



by **second  
nature**

The Pinata logo, featuring the word "pinata" in a dark blue, lowercase, sans-serif font. A small, stylized pink pinata icon is positioned above the letter "i". A registered trademark symbol (®) is located to the upper right of the word.

## Make Rent Rewarding

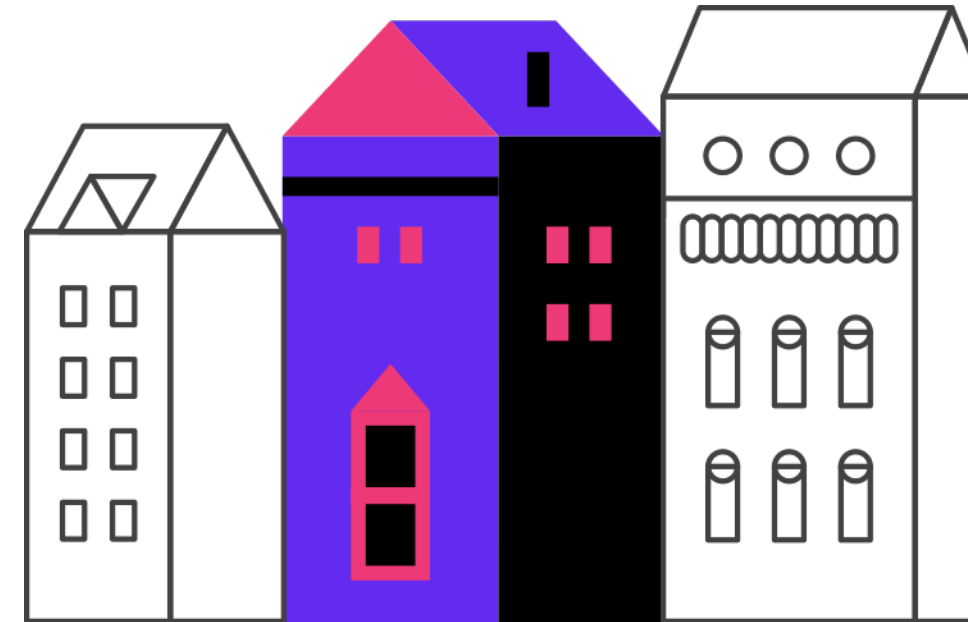


# TRANSFORM YOUR RENTER RELATIONSHIPS

The Resident Rewards Platform shifts your relationship from transaction-based to value-based. Give residents more reasons to feel good about paying in full and on time. A strong loyalty program is essential to becoming the property manager that people love.



**Incentivize on-time rent payments with rewards**



**Differentiate your homes and boost lease signings**



**Ancillary revenue building opportunities**



# WHAT YOUR RESIDENTS GET

## \$100+ Annual value for your residents

### Welcome gift for your residents

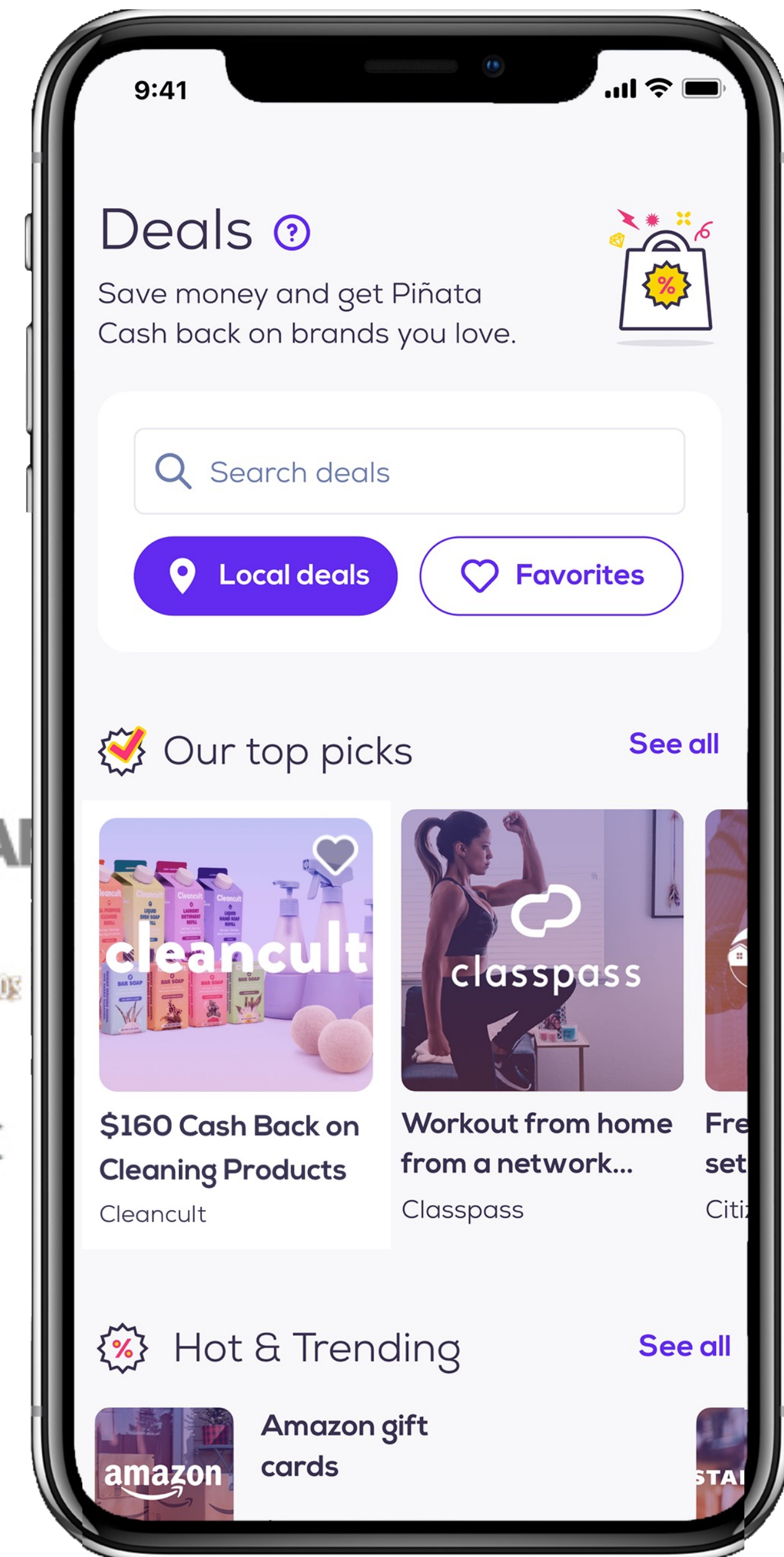
- \$30 gift card for national and local brands
- \$25 restaurant card

