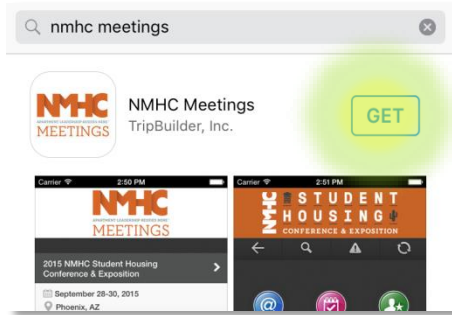


Get Involved in This Session!

Use the NMHC Meetings app to take the poll. Here's how:

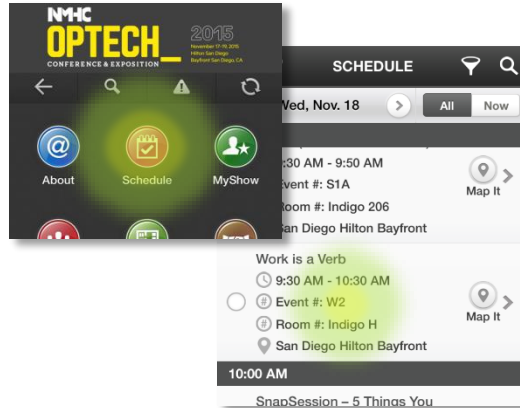
1 - Get the app from your app store or use it online at <http://goo.gl/NF3tHx>

Tip: Search NMHC Meetings.



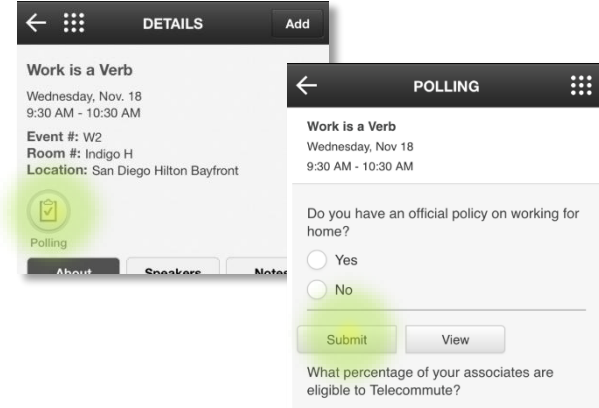
2 - Find this session in the schedule.

Tip: Click the "Now" button in the top right to go to sessions happening now.



3 - Click the polling button to cast your vote.

Tip: You must click "Submit" for each question to cast your vote.



The New World of Payments

Mona Stahling	Bernie Avondet	Sam Bayoumi
AvalonBay	Key Bank	Visa



Join the conversation:
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CONFERENCE & EXPOSITION

2015

November 17-19
Hilton San Diego Bayfront
San Diego, CA

AGENDA

- Audience Poll
- AvalonBay Results
- What Residents Want and What's in it for me?
- Debit/Credit Card Insight
- What does the Future Look Like?
- Poll Results and Q & A



Audience Poll

Do you have a resident portal for ePayments Yes No

What % of payments are electronic <25, 25 – 50, 50 – 75, >75, unknown

Do you take Credit and or debit card payments for the following (check all the apply)

Convenience Fee

Rent Yes No




Security Deposit Yes No

Application Yes No

Do you accept Credit/Debit Cards on a tablet/mobile device (i.e. Square Cash reader) Yes No



