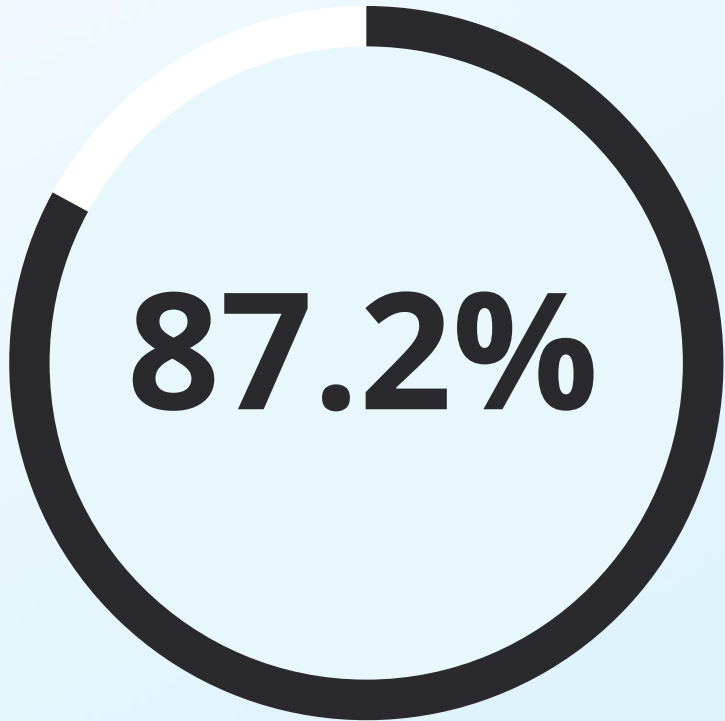


3

Avg # of friends needed for resident to stay

(BisNow Article on PropTech Event)





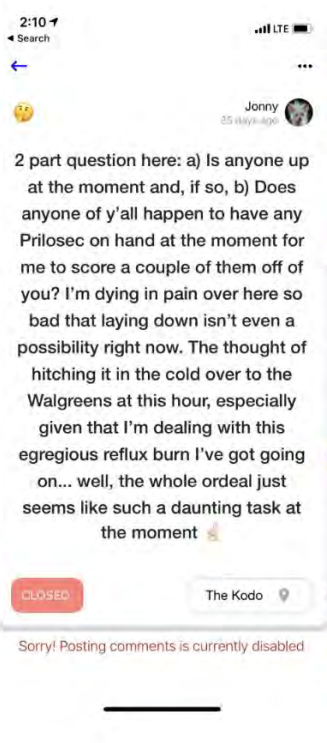
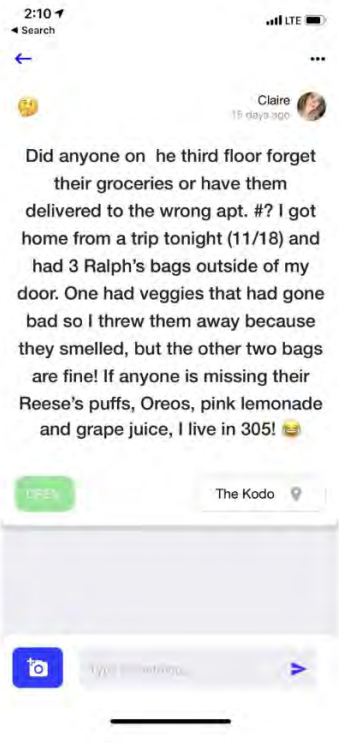
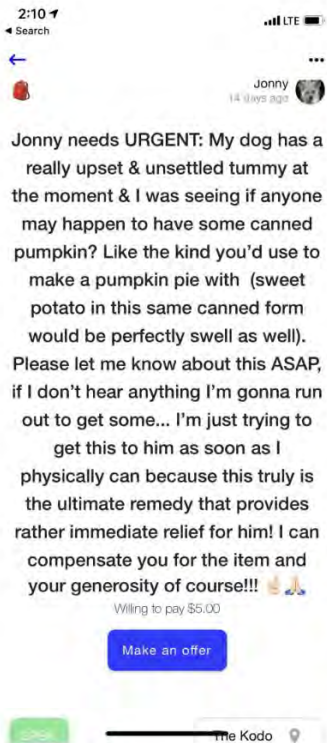
of multifamily residents say a building's community and amenities **significantly impact their renting decision.***

Our Story



The Sugar story all started with a **single QR Code**

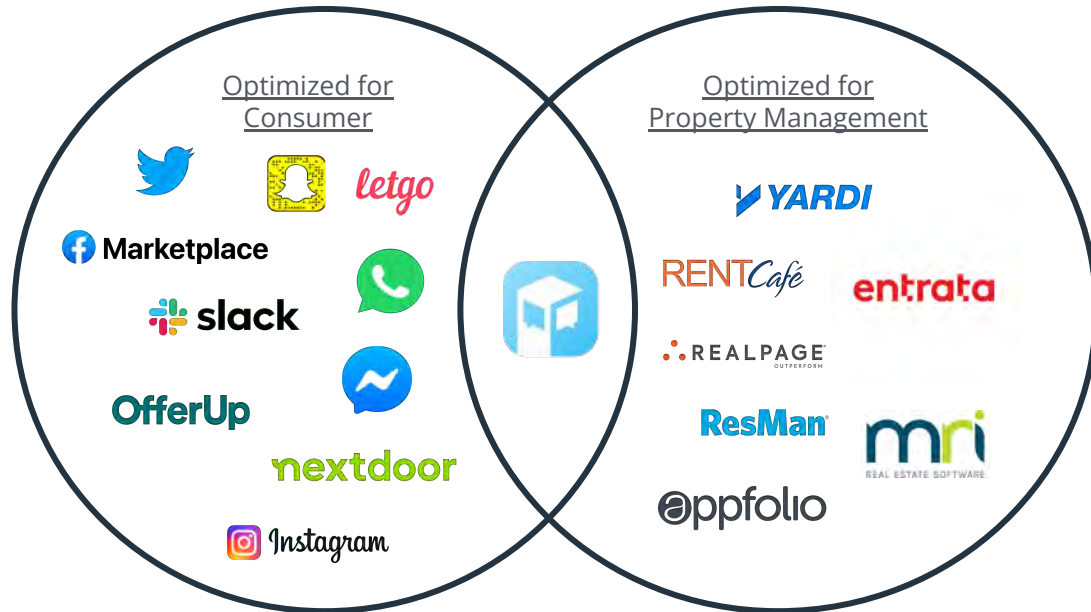




Solution

Solution

Design a mobile product that **meets the needs of residents**, resulting in higher daily usage and community engagement