### More rewards every month on rent day

- \$480 Piñata cash to spend on rewards (\$40/mo)
- Unlock more rewards and perks each month

### Enjoy member benefits every day

- Exclusive perks marketplace for big savings
- Pre-lease renewal gift surprise





# BRING VALUE WITH REWARDS



Residents earn Piñata Cash when their on-time payments are confirmed. Your residents redeem rewards of their choice, from monthly favorites to gift cards and chances to win big-ticket items.

You can also create custom incentives based upon desired rental behavior like early lease renewals, referring tenants, space upkeep and so on.

Thrilling chances to win BIG ticket items and experiences

ENTER TO WIN!




**SPARKEL**  
by bonneo

\$120 USD value

\$5 Piñata Cash

Good-as-cash Gift Cards





**TaskRabbit**

\$20 USD value

\$20 Piñata Cash

Exciting monthly favorites



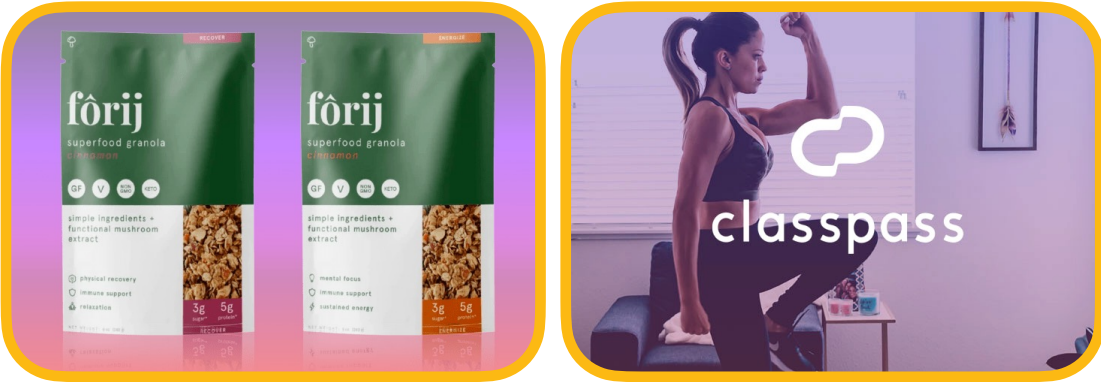


**Raaka**  
Pink Sea Salt  
Dark Chocolate

\$15 USD value

\$20 Piñata Cash

Hot new subscription brands





**LUMIN**  
SKIN MANAGEMENT FOR MEN

\$75 USD value

\$10 Piñata Cash

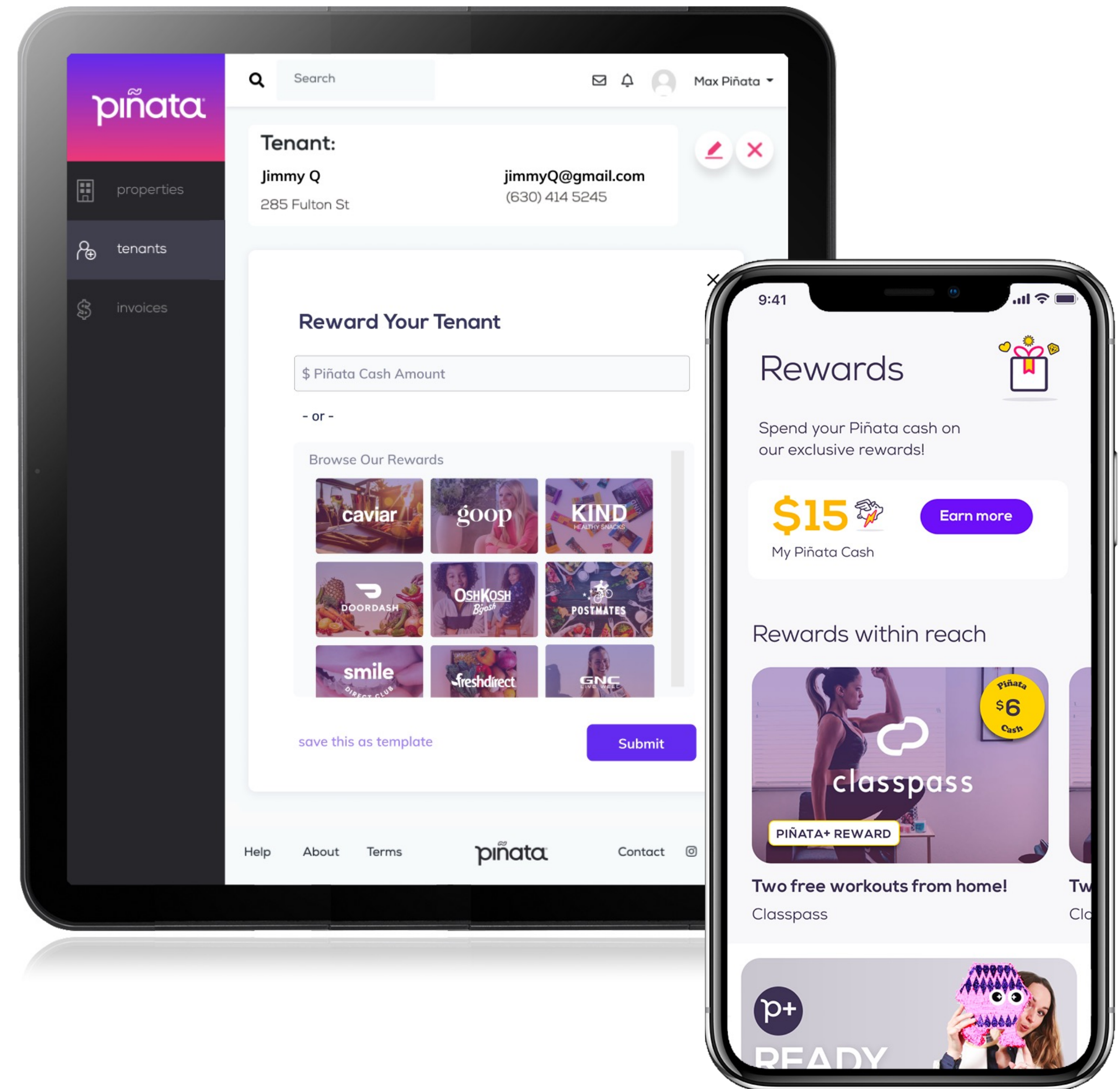


# THE CUSTOM INCENTIVE PLATFORM

Incentivize the resident behaviors you want and eliminate the ones you don't. Second Nature will set up and organize incentives based on your goals.

## Example incentives:

- Fast renewal decisions
- Timely maintenance reports
- Resetting a GFI outlet
- Flipping a circuit breaker
- Resetting a disposal
- Social media reviews
- Surveys
- And more!





# PLUS: YOUR PARTICIPATION **HELPS US GIVE BACK**

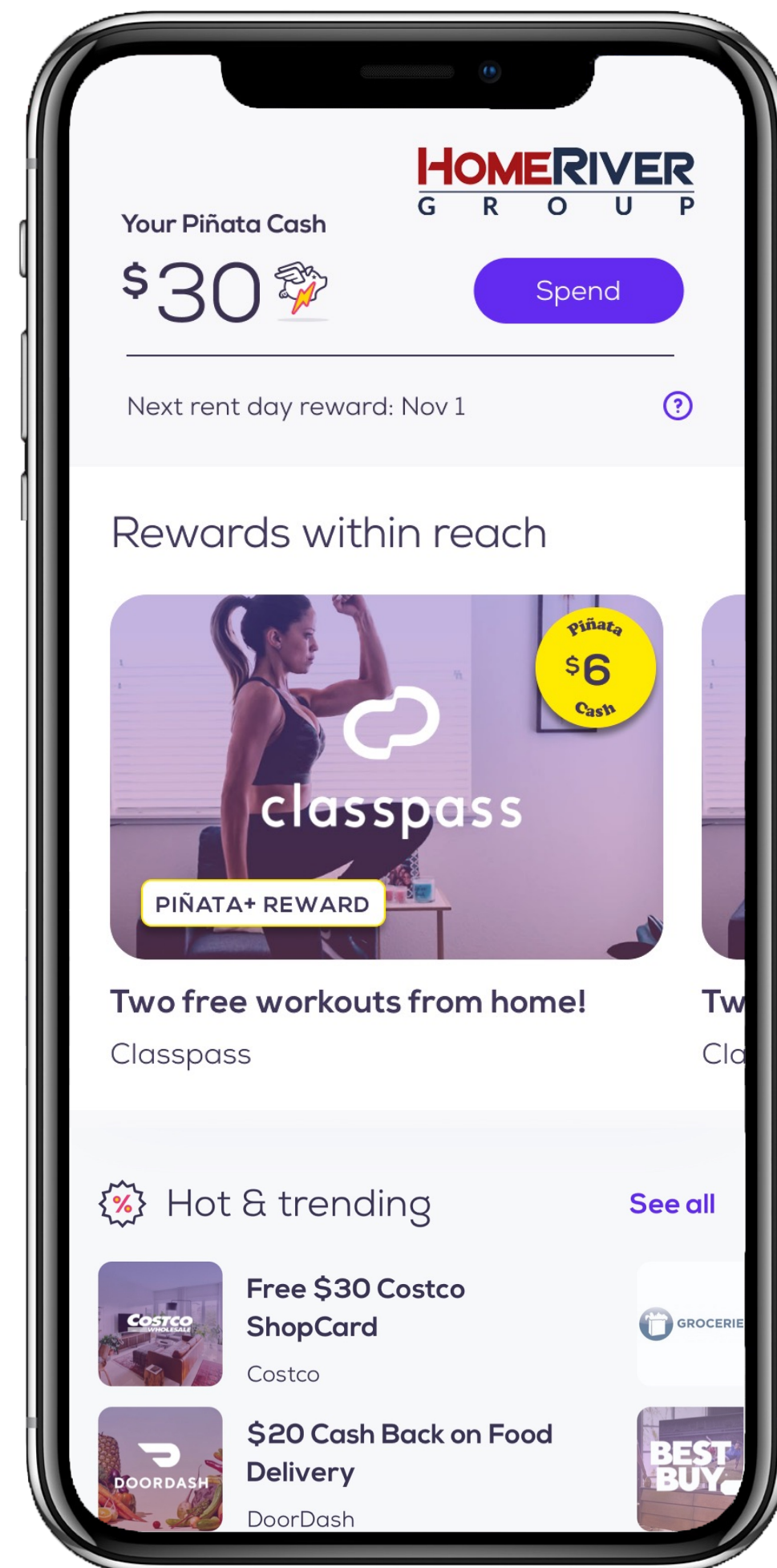
**Every on-time rent payment buys a meal  
for someone in need.**