AvalonBay Demographics¹

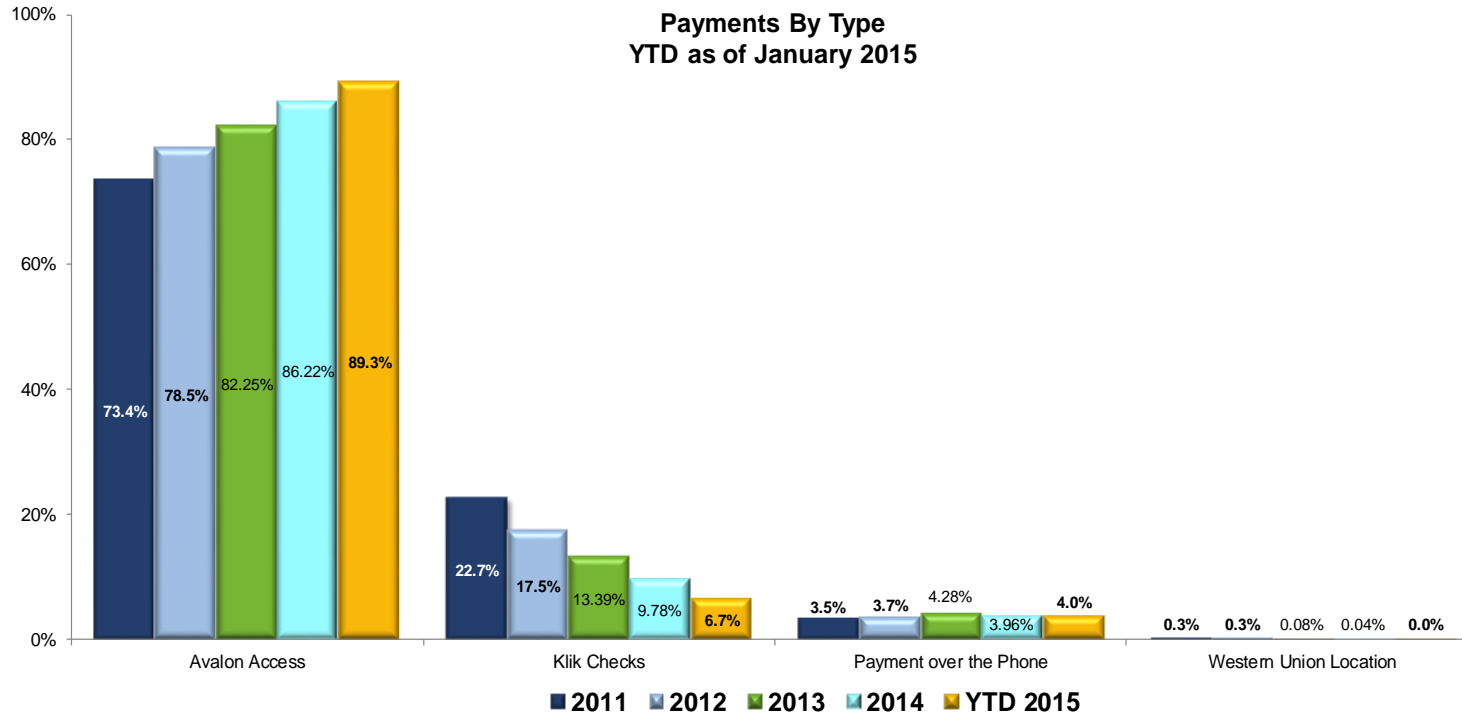
	 AVALON	 eaves by Avalon	
Consumer Brand			
Number of Homes	51,309	16,884	6,559
Average Age of Residents	38	36	32
Average Household Annual Income ²	\$134,532	\$93,024	\$114,828
Average Effective Monthly Rent	\$2,411	\$1,882	\$2,294

1. Data as of September 30, 2015

2. For residents that moved into an AvalonBay community during the previous 12 months



AvalonBay Results



Audience Poll



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What Residents Want...What's in it for me?

Overview

Generational payment habits are shifting, impacting rent payments as well

Boomers & Gen X

- Comparatively less likely to own 'smart' device
- Slow to shift from using paper checks
- 80% of total US population has a mobile phone ...



Gen Y & Millennials

- **50 million** renting
- **85%** own a smartphone
- **90%** of texts are read within **3 minutes**
- **150x per day** – number of times average American checks their mobile device
- **Expecting electronic payment** options



NMHC Survey Results

Given a choice, would you prefer to pay your rent directly to the front office or via electronic means?

I prefer paying at the front office: 22.07%

I prefer paying electronically: 77.93%

Would you like to pay rent by credit card?

Yes, but I wouldn't pay a convenience fee: 58.52%

Yes, and I would pay a convenience fee: 4.67%

No, I would not want to pay with a credit card: 36.81%



Audience Poll



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