



property bridge

A MoneyGram Company 

## Key Issues Guide

Convenient. Compliant. Secure.

PropertyBridge, Inc.  
475 14<sup>th</sup> Street, Suite 600  
Oakland, CA 94612  
Phone: (510) 550-7211  
[www.propertybridge.com](http://www.propertybridge.com)

# Considering an Electronic Payments Strategy? 10 Questions to Ask

## Introduction

If you're thinking about implementing electronic payments for your property or portfolio, you're not alone. The adoption of new Internet-based technologies and the redefinition of business processes have elevated automated payment processing to a position of strategic importance for the multifamily industry. Why? By automating all payments through a standardized and compliant web-based payment system that integrates with your accounting software, you get your money faster, eliminate trips to the bank, and reduce delinquencies, all while providing a popular resident amenity.

---

## 10 Questions to Ask

With a number of automated payments providers on the market, what are the key factors to consider? Here are 10 starter questions to help get you on the right track.

- 1) Is multifamily payment processing your area of expertise?
- 2) What payment types do you offer?
- 3) What are the key features of your platform?
- 4) Do you integrate with property management software?
- 5) How reliable and secure is your infrastructure?
- 6) How can I keep electronic payment processing costs low?
- 7) How can I evaluate the cost-benefit of automated payments?
- 8) Are marketing programs included, and what adoption/measurement tools do you provide?
- 9) How does your company differentiate itself?
- 10) What would your clients say about you, and can I speak with them?

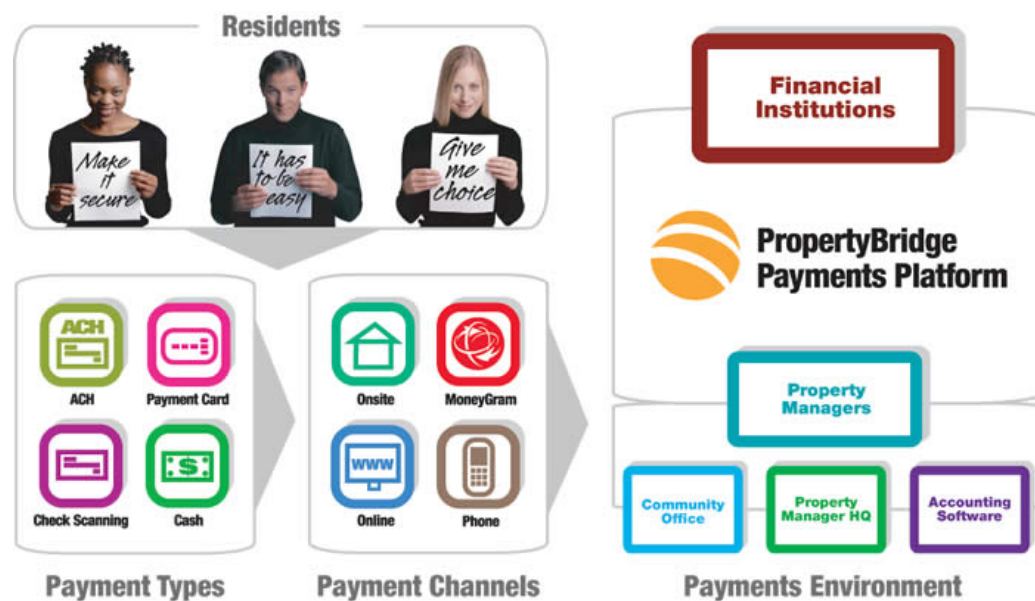
PropertyBridge answers these key questions on the following pages.

### 1) Is multifamily payment processing your area of expertise?

When it comes to multifamily payments, no one is more experienced, qualified and dedicated than PropertyBridge. We focus on payments, and only payments, so you get the expertise and support you need. We are a pioneer of payments for the multifamily housing industry, and have reinforced the topics of data integration, compliance and adoption since our company's inception in 2004. Acquired by MoneyGram International (NYSE: MGI) in 2007, we have access to the most competitive rate structures and special incentive rates offered by our financial services partners due to the high volume of payments we process in multifamily. Our core philosophy is that property managers deserve best of breed service providers. That's why many website portal developers, utility billers and online leasing providers alike come to PropertyBridge for all their electronic payment processing needs.

### 2) What payment types do you offer?

Residents are more likely to use the system if they can choose a payment type and method that works for them. PropertyBridge offers multiple payment types through a single, web-based platform. Residents can pay online, in the office or by phone using credit/debit cards, ACH (automatic bank withdrawal), check scanning and cash payments at retail locations. PropertyBridge boasts 40,000 retail locations for residents to pay rent, including Walmart and CVS/pharmacy. Giving residents an option to pay rent at a retail location instead of by money order significantly reduces the opportunity for fraud and risk in community offices.



### 3) What are the key features of your platform?

The PropertyBridge Payments Platform includes many convenient features. Here are a few:

- **Reporting and reconciliation.** PropertyBridge enables easy access to reports for all payment transactions through an easy to use online interface, and allows for data to be exported to property management software in compatible file formats. To make reconciliation easy, PropertyBridge splits the convenience fee from the net payment amount and disburses each amount into appropriate deposit accounts in accordance with customizable disbursement instructions.
- **Hold deposits.** The primary goal of the leasing process is to close prospects quickly and get them into their apartment. Property managers can use credit/debit card payments as a closing technique. PropertyBridge enables leasing agents to hold a deposit on a prospect's credit card without "charging" or settling the payment. The prospective resident can pay application fees and move in costs online or over the phone without having to "come back with a checkbook."

