Plan to Inform Residents on How to Pay Rent

Paying rent online or by phone offers convenient payment options for residents and it also benefits you and your company. Getting residents to consistently pay online can be a challenge for many reasons. Using our marketing checklist and the resources available to you on the Marketing Resource Center, you can easily remind residents to pay online.

Visit the Marketing Resource Center

To log into the Marketing Resource Center, visit. http://www.invoicecloud.com/mrc. If you haven't used the Marketing Resource Center before, contact your Service Account Manager for login information.

Taking advantage of the materials on the Marketing Resource Center is a great way to effectively reach all your residents.

- **Website buttons** (to link from your site to PSN)

- **Website page mockup** to explain to customers how to make payments

- **Templates** for printing

  o Posters

  o Handouts (full page or multiples per page)

  o Buckslips

  o Envelope teasers

- Sample bill messages

Best Practices

Companies like yours have seen success in online payment adoption when following these strategies:

- Add messaging to invoices about making online payments.

- Create a plan to ensure you're consistently communicating with customers throughout the year.

- Use a multi-channel marketing strategy to inform residents (email, handouts, buckslips, posters). Be sure to highlight the various features and payment options in your communications and marketing efforts.

- Request emails on resident applications.

- Train your staff on the marketing plan and encourage them to promote online payments when interacting with residents.

- Set goals for how many residents you want to pay through PSN and celebrate when you achieve your milestones.

Year: _____ (Copy this chart for subsequent years.)

Task	Date Executed
Info Packet	
Create a full-page handout on how to pay your rent and add to welcome packet information for each new resident	
Website	
Add a prominent link to your website home page; additionally, you can add an informational page explaining payment options	
Resident Notices	
Add to all resident notices (i.e. rent due, maintenance scheduled, late payment) a line about how to pay rent online	
Email Notification	
1st notice informing residents how to pay online	
2nd reminder (you can run a report in PSN to see who is registered so that you don't send notices to current users) (use new theme)	
3rd notice (reminder; use new theme)	
Posters	
Place posters on bulletin boards, in the office, above mailboxes, etc.	
Handouts	
Place at counter in office for residents to pick up and for staff to hand out	
Continually replenish with new themes	
Resident Newsletters (if applicable)	
In each newsletter, remind residents to pay online	
Other Ideas (e.g., outdoor signage, contests)	