Our programs are just another way we  
make rent rewarding, by giving back and  
helping those in need.

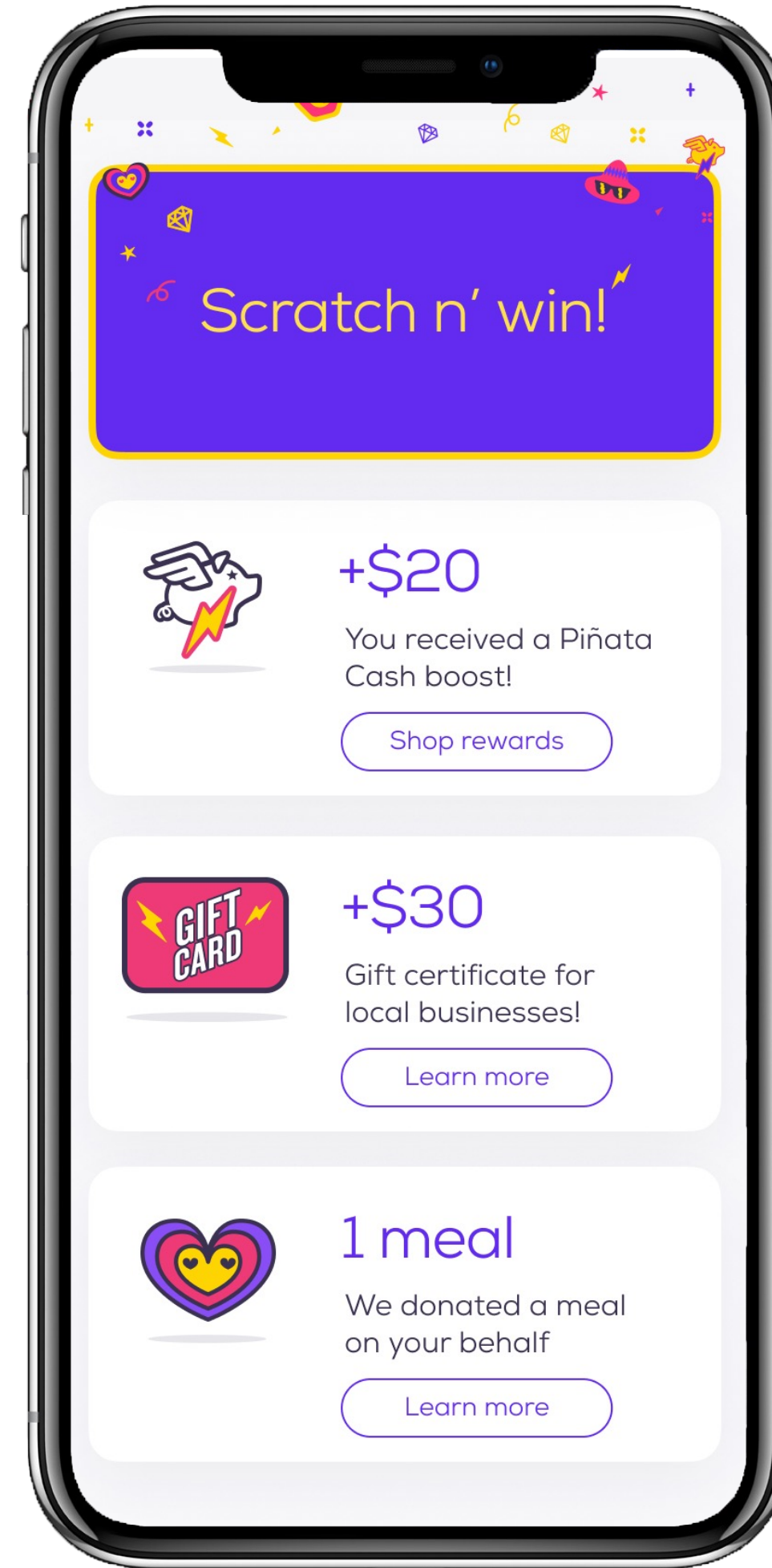




