



# Centro turns the building itself into Net Operating Income.

RESIDENTIAL (MDU)

You have invested in the asset, the amenities and the lease-up engine. Centro is the connected layer that activates that investment — captured fees, reduced turnover, faster lease-up, lower operating costs.

## +4.0%

Net Operating Income lift at this property

## \$743

Annual value per door captured by the asset

## \$15-25

PropTech vendor stack today per unit per month

## 0.69%

Centro cost as share of gross rent revenue

Illustrative — Mid-Rise Urban, 200 units · \$2,800/mo rent · 93% occupancy · 45% turnover · Class A urban | 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>≈ \$112/mo from paid visitor + premium parking bookings</i>	<b>\$1,339</b>
EV charging fees <i>≈ \$194/mo in EV session + premium-spot fees</i>	<b>\$2,325</b>
Common-area reservations <i>≈ \$186/mo from function rooms + amenity reservations</i>	<b>\$2,232</b>
Guest access / visitor passes <i>≈ \$56/mo from paid visitor day-passes</i>	<b>\$670</b>
Package room concierge fees <i>≈ \$9/mo from premium package handling fees</i>	<b>\$112</b>
Storage rentals <i>≈ \$33/unit/yr from storage unit rentals</i>	<b>\$6,696</b>
Resident events & classes <i>≈ \$186/mo from paid events &amp; classes</i>	<b>\$2,232</b>
Cleaning add-on services <i>≈ \$496/mo from add-on cleaning bookings</i>	<b>\$5,952</b>
Late renewal / lease admin <i>≈ \$39/mo from late-fee + lease admin</i>	<b>\$465</b>

**Revenue total** **\$22,022 / yr**

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>≈ 50% of 30/day resident inquiries handled in-app · 15 calls + walk-ups deflected daily</i>	<b>\$6,022</b>
Package handling efficiency <i>≈ 60% reduction in per-package staff time across 350 pkgs/week</i>	<b>\$20,020</b>
Energy management — in-unit <i>≈ 12% reduction on \$20,000/yr in-unit controllable energy</i>	<b>\$2,400</b>
Energy management — common area <i>≈ 12% reduction on \$80,000/yr common-area energy</i>	<b>\$9,600</b>
Maintenance triage efficiency <i>≈ 40% less staff time per request across 6 reqs/day via routing + auto-categorisation</i>	<b>\$5,475</b>
Visitor access automation <i>≈ 40% of 20/day visitor interactions auto-issued — no reception step</i>	<b>\$5,353</b>
Move-in/out coordination <i>≈ 60% admin reduction across 84 turnovers/yr (digital walkthroughs, deposit, scheduling)</i>	<b>\$4,419</b>
Service concession reduction <i>≈ 60% of 15/yr service-recovery comps avoided × \$100 avg</i>	<b>\$900</b>
Replaced printed materials <i>≈ \$5/unit/yr in eliminated printed notices + welcome packs</i>	<b>\$1,000</b>

**Resident turnover reduction** **\$28,040**  
*≈ 5% relative reduction in turnover (4.2 avoided/yr × \$6,700 per turnover)*

**Lease-up acceleration** **\$23,436**  
*≈ 3 vacancy days saved per turnover × \$93/day rent across 84 turnovers*

**Vendor consolidation (PropTech stack)** **\$20,000**  
*≈ \$20,000/yr from replaced PropTech vendors (intercom + locks + thermostat + amenity-booking)*

**Savings total** **\$126,666 / yr**

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

# \$149K

revenue + savings / year

PER DOOR / YR **NOI LIFT +4.0%**

## \$743

3-YEAR AGGREGATE

# \$446K

3.2× value-to-cost

CENTRO PLATFORM (ACTIVATE)

# \$53,200

Initial investment — onboarding + Year 1 service then \$43,200 / yr Annual Service Fee ≈ 0.69% of gross rent - ≈ 29.0% 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.

Capability	CONNECT	ACTIVATE	OPTIMISE
	Foundation Initial from \$29,000 · then \$24,000/yr service fee <i>engagement &amp; operations layer</i>	Core Initial from \$53,200 · then \$43,200/yr service fee <i>~29.1% of value — illustrated above</i>	Managed Initial from \$92,000 · then \$72,000/yr service fee <i>continuous growth partnership</i>
<b>RESIDENT ENGAGEMENT &amp; OPERATIONS</b>			
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	—	✓	✓

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