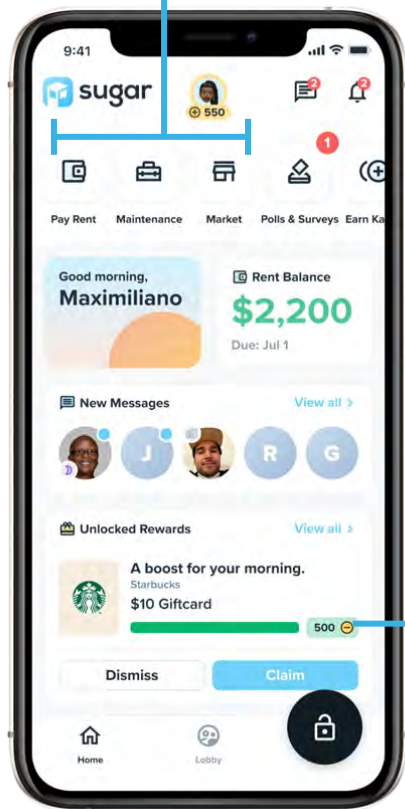
Mobile

Custom integrations for each building

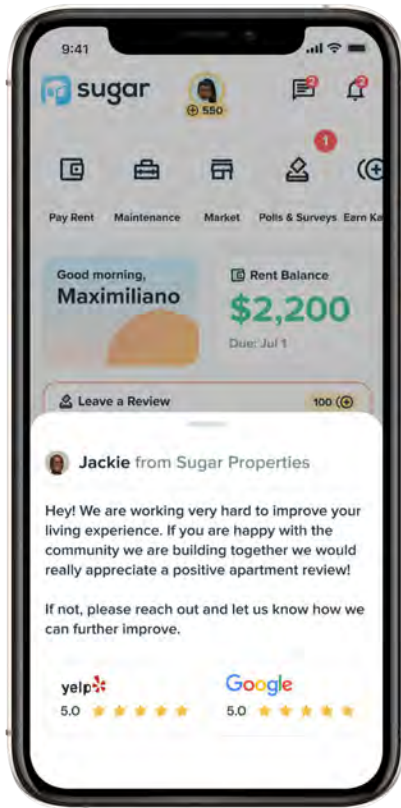
Integrations with Yelp and Google Reviews

Add upcoming events to Google calendar

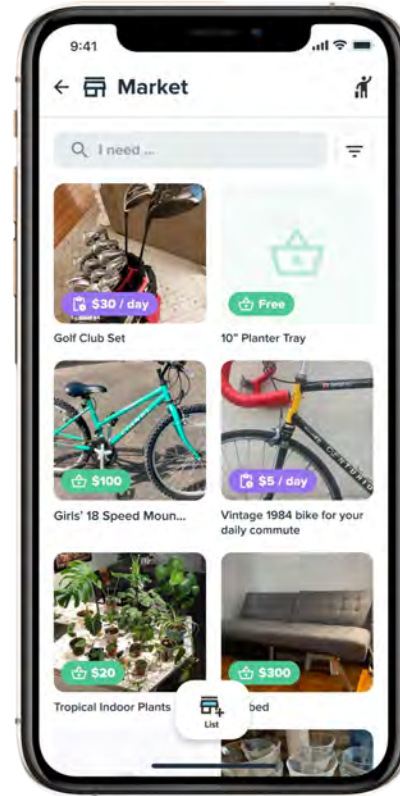
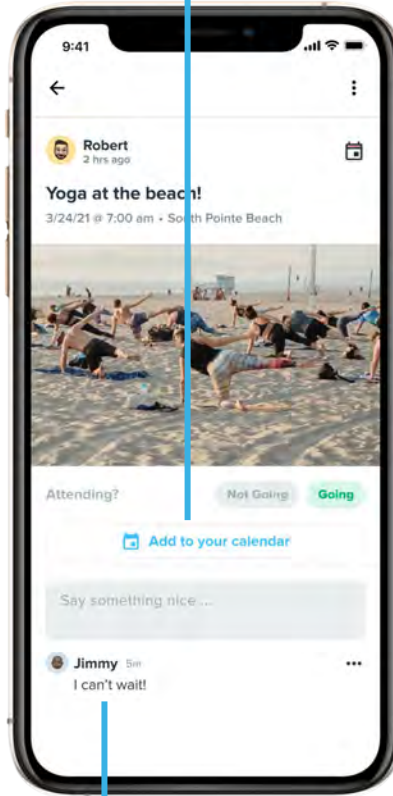
Quickly lend and borrow items from others



Karma Points & Rewards

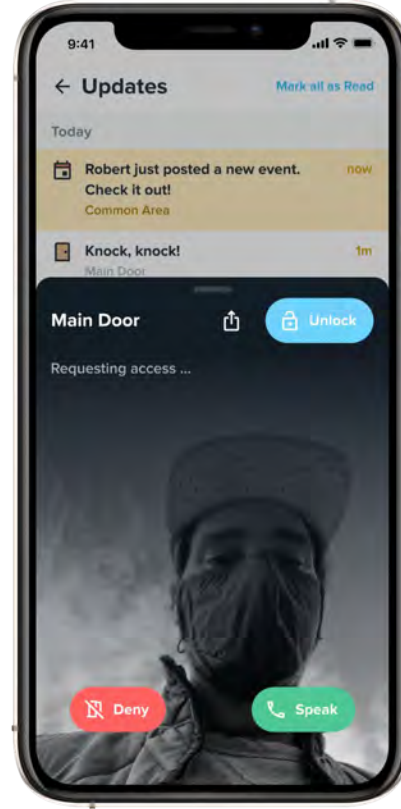
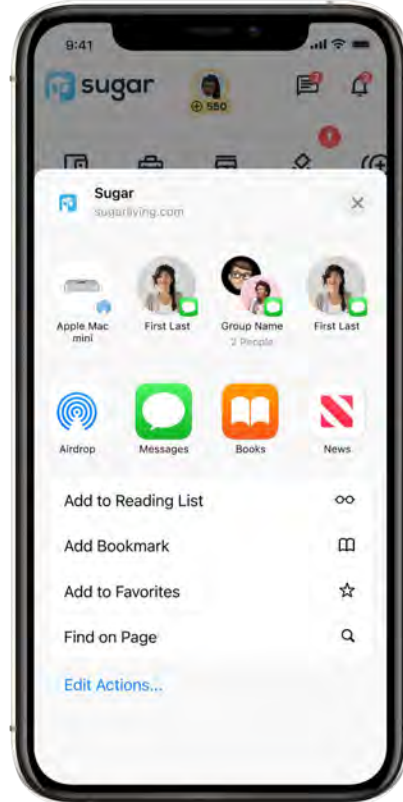


