centro

Your residents pay the rent.
Centro turns the building itself into Net Operating Income.

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.

RESIDENTIAL (MDU)

+4.0%	$743	$15–25	0.69%
Net Operating Income lift at this property	Annual value per door captured by the asset	PropTech vendor stack today per unit per month	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 *≈ $112/mo from paid visitor + premium parking bookings*	**$1,339**
EV charging fees *≈ $194/mo in EV session + premium-spot fees*	**$2,325**
Common-area reservations *≈ $186/mo from function rooms + amenity reservations*	**$2,232**
Guest access / visitor passes *≈ $56/mo from paid visitor day-passes*	**$670**
Package room concierge fees *≈ $9/mo from premium package handling fees*	**$112**
Storage rentals *≈ $33/unit/yr from storage unit rentals*	**$6,696**
Resident events & classes *≈ $186/mo from paid events & classes*	**$2,232**
Cleaning add-on services *≈ $496/mo from add-on cleaning bookings*	**$5,952**
Late renewal / lease admin *≈ $39/mo from late-fee + lease admin*	**$465**
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 *≈ 50% of 30/day resident inquiries handled in-app · 15 calls + walk-ups deflected daily*	**$6,022**
Package handling efficiency *≈ 60% reduction in per-package staff time across 350 pkgs/week*	**$20,020**
Energy management — in-unit *≈ 12% reduction on $20,000/yr in-unit controllable energy*	**$2,400**
Energy management — common area *≈ 12% reduction on $80,000/yr common-area energy*	**$9,600**
Maintenance triage efficiency *≈ 40% less staff time per request across 6 reqs/day via routing + auto-categorisation*	**$5,475**
Visitor access automation *≈ 40% of 20/day visitor interactions auto-issued — no reception step*	**$5,353**
Move-in/out coordination *≈ 60% admin reduction across 84 turnovers/yr (digital walkthroughs, deposit, scheduling)*	**$4,419**
Service concession reduction *≈ 60% of 15/yr service-recovery comps avoided × $100 avg*	**$900**
Replaced printed materials *≈ $5/unit/yr in eliminated printed notices + welcome packs*	**$1,000**
Resident turnover reduction *≈ 5% relative reduction in turnover (4.2 avoided/yr × $6,700 per turnover)*	**$28,040**
Lease-up acceleration *≈ 3 vacancy days saved per turnover × $93/day rent across 84 turnovers*	**$23,436**
Vendor consolidation (PropTech stack) *≈ $20,000/yr from replaced PropTech vendors (intercom + locks + thermostat + amenity-booking)*	**$20,000**
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
$743

NOI LIFT
+4.0%

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 **Foundation** Initial from $29,000 · then $24,000/yr service fee *engagement & operations layer*	ACTIVATE **Core** Initial from $53,200 · then $43,200/yr service fee *~29.1% of value — illustrated above*	OPTIMISE **Managed** Initial from $92,000 · then $72,000/yr service fee *continuous growth partnership*
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	✓	✓	✓
REVENUE CAPTURE (FULL STACK)			
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 *luxury-tier upsell*	—	✓	✓
Spa, gym & wellness amenity upsells	—	✓	✓
OWNER-ECONOMICS LEVERS			
Resident retention / turnover reduction	—	✓	✓
Lease-up acceleration — digital tours, instant apply	—	✓	✓
Vendor consolidation — replaces intercom + locks + amenity-	—	✓	✓