



# Your building is full. Centro pays for itself in operational savings.

RESIDENTIAL (MDU)

Class B/C properties don't need an ROI pitch — they need the connected resident-experience layer to operate efficiently. Centro Connect delivers exactly that, and the savings cover the subscription.

**+1.4%**

Net Operating Income lift at this property

**\$162**

Annual value per door captured by the asset

**\$15-25**

PropTech vendor stack today per unit per month

**0.60%**

Centro cost as share of gross rent revenue

Illustrative — Garden Apartments, 75 units · \$1,800/mo rent · 92% occupancy · 55% turnover · Class B/C suburban | Your numbers will differ. We build a model with you.

## ILLUSTRATIVE VALUE MODEL — SAME PROPERTY, WITH CENTRO ACTIVE ACROSS ALL RESIDENT TOUCHPOINTS

### ADDITIONAL REVENUE CAPTURED

Parking / visitor bookings <i>≈ \$10/mo from paid visitor + premium parking bookings</i>	<b>\$124</b>
EV charging fees <i>≈ \$29/mo in EV session + premium-spot fees</i>	<b>\$345</b>
Common-area reservations <i>≈ \$21/mo from function rooms + amenity reservations</i>	<b>\$248</b>
Guest access / visitor passes <i>≈ \$7/mo from paid visitor day-passes</i>	<b>\$83</b>
Storage rentals <i>≈ \$13/unit/yr from storage unit rentals</i>	<b>\$994</b>
Resident events & classes <i>≈ \$12/mo from paid events &amp; classes</i>	<b>\$138</b>
Cleaning add-on services <i>≈ \$46/mo from add-on cleaning bookings</i>	<b>\$552</b>
Late renewal / lease admin <i>≈ \$9/mo from late-fee + lease admin</i>	<b>\$104</b>
<b>Revenue total</b>	<b>\$2,139 / yr</b>

Every paid amenity, visitor service and concierge touchpoint is fee revenue Centro captures via in-app discovery + payment. Incremental — not cannibalised rent.

Adoption % shown is **incremental** — share of occupied unit-months or residents where Centro generates a transaction that wouldn't have happened otherwise, not total uptake of that service.

### OPERATIONAL SAVINGS

Messaging-driven inquiry efficiency <i>≈ 40% of 8/day resident inquiries handled in-app · 3 calls + walk-ups deflected daily</i>	<b>\$1,168</b>
Package handling efficiency <i>≈ 50% reduction in per-package staff time across 130 pkgs/week</i>	<b>\$5,633</b>
Energy management — in-unit <i>≈ 10% reduction on \$5,000/yr in-unit controllable energy</i>	<b>\$500</b>
Energy management — common area <i>≈ 10% reduction on \$25,000/yr common-area energy</i>	<b>\$2,500</b>
Maintenance triage efficiency <i>≈ 30% less staff time per request across 2 reqs/day via routing + auto-categorisation</i>	<b>\$1,204</b>
Visitor access automation <i>≈ 30% of 8/day visitor interactions auto-issued — no reception step</i>	<b>\$1,460</b>
Move-in/out coordination <i>≈ 50% admin reduction across 38 turnovers/yr (digital walkthroughs, deposit, scheduling)</i>	<b>\$1,518</b>
Service concession reduction <i>≈ 50% of 5/yr service-recovery comps avoided × \$50 avg</i>	<b>\$125</b>
Replaced printed materials <i>≈ \$5/unit/yr in eliminated printed notices + welcome packs</i>	<b>\$375</b>
Resident turnover reduction <i>≈ 3% relative reduction in turnover (1.1 avoided/yr × \$4,200 per turnover)</i>	<b>\$4,782</b>
Lease-up acceleration <i>≈ 2 vacancy days saved per turnover × \$60/day rent across 38 turnovers</i>	<b>\$4,554</b>
<b>Savings total</b>	<b>\$10,024 / yr</b>

Resident retention reduces turnover cost. Faster lease-up reduces vacancy. Vendor consolidation kills three or four PropTech contracts. Plus the everyday efficiency stack — messaging, packages, energy, maintenance.

ANNUAL VALUE CREATED

**\$12K**

revenue + savings / year

PER DOOR / YR **+1.4%**

**\$162**

3-YEAR AGGREGATE

**\$36K**

1.1x value-to-cost

CENTRO PLATFORM (CONNECT)

**\$14,000**

Initial Investment — onboarding + Year 1 service then \$9,000 / yr Annual Service Fee ≈ 0.60% of gross rent · ≈ 74.0% of value

Every property starts with a value model. Connect delivers the engagement and operations layer at-cost. Activate unlocks the revenue + retention stack that moves Net Operating Income. Managed adds an ongoing optimisation partnership for owners running multi-property portfolios.

### CONNECT

#### Foundation

Initial from \$14,000 · then \$9,000/yr service fee  
*engagement & operations layer*

### ACTIVATE

#### Core

Initial from \$26,200 · then \$16,200/yr service fee  
*~133.2% of value — illustrated above*

### OPTIMISE

#### Managed

Initial from \$47,000 · then \$27,000/yr service fee  
*continuous growth partnership*

### Capability

#### RESIDENT ENGAGEMENT & OPERATIONS

Branded resident web app — no download required	✓	✓	✓
Messaging — inquiries, packages, maintenance	✓	✓	✓
Visitor access — QR codes & timed passes	✓	✓	✓
Package room notifications & self-collection	✓	✓	✓
Common-area & amenity reservations + Stripe	✓	✓	✓
<b>REVENUE CAPTURE (FULL STACK)</b>			
Paid parking & EV charging fees	—	✓	✓
Storage rentals & late-fee/lease-admin capture	—	✓	✓
Cleaning, events & resident programming as paid services	—	✓	✓
Concierge — restaurant booking & personal shopper margins	—	✓	✓

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