Interact with others attending event



Find last minute items to borrow

Keyless Entry Integrations



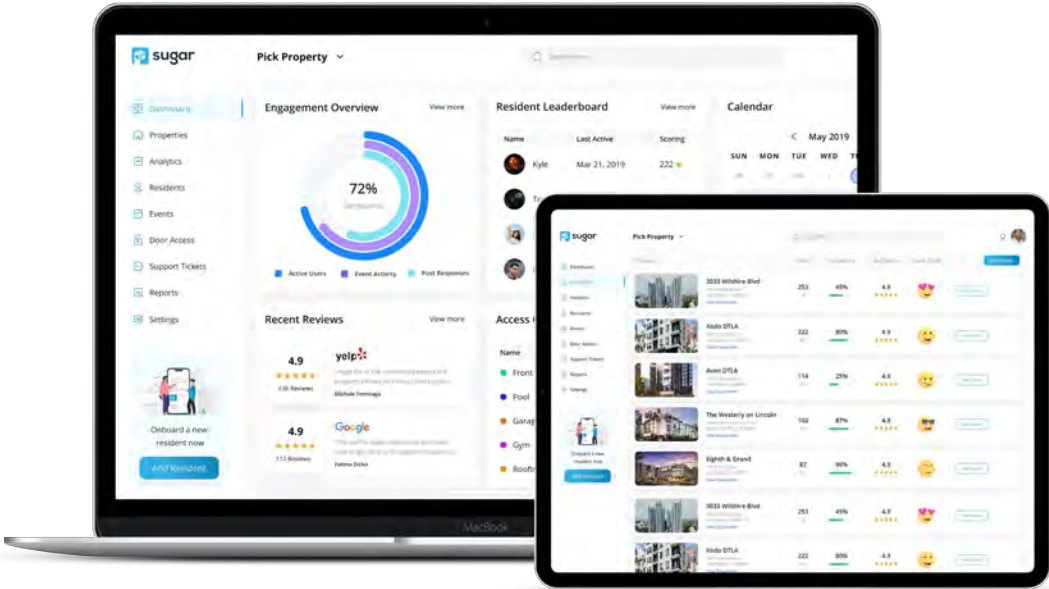
openpath

brivo®

MIWA

All-in-one manager dashboard

- ✓ Easily communicate with residents
- ✓ View community data & analytics
- ✓ Send polls & surveys
- ✓ Manage access control settings
- ✓ View online Yelp & Google reviews



But why Sugar?

**Human connectivity
is evolving**

Building Operations +

Traditional property management software & access control tools

Traditional PMS for Rent & Maintenance



Access Control & Smart Home

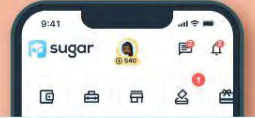


A More Dynamic Resident Experience

Traditional Resident Experience Platforms



Resident-focused features and tools



Resident Management

Resident Portal



Surveys & Reputation



Communication



Loyalty Platforms



Community Activation

Marketplace



P2P Services



Community Points & Rewards



Profiles & DMs



Top reasons to activate your community



Resident's full attention helps you **save time**

- Save time with easier communication
- Higher survey response rates (~7.5x)
- One-click building announcements

Resident social network helps you **make money**

- Better building demographic data
- Introduce new revenue streams
- Facilitate in-building commerce

Happier, vibrant community helps you **keep residents**

- Better online ratings & reviews
- Higher lease renewal rates
- Community content for marketing

Real residents, real stories on Sugar

Highland Villas

Hi, all! I found this ID in the stairway closest to the elevator. Please reach out if it belongs to you or someone you know! Thanks!

Apr 8, 2022 @ 02:45 PM

Author: Lauren N. Romero

3 Comments

Say something nice...

Post

- Lauren N. Romero · 9 days ago
Of course! Just left it in there!
- Ilaise M. Tupou · 3 days ago
You can slide it in my mail box please #306. Thank you 🍌
- Ilaise M. Tupou · 1 day ago
Thank you. It feel out my pocket thus morning

Found lost items!

Chassis System

URGENT: My dog has a really unsettled tummy & I was seeing if anyone has some canned pumpkin? Like the kind you'd use to make a pumpkin pie with (sweet potato in this same canned form would be perfect as well). Please let me know about this ASAP. If I don't hear anything in the next 30 mins, I'll probably run out to go get some since this is truly the ultimate remedy that provides immediate relief for him. I can compensate you for the item and your generosity of course :))

Apr 15, 2022 @ 11:57 AM

1 Comments

Say something nice...

Post

- [Redacted] · 9 days ago
I actually have some if you want me to bring it to you! How many cans do you need? I have 2

Help for sick pets!

Highland Villas

Would anyone like a box of donut holes? A donut store owner was handing them out at the laundry mat nearby and there's way too many in here for myself. If anyone wants them let me know! :)

Apr 11, 2022 @ 04:45 PM



Lots of sharing!

Author: Armando A. Osorio

Real customer testimonials



*“Munira and I were just talking about how the **residents at Highland Villas have adopted the Sugar platform well!** We’d love to bring Sugar to some of our new properties in Florida.”*

Jacqueline Post, Managing Director
@ Post Real Estate Group



*“Very excited to use Sugar at The Joinery! I chatted with one of your customers (Chris F.) who mentioned he’s seen much **higher engagement between managers and residents at The Kodo.**”*

Mohit Shewaramani, Director of Operations
@ Space Craft City



*“We’re extremely happy with how we’ve been able to use Sugar to cultivate our community at The Kodo DTLA. We’re seeing an **increase in event turnout and The Kodo currently has a 4.3 rating on Yelp and Google.**”*

Chris Furman, VP of Asset Management
@ CGI Real Estate



What's next?



