



# Make rent payments easier and more secure than ever

By adding Visa as a payment option for rent payments and other property management fees, you not only give your renters a fast, secure way to pay, but can also help your business increase efficiency and stay focused on revenue-generating activities.

## Stay competitive in today's payment landscape

Today's consumers use electronic payments more than ever. Which makes now a great time to offer Visa Bill Pay as a payment option for rent and other property management fees. It's a convenient, secure payment method that benefits your customers and your business.

"It's likely if you negotiate a mutually beneficial payment method...your renter will be more apt to pay on time and in full."<sup>1</sup>

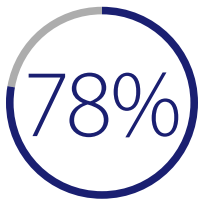
LawDepot

# Streamline your business and increase tenant satisfaction

For property managers interested in improving cash flow, streamlining operations and increasing renter satisfaction, accepting Visa could be a great payment option to consider. Here's how both you and your tenants can benefit:

## Help improve customer satisfaction and loyalty

Renters may want to pay with cards, and your competitors might already be offering this option. By giving potential renters more payment options, you may increase satisfaction and loyalty, setting your business apart.



of residents polled in a 2013 survey indicated that they preferred to pay rent electronically or online rather than at management offices.<sup>2</sup>

## Provide a secure payment option for renters

Renters are not responsible for unauthorized transactions when using their Visa card. All payments are protected with Visa's Zero Liability\* policy. And Visa provides fraud prevention tools to help you verify the legitimacy of every card-not-present transaction.

## Receive payments faster

Checks take time to post and are subject to returns. By accepting Visa, transactions are settled and processed quickly, so funds become available faster. That's good for cash flow, especially when dealing with large amounts such as security deposits and first-and-last-months' rent.

## Save time and hassles

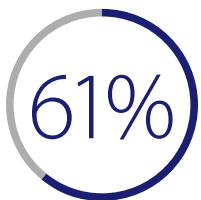
With Visa, you never have to worry about processing returned or delinquent checks. And if you enable automatic recurring payments, you won't have to spend time chasing down late or returned payments.

## Help renters earn rewards

Renters enrolled in rewards programs (miles or points) can earn rewards faster when they make rent payments with Visa.

## Innovative solutions to target a new generation

Millennials are now the largest generational segment of our population.<sup>3</sup> They expect technological and mobile solutions and prefer electronic payments. In fact, 61% of 18- to 24-year-olds never write checks.<sup>4</sup>



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Visa Property Management



## See the other valuable tools we can provide, if you already accept Visa:

### Visa Account Updater

Simplify and secure card-on-file recurring transactions by enabling the electronic exchange of updated account information with Visa Account Updater (VAU). By staying on top of expiration date changes and unpredictable account information changes, VAU helps you provide uninterrupted payment service, which can improve customer satisfaction and loyalty. For more details, visit [visa.com/accountupdater](http://visa.com/accountupdater).

### Bill Pay Marketing Resource Guide for Billers

We can help you build an integrated marketing campaign to educate your staff and tenants on the benefits of Visa Bill Pay. Just go to [visa.com/billpaymarketingguide](http://visa.com/billpaymarketingguide) to download the guide.

To accept Visa payments or optimize acceptance, contact Sam Bayoumi at [sbayoumi@visa.com](mailto:sbayoumi@visa.com) or 717.344.8622. Or go to [visa.com/merchantpropertymanagement](http://visa.com/merchantpropertymanagement) for more information and start offering your renters the more convenient and secure way to pay.

<sup>1</sup> DeSmit, Kristy. "The Best (and Worst) Ways to Accept Rent Payments." LawDepot Blog. N.p., 14 Oct. 2014. Web.

<sup>2</sup> 2013 NMHC/Kingsley Apartment Resident Preferences Survey

<sup>3</sup> U.S. Census 2011, Consumer Expenditure Survey 2011

<sup>4</sup> GoBankingRates' survey of 1,501 respondents conducted between February 19-21, 2014

<sup>5</sup> Soundbites: Trends and Gen Y Values; Ford Motor Company; undated [http://media.ford.com/article\\_display.cfm?article\\_id=35060](http://media.ford.com/article_display.cfm?article_id=35060)

\* Visa's Zero Liability Policy covers U.S.-issued cards only and does not apply to ATM transactions, PIN or other transactions not processed by Visa, or certain commercial card transactions. The cardholder must notify card issuer promptly of any unauthorized use.