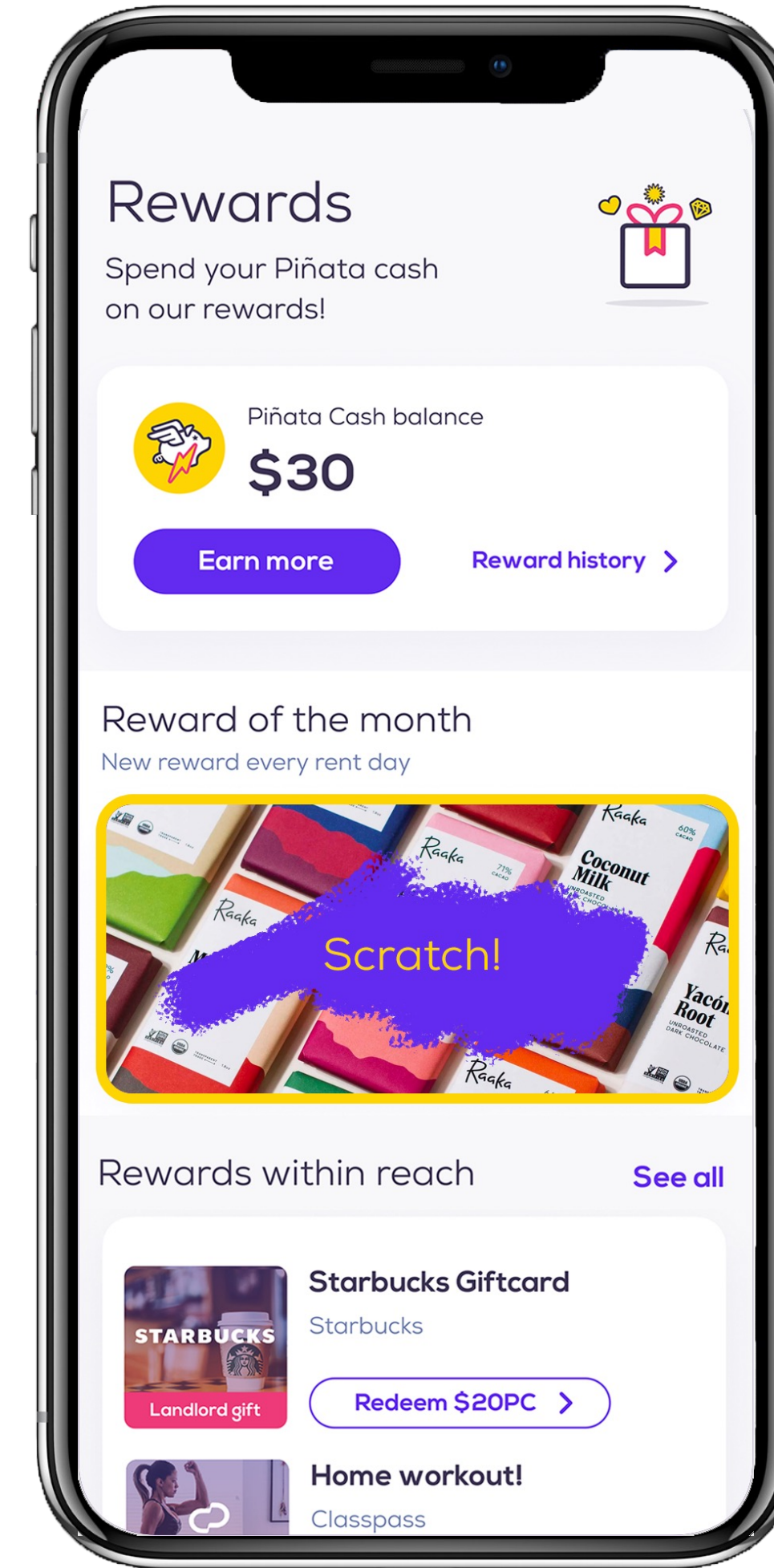
# THE APP



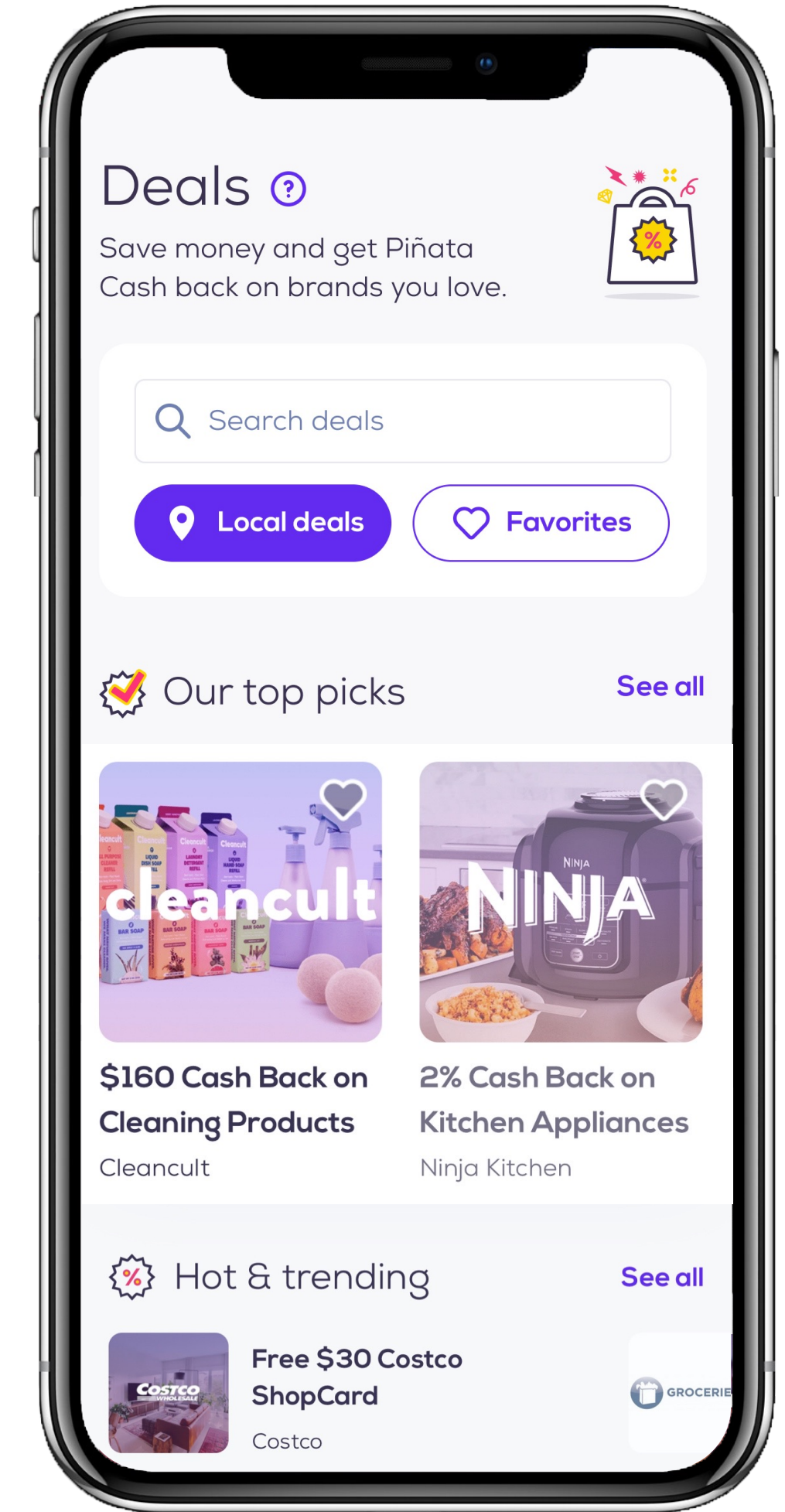
Home screen



Rent day rewards!