sugar

sugar

THE NEW PRESENT
ALL THESE WORDERS

GOODBYE, AGAIN

SLOANE CROLEY
Kerry Sullivan

KAWS

PATTERNS



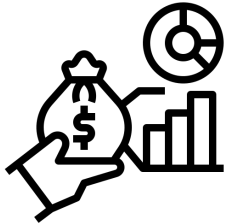


Funding

Raised \$2.5M in seed funding in 2021

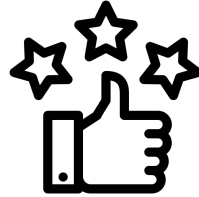


What we're looking for



**Strategic
Investors**

5,000 - 20,000 units



**Customers
& Brand Builders**

250+ units



**Co-development
Partners**

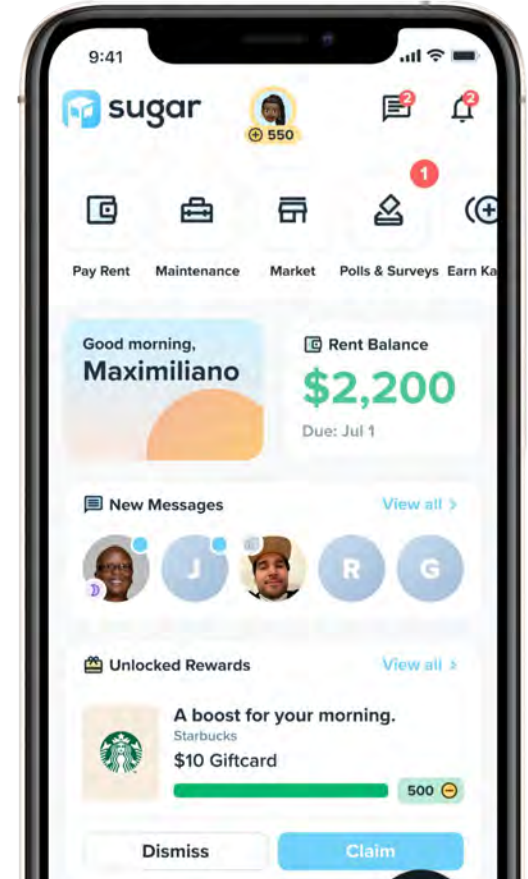
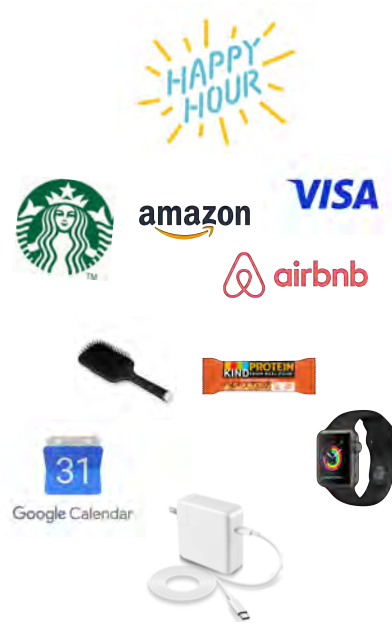
20,000+ units



Join the interactive Sugar @ AIM demo now!

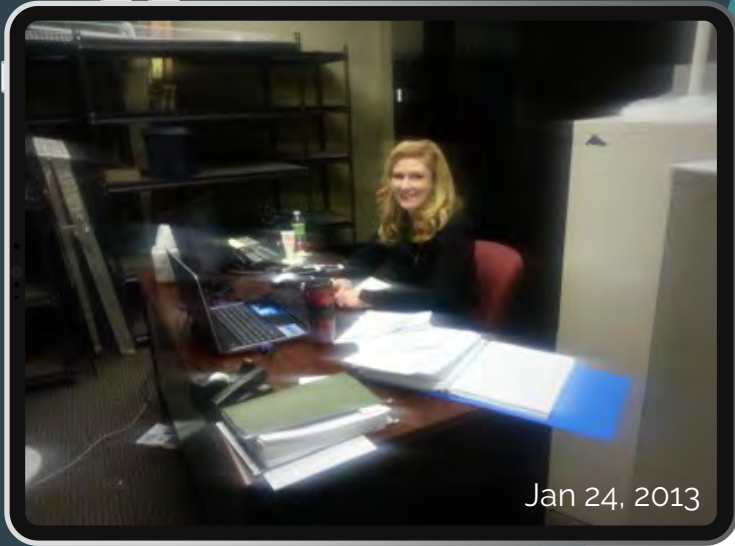


- RSVP for AIM events
- Earn karma points & rewards
- Free products in marketplace
- Competition & giveaways





AIM Conference 2022
Kerri Davis, President/CEO



THE “UNSOLVABLE PROBLEM”

**Terrible
user
experience**

**Manual
data entry**

**Outdated
technology**

**Long
onboarding
process for
new hires**

**On-site
burnout
from lack
of support**

**No access
to real-time
data**

**Reliance on
manual
reporting**



PROBLEMS

SOLUTIONS



FORTRESS TODAY

Easy to Use

Transparent

Centralized

Automated

Real-Time

Actionable



WALKER &
DUNLOP

Q1 IN REVIEW

Building momentum in 2022



50,122

Total Units on Fortress



19,560

New Leases



3,961

Completed Affordable
Certifications



34,265

New Work Orders



112,513

New Documents
Stored



896,224

New Activities/Tasks
Logged



100%

of users say Fortress is easy to navigate

88%

of users would recommend using Fortress over RealPage or Yardi

79%

of users say that Fortress has saved them at least an hour per week versus other software systems

WHAT'S AHEAD



COMPANY
GROWTH



PRODUCT
UPDATES



INTEGRATIONS

HOW CAN YOU HELP US?

Strategic Partnerships

50,000+ unit portfolio
Opportunity to invest with Fortress

Introductions Within Your Network

2,000 - 20,000 units
Anyone frustrated with tech stack



CONNECT

with me



A One-App Resident Journey Is The Future Of Resident Engagement

Attract. Engage. Delight. Retain.



