Plan to Inform Residents on How to Pay Rent

Paying rent online or by phone is a great convenience for residents, but more importantly, it can be of great benefit to you and your company. But residents won’t use the convenience unless they are informed—continually. We have created this marketing plan for you to follow to ease your workload and make sure residents are reminded constantly to use the payment services offered.

Use PSN **FREE** Marketing Services

Let the marketing staff at PSN do the work for you. At no charge, they can provide:

* **Website buttons** (to link from your site to PSN)
* **Website page mockup** to explain to residents how to make payments
* **Templates** for printing
	+ Posters
	+ Handouts (full page or multiples per page)
	+ Envelopes
	+ Letter to resident
* **Email notification** in html (PSN can even send the notice out for you—there is a small fee for sending the email)
* **Press release** (for your newsletter or local paper)

Tips…

Those who have experienced success have provided these suggestions:

* Create a theme for your marketing pieces that reflects your residents’ tastes
* Change the theme occasionally to get freshly noticed (PSN can provide new pieces)
* Use different methods to inform residents (email, handouts, posters, verbal)
* Request emails on resident applications
* Train your new staff about PSN services and carrying out the marketing efforts
* 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.)

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| --- | --- |
| Task | Date Executed |
| Welcome 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. |  |
| Replace posters with a new theme |  |
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| Handouts |
| Place at counter in office for residents to pick up and for staff to hand out |  |
| Continually replenish with new themes |  |
| Automated Calls to Residents |
| For late payers, use PSN’s Auto-Call service wherein residents can press “0” to make a payment (fee-based service) |  |
| Resident Newsletters (if applicable) |
| In each newsletter, remind residents to pay online |  |
| Other Ideas (i.e. outdoor signage, contests) |
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