### 4) Do you integrate with property management software?

Payments integration cuts down on time consuming tasks that bog down property managers during "Rent Week." PropertyBridge offers integration with leading property management software. See [www.propertybridge.com/partners/technology.htm](http://www.propertybridge.com/partners/technology.htm) for more information.

### 5) How reliable and secure is your infrastructure?

Our parent company MoneyGram moves \$250 billion in payments annually so you can rest assured that our enterprise infrastructure meets the highest standards of reliability and security. This is another reason why many of the largest property managers and owners in the U.S. have put their trust in PropertyBridge for payment processing needs. **Bank of America, Merrill Lynch**, one of the nation's largest banks providing services to multifamily housing, has also selected the PropertyBridge payments platform for its property management clients.

PropertyBridge has built an extensive infrastructure to ensure reliable payment processing:

- Fully redundant data centers with state-of-the-art data and system security software
- Automated load balancing and system failover to ensure minimal downtime
- Full protection through our multilevel business continuity and disaster recovery plans
- World class multilingual support call center providing coverage seven days a week

Compliance and security is critical for property management companies. Without it, you put your business and residents at risk. PropertyBridge is the first processor to achieve and maintain both PCI Level 1.2 Compliance and SAS 70 Type II Certification. We have also consistently passed our annual ACH audit to ensure compliance with all NACHA regulations. And as an international money transfer firm, our parent company, MoneyGram, is held to a higher level of compliance than most of the banking industry. Our team of expert compliance analysts monitor activity and provide continuous training and awareness of agents and employees that reduce your risk.

## 6) How can I keep electronic payment processing costs low?

Look for providers that offer low-cost payment types, such as:

- **Pin-less Debit.** Ask if your provider offers PIN-less debit processing, in which payments are processed through debit networks. PropertyBridge analyzes transactions to determine if they are PIN-less debit eligible, which provides a significant savings on processing costs.
- **Automated Clearing House (ACH).** ACH payments, automatically withdrawn from a resident's bank account, are a popular due to their lower processing cost.
- **Check Scanning.** If writing checks are a preferred method of paying rent among some residents, check scanners can be leveraged to cover the balance of transactions that are not completed electronically. PropertyBridge seamlessly converts all paper checks (consumer, business, money order and cashiers checks) into electronic transactions as Check 21.

Also, tailor payment types and channels to meet the unique resident demographics of each community. For instance, to streamline operational efficiencies and reduce fraud at properties that typically receive more money orders, you could offer cash payment services (e.g. resident pays rent at a MoneyGram agent location) at these properties.

You may pass transaction fees on to residents as a "convenience fee," but doing so may hamper resident adoption. To get around this, consider charging a fee for high-cost payment types like credit cards, but offer ACH and other low cost payment types for free. PropertyBridge has payment specialists that will work with you to determine the best strategy to meet your goals and requirements.

## 7) How can I evaluate the cost-benefit of automated payments?

If you are still considering whether an automated payment strategy makes sense for your organization, PropertyBridge offers a free Payments Cost Calculator to evaluate your currently monthly payment processing costs compared to that of an automated payment solution. Download yours today at [www.propertybridge.com/calculator](http://www.propertybridge.com/calculator). A good payments provider will

work closely with you to understand your unique business needs before launching a payments program. PropertyBridge works with clients to establish objectives and goals so that results can be measured and quantified.

**8) Are marketing programs included, and what adoption/measurement tools do you provide?**

Generating awareness of new payment options is critical to a successful program. PropertyBridge provides a full set of free marketing support resources to help you launch your payments program, including a Marketing Center website with the ability to create and print customized flyers, letter templates and other materials. We regularly sponsor contests and promotional programs to help boost payment adoption. For instance, one of our Resident Sweepstakes awarded \$20,000 to one lucky resident and helped boost adoption levels in participating PropertyBridge communities by 41%.

An effective measurement program helps you track performance to specific goals and metrics. PropertyBridge account managers work with each client to identify program goals driven by the organization's overall business goals, and map those to a measurement strategy. Account managers regularly review client progress, identifying both successes and areas of opportunity, including quarterly adoption reports. Data under review may include percentage of electronic transactions overall, transactions by payment type, percentage of recurring versus one-time payments, total dollar volume, and number of customer support tickets.

**9) How does your company differentiate itself?**

PropertyBridge is the payments provider of choice for thousands of properties nationwide, processing millions of monthly payments for residents across the U.S. Property managers large and small choose PropertyBridge because of our exclusive focus on multifamily payments, reliable enterprise infrastructure, depth of payments data integration, unparalleled record in compliance, breadth of payment types, and comprehensive client support including adoption and marketing support programs.

**10) What would your clients say about you, and can I speak with them?**

Client satisfaction is our number one priority, and we work hard to ensure that satisfaction through dedicated support resources in implementation, marketing, account management and customer service. You can read some of our testimonials on our website at [www.propertybridge.com/products/testimonials.htm](http://www.propertybridge.com/products/testimonials.htm). We would be happy to provide you with contact information if you would like to hear from our clients directly.

For more information on PropertyBridge and its leading family of payment solutions visit our website at [www.propertybridge.com](http://www.propertybridge.com), call us at (866) RENT-002 or email us at [info@propertybridge.com](mailto:info@propertybridge.com).