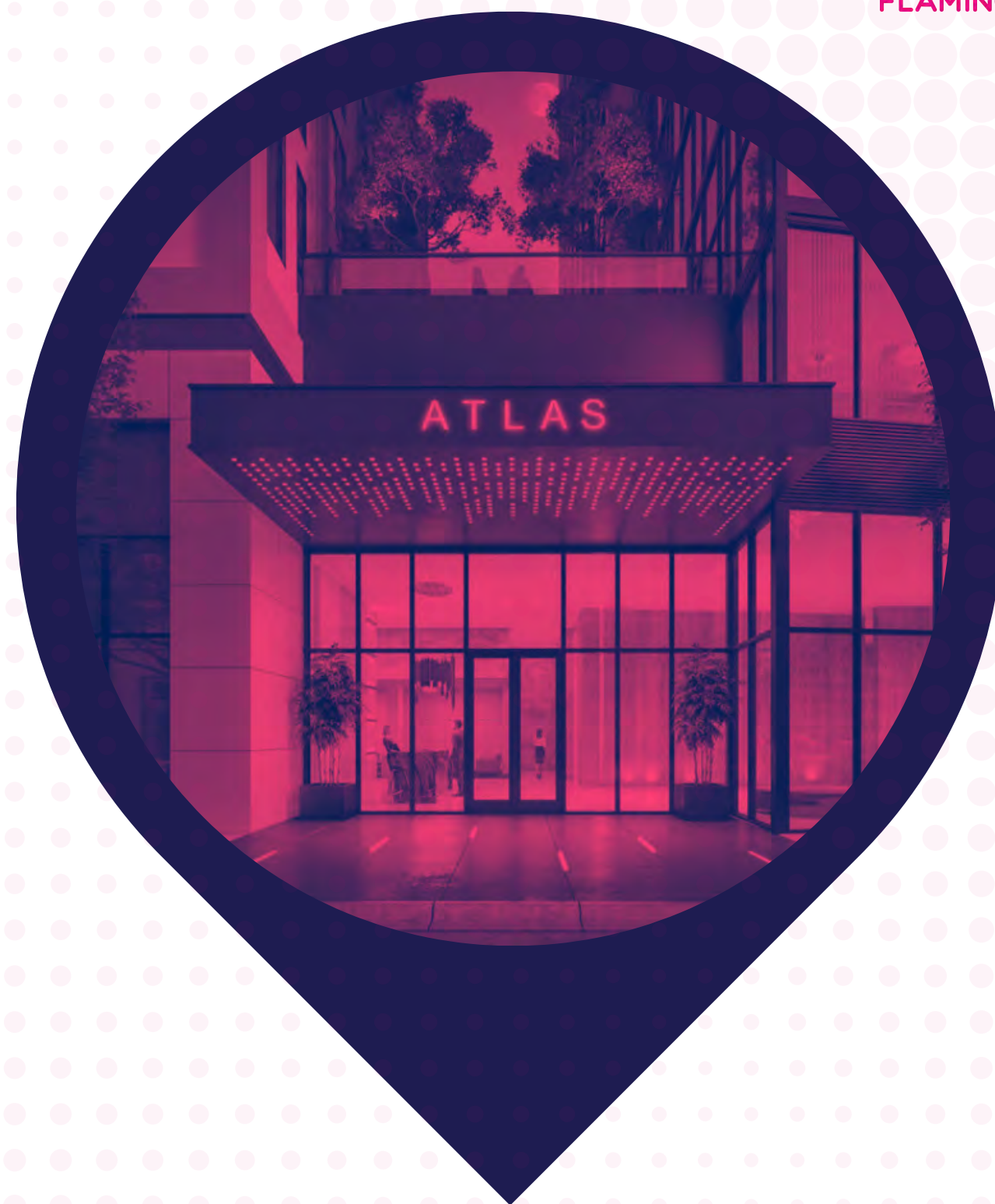
Used By
1000+ Communities

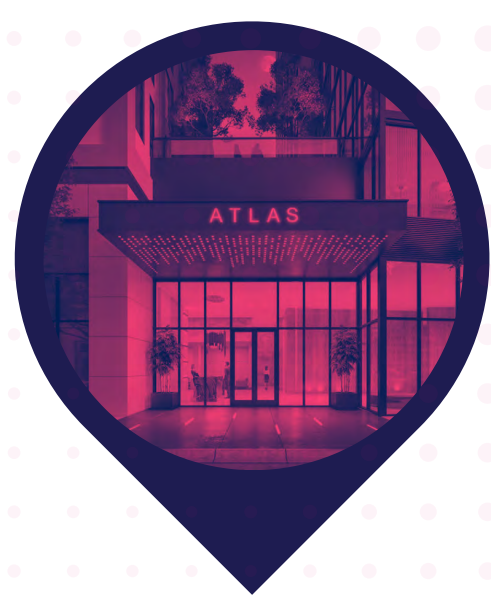




FLAMINGO

Client Case Study: Atlas Oakland Leasing Up with a One-App Resident Journey





Client Case Study: Atlas Oakland

Leasing Up with a One-App Resident Journey

Integrations



PMS



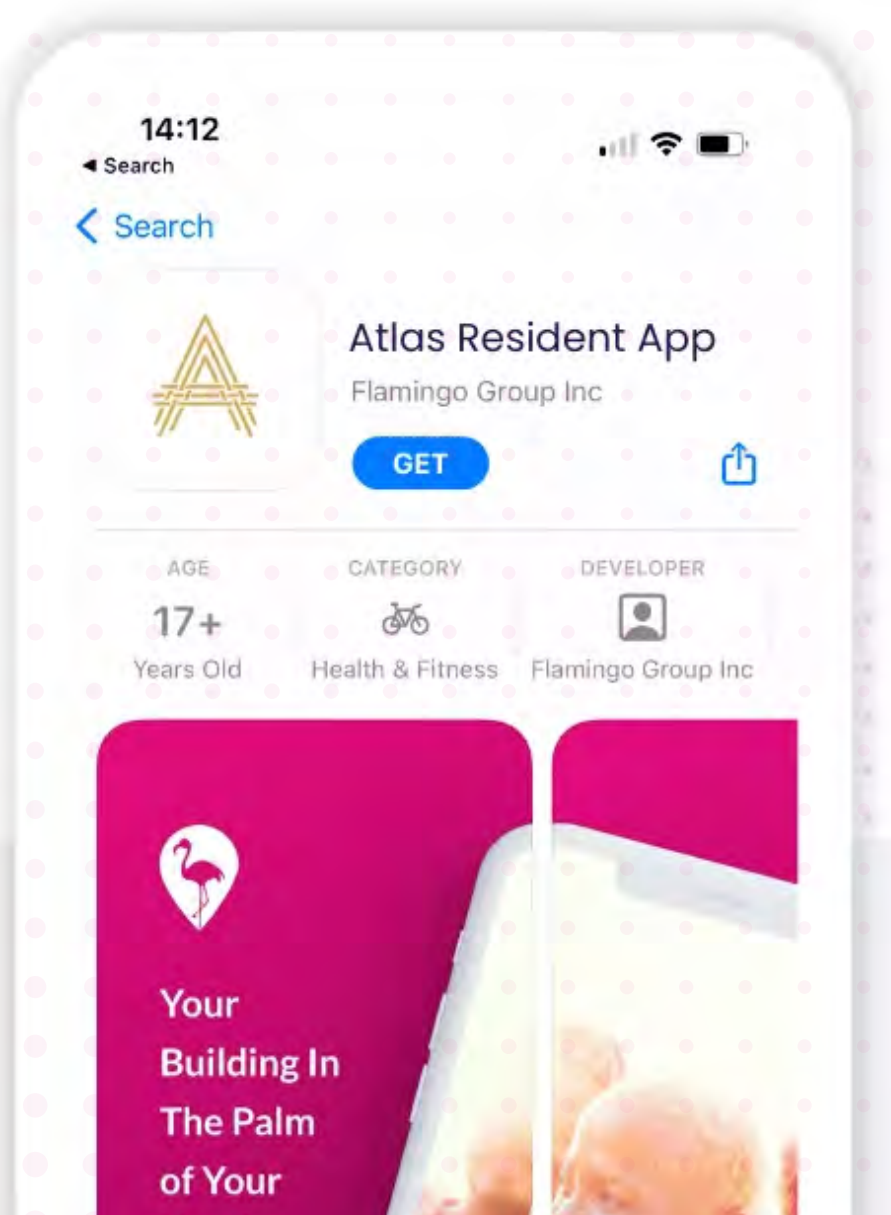
Package Locker

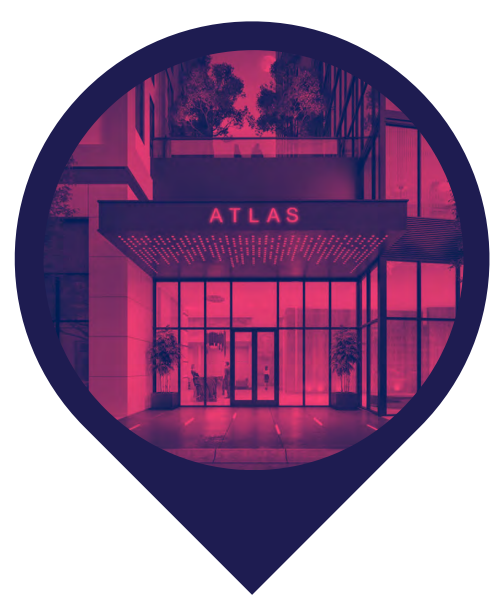


Intercom



Virtual Keys





Client Case Study: Atlas Oakland

Leasing Up with a One-App Resident Journey

Workflow Automations