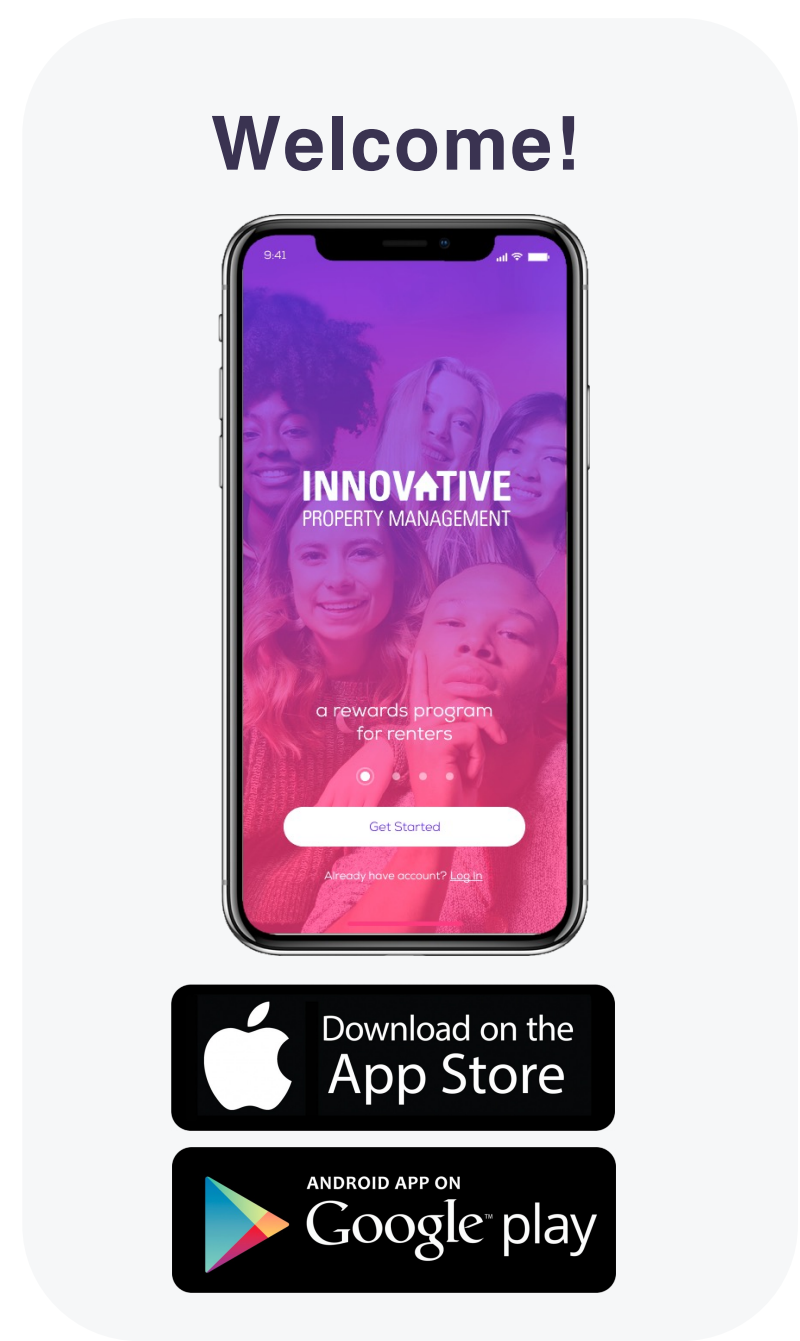
Rewards store



Deals marketplace



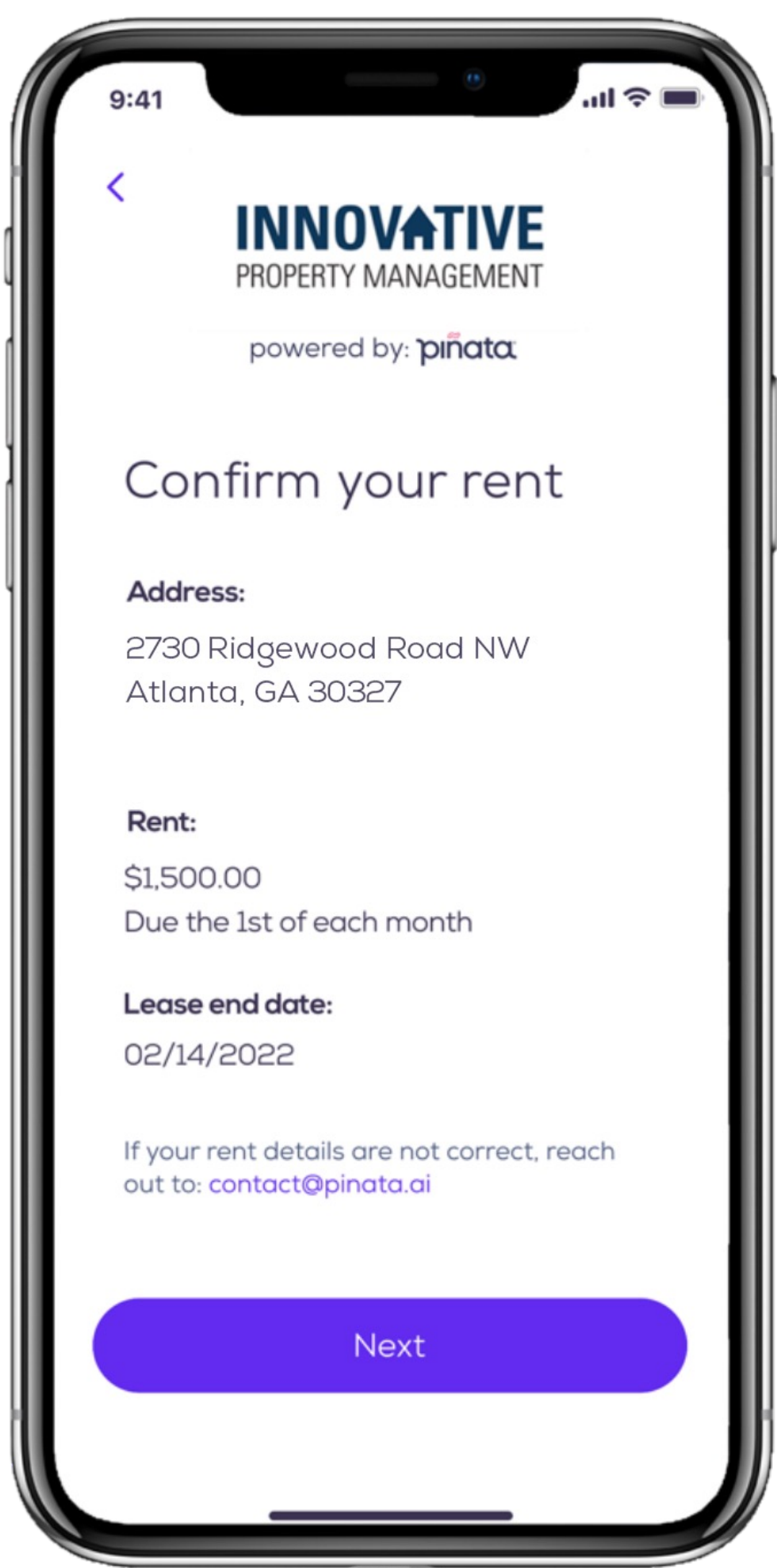
# HOW YOUR RESIDENTS SIGN UP



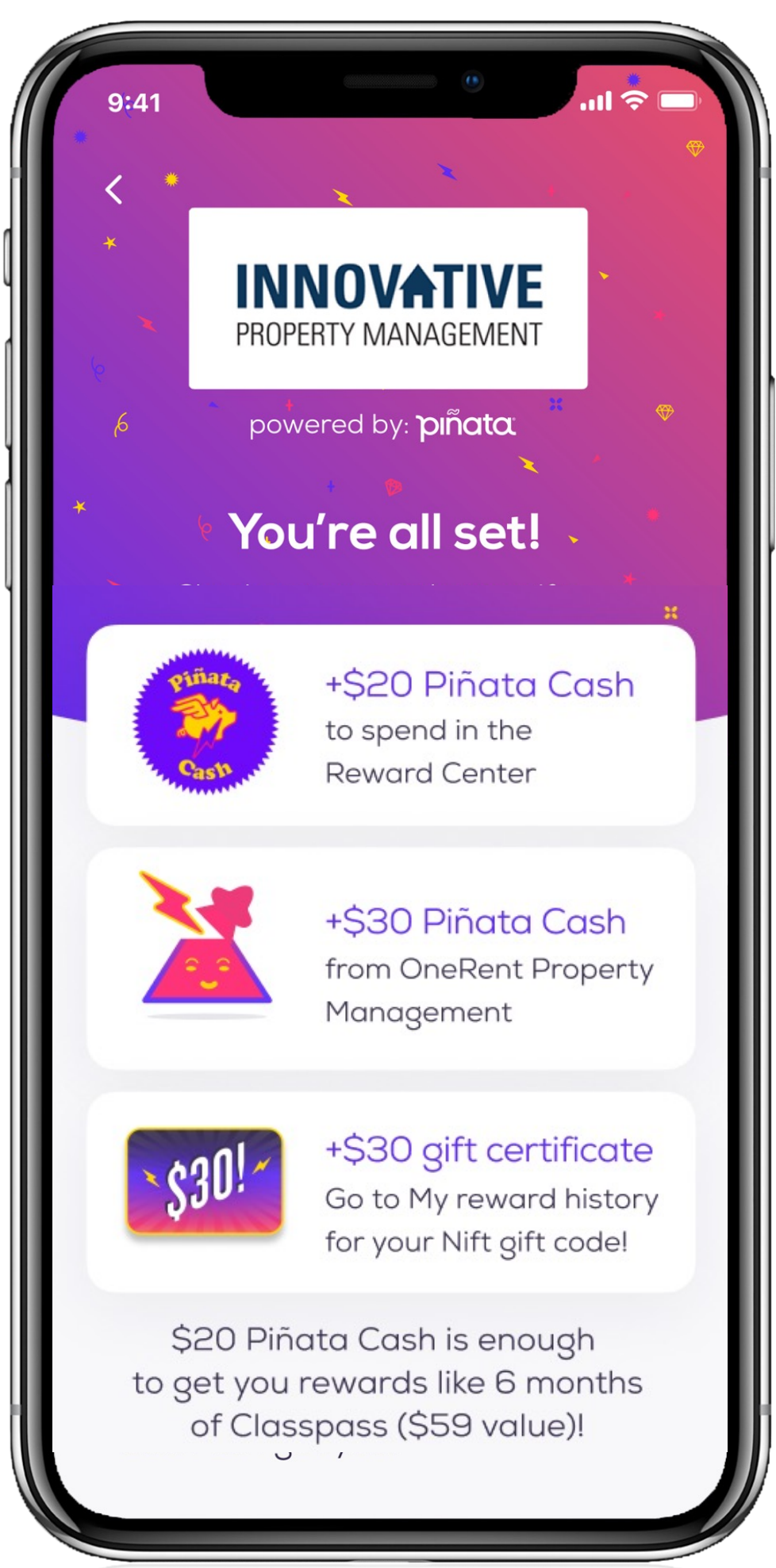
1. Residents receive an activation email and download the app.



2. Residents log in and verify the information provided.



3. They get Piñata Cash just for joining, and their rent amount and due date is prepopulated.



4. Second Nature updates who is paying rent on time.



# OUR CURRENT CUSTOMERS

~1000+

Property management companies



~1M+

Residents nationwide



~300k

Renter rewards & Marketplace deals





# CUSTOMER EXAMPLES

## PROVEN RESULTS



### AR & payments

- **Results:** Increased on-time rent payments and reduced AR by nearly 2% within initial quarter.
- **How:** All residents were provided rewards and gifts, incentivizing on-time rent payments.



### Ancillary rev

- **Results:** Generate ~\$10/mo in ancillary profit per door with a resident benefits package.
- **How:** Rewards, filter delivery, utility connection concierge, credit building, and \$1M identity protection all come together as a seamless experience for you and your residents.



### Incentives

- **Results:** ~40% of residents completed survey responses for \$2 Piñata Cash.
- **How:** Drove specific resident behavior with custom incentives. This can be used for renewals, reviews, and more.





You win. Residents win. Owners win.

Make the #1 resident experience your **competitive advantage**.



“When we realized that everything was going to be completely handled by the Second Nature team, it made it so bright and easy.”



**Amanda Butler**  
Apex Realty  
Management

**Resident Benefits Package by Second Nature**

Elevate your Property Management Company today!



# SNEAK PEEK \$0 FEE RENT CREDIT CARD

A credit card that finally makes sense to use on rent. Zero fees, build your credit, always pay on-time and get great rewards.

Property management companies get paid in full and on-time every month.





# TRANSFORM RESIDENT ANXIETY INTO RELIEF

It only gets better. We're working on resources to help keep residents on track and build a stronger financial future. Get ready for built-in financial products for residents.

