



The Value of Rently's Smart Home Solutions

- ✔ Increases Revenues
- ✔ Decreases Operating Expenses
- ✔ Increases Property Value

$$\text{NOI} \uparrow = \text{Revenue} \uparrow - \text{Operating Expenses} \downarrow$$

	LOW-TIER	MID-TIER	HIGH-TIER
Average Rent	\$1200	\$1500	\$1800
Units	100	100	100
Rent Lift (\$/unit/month) <small>Average renter willingness to pay \$67/unit for a smart home</small>	\$67	\$84	\$100
Vacant Unit Utility Savings (\$/unit/month) <small>National avg \$38 per vacant unit at 6.9% vacancy</small>	\$2.28	\$2.28	\$2.28
Self Touring Rent Acceleration (\$/unit/month) <small>10% increase in lease conversion</small>	\$70.58	\$88.46	\$105.40
Staff Time Savings (\$/unit/month) <small>1 wage hour saved/unit (\$30 average wage)</small>	\$2.50	\$2.50	\$2.50
Insurance Savings <small>20% reduction in annual insurance premiums</small>	\$16.67	\$16.67	\$16.67
Smart Home Service Cost (\$/unit/month)	(\$8)	(\$8)	(\$8)
Aggregate Incremental NOI (\$/unit/month)	\$151.03	\$185.91	\$218.85
Property Value Created <small>At 6% CAP rate</small>	\$3,020,573	\$3,718,213	\$4,376,933
Capital Cost <small>\$450 smart home upfront costs</small>	\$45,000	\$45,000	\$45,000
Net Property Value Created	\$2,975,573	\$3,673,213	\$4,331,933
IRR <small>5-year return window; incremental NOI outside 5 years excluded</small>	402%	495%	583%



[Schedule a Demo](#)

Learn how Rently's smart home solutions can help you maximize value for your residents and communities.

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