Review Requests & Reputation Mgmt



Resident Surveys & Reporting



Renter's Insurance Verification



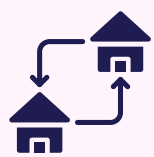
Resident Event Management



Amenity Reservations



Key Release



Move-In, Renewals, Move-Out



Resident Engagement



Freight Elevator Reservations



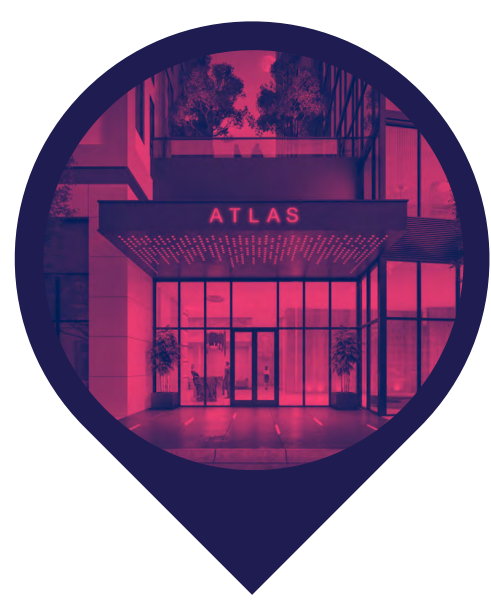
Lifecycle Touchpoints & Check-ins



FAQs & Self-Service



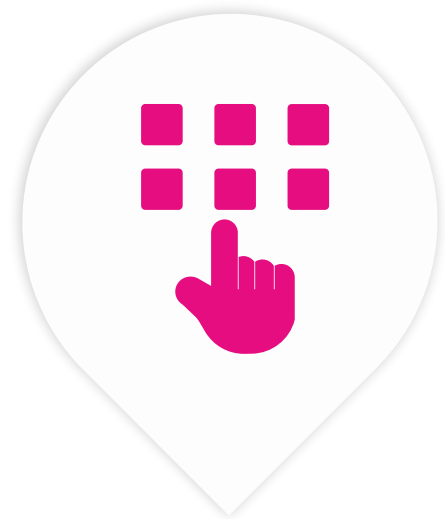
Etc.



Client Case Study: Atlas Oakland

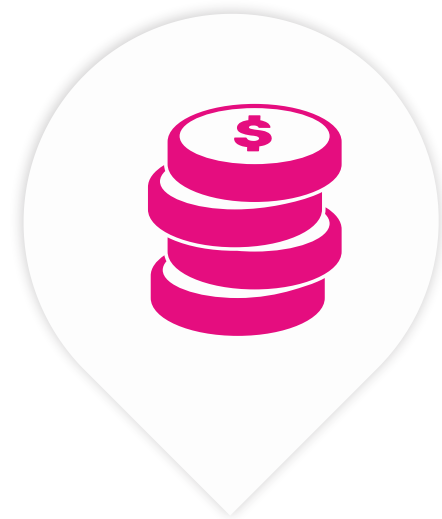
Leasing Up with a One-App Resident Journey

