

## CheckFreePay Case Study



### RealPage

#### Convenient Bill Pay for Renters, and Security and Costs Savings for Property Managers

Since September 2012, property management software solutions provider RealPage has enabled its property management customers to collect in-person cash rent payments more quickly and easily with CheckFreePay® from Fiserv.



The first week of the month is a particularly busy time for on-site staff who manage rent collection. Properties need to make it easy and convenient for residents to pay each month, but the cost of handling cash and money orders in the office, the risk of theft and the fact that property office hours may not be convenient for residents created an opportunity for RealPage to bring a better solution to its customers.

With 28 percent of America considered unbanked or underbanked, coupled with the security concerns of staff handling money on-site, RealPage knew it needed to provide its property management customers with a convenient, secure method to accept cash for payment. So RealPage partnered with Fiserv to enable residents to pay with cash at specific retail locations.

“CheckFreePay was the perfect solution to our business need,” said Matt Davis, senior vice president of payments. “Renters now have nearly around-the-clock access to make payments through retail locations where they are already shopping, and property managers no longer have the security concern or the operating costs of handling cash payments on-site.”



#### Client Profile

RealPage is a leading provider of property management software solutions for the multifamily, commercial, single-family and vacation rental housing industries. Its solutions enable property owners and managers to increase revenue and reduce operating costs. RealPage products assist about 11,000 customers with managing the operations of more than 10 million rental housing units.

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RealPage's online payment solutions, including e-check and credit or debit cards, also reduce the burden for on-site staff and provide residents convenient options for paying rent. But many residents still prefer to pay in person or with cash, and CheckFreePay enables them to do just that—when and where it's most convenient for them.

And renters have responded favorably to the convenience. About 70 percent of cash payments for RealPage are made through retail CheckFreePay agents. Cash payment growth has reached 82 percent over the previous year. RealPage cash payments are handled exclusively by Fiserv.

"Collecting cash payments is still essential. CheckFreePay makes it easy and secure for our property manager customers and for their renters," Davis said.

### Challenge

RealPage needed to find a safe, convenient way for its property management customers to accept in-person, cash payments from renters—when and where renters wanted to make them.

### Solution

RealPage chose CheckFreePay to enable its property management customers to accept cash payments at nearly any time of the day through convenient retail locations, such as Walmart and Kroger. Having these in-person payments handled via CheckFreePay also removed a security risk for the properties' offices.

### Proof Points

Today, approximately 70 percent of cash payments for RealPage are made through retail CheckFreePay agents. Cash payments have grown 82 percent over the previous year.

### Connect With Us

For more information about CheckFreePay, call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).



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