ROI & Impact



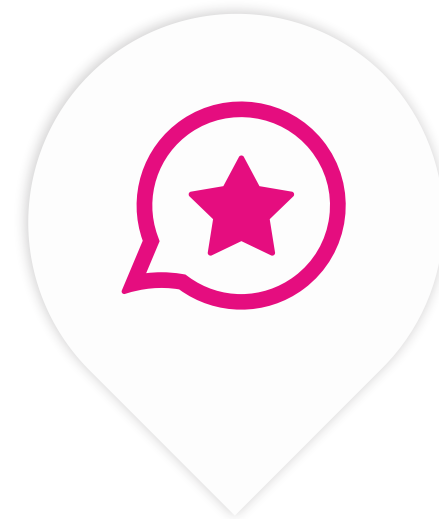
101

App Opens per Resident per Month



\$1.5k+

Avg. Monthly Savings From Automations



4.9/5.0

Google Reviews Average With 100 Reviews in Less Than 12 Months



87%

App Adoption Rate



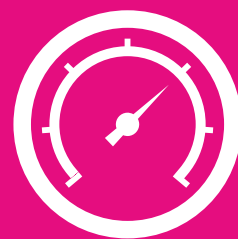
Elite 1%

#3 on J Turner Elite 1% for 2021

March In Numbers



Flamingo Stats



68



New
Buildings

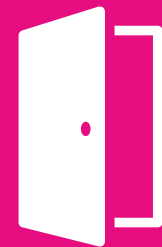


FLAMINGO

20,400



New
Units



FLAMINGO

Events bring residents together

1,152



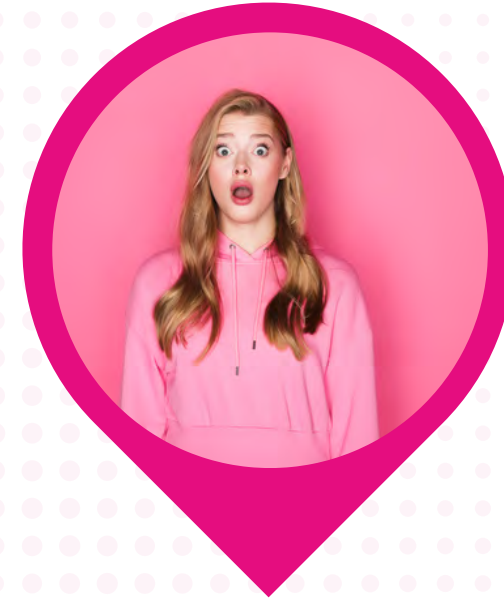
Resident Events Managed Through Flamingo



FLAMINGO

**Automating tasks like move-in,
renewals, FAQs, surveys etc. means
more time back to site teams.**

7,490



Tasks Automated



Your online reputation is the most important asset your property has.

181



Reviews
Generated



FLAMINGO

Residents are organizing their own events, messaging each other, posting on feed etc.



1,041 Average

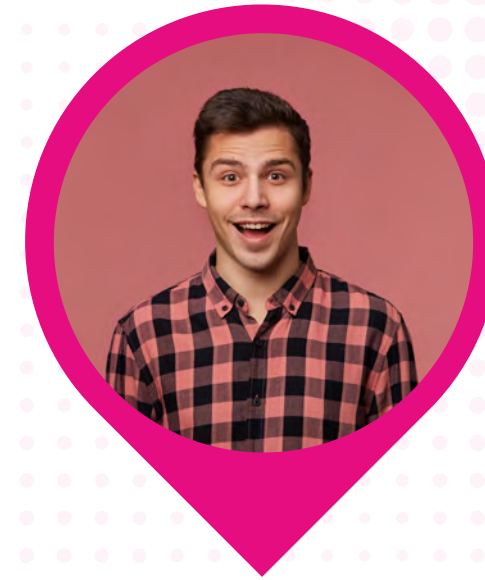
Resident In-App Interactions per building



FLAMINGO

Multi-channel communication keeps residents in the loop & informed

61K



**Resident
Announcements,
emails, or text
messages sent**



FLAMINGO

**Every view means one question
answered without site team
intervention = self service!**

22,447



Digital Community Guide Views



FLAMINGO

Realtime measurement of resident
experience from move-in to
maintenance to renewal intent to
move-out

7,107



Resident
Surveys
Answered



FLAMINGO

**Reward residents for taking
community-building actions like
attending an event or posting on social
media!**



\$8,576

**Resident
Rewards
Earned**



FLAMINGO

Residents loved their Flamingo house
cleaners, personal trainers, movers...

4.8 Average



Concierge Services Rating



FLAMINGO

What site and corp team users thought
of Flamingo. We love you back!

4.8



Flamingo User Satisfaction



FLAMINGO



A One-App Resident Journey Because Residents Don't Want to Download A Million Apps



Used By
1000+ Communities





FLAMINGO



A One-App Resident Journey Because Staff Don't Want to Login to Dozens of Systems

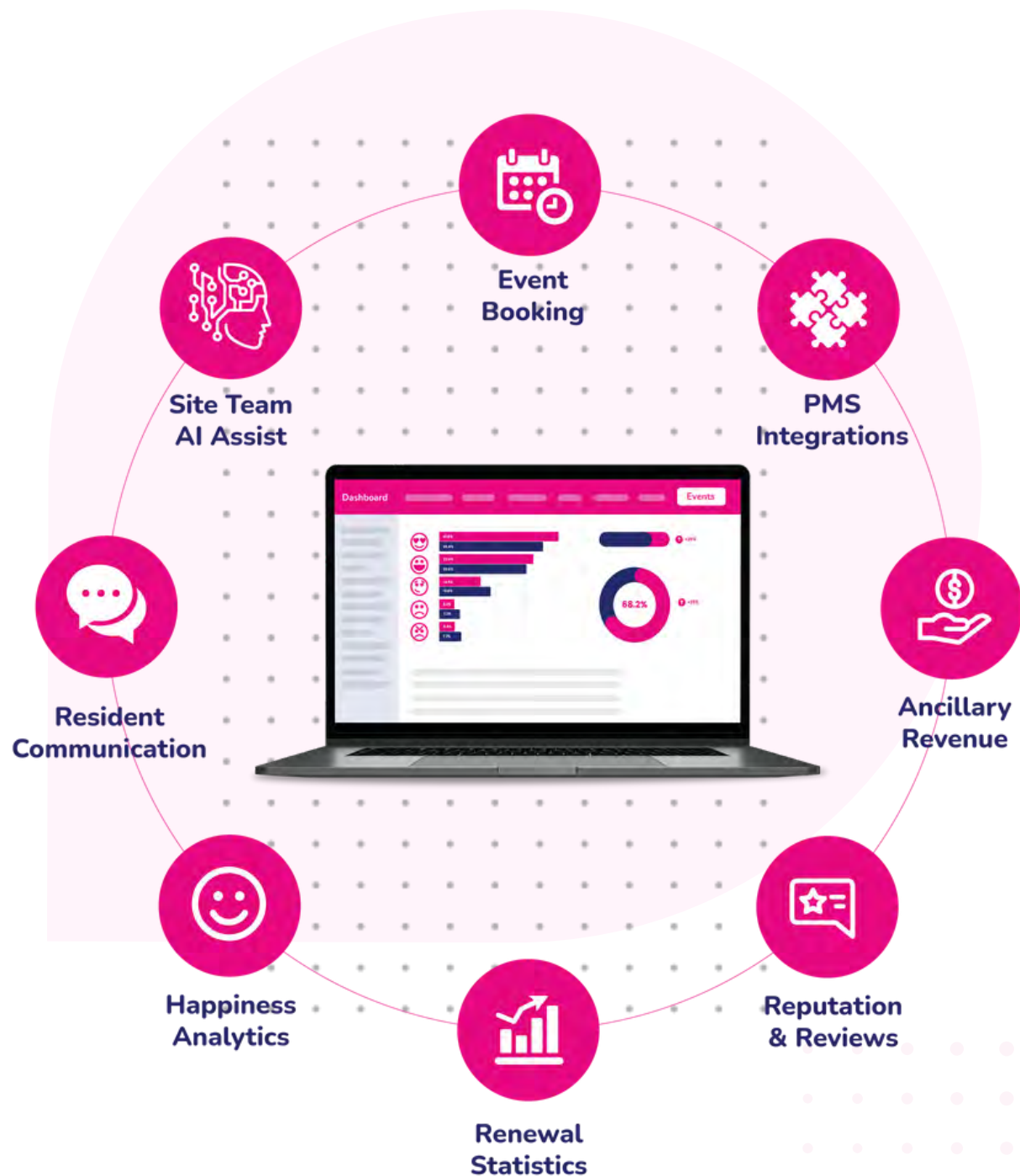
Used By
1000+ Communities





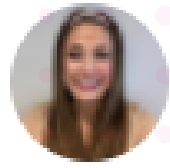
FLAMINGO

A One-App Resident Journey Because Owners Save \$9000 Per Building on Software Cost



Used By
1000+ Communities





Ashley Thompson

Property Manager, Nightingale, AMC

We decided to implement an app for our property through Flamingo for several reasons. #1. We wanted a platform for our residents to access everything they need in one place. Our residents are able to review upcoming events, receive announcements, access building policies and get their questions answered all on the app. #2 In today's world, it was important to us to remain innovative and tech savvy. Having an app is the modern approach to resident communication.



Stephanie Denjen

Verified user



Flamingo is awesome!

Flamingo has streamlined our resident engagement in a very user friendly way.



Amy Lassers, CAPS • 1st

Regional Vice President - CO/AZ Multifamily | AAMD Board Member | C...

Flamingo is a "no-brainer"!

5mo ...

Like · 2 | Reply



Emanuele Capozzi



This app brought our building into the 21st century

With our very own app, our residents are able to access everything our property has to offer in one location. They were even able to link the app to our online resident portal so they can pay rent through there.

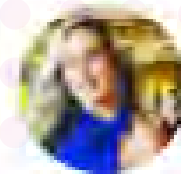


Tory Moody



Flamingo is Amazing!

This platform has helped our community connect with residents in ways we could have never imagined.



Lauren McCauley

Community Manager at Baron Properties

1y

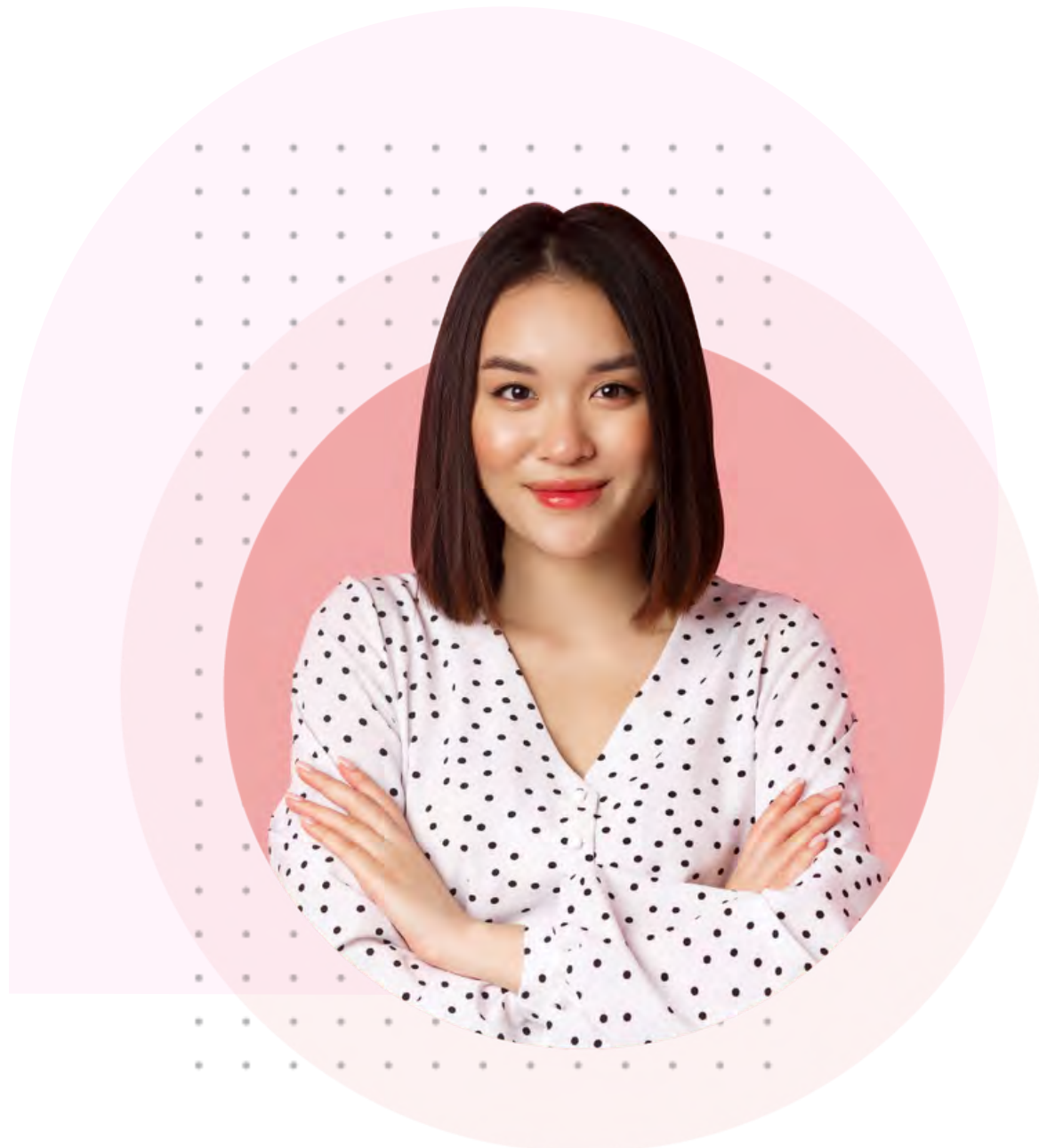
Absolutely love the Flamingo update! This is such an amazing app for our residents. [Jude Chiy](#) [#flamingo](#) [#propertymanagement](#) [#residentretention](#)



5 | 2 Comments



FLAMINGO



GetFlamingo.Com

Jude.Chiy@GetFlaming.Com

Used By
1000+ Communities



THANK YOU

Contact info goes here

Contact info goes here

