



Questions to Ask Your Rewards Provider

When evaluating whether your current rewards program is delivering measurable value, ask these key questions:



HOW IT WORKS

- ☐ How do residents earn rewards?
- ☐ What level of adoption do you typically see from this program?
- ☐ Do I have to spend additional funds for the program to be effective?

MEASURING RESULTS

- ☐ Can I measure the adoption of the program?
- ☐ Am I able to see rewards program usage across my properties?
- ☐ What ongoing support and reporting does the provider deliver to track success?

IMPACT ON KPIs

- ☐ Do you have examples of customers who've seen improvements?
- ☐ What behaviors does the rewards program encourage?
- ☐ Does this program help drive property KPIs (e.g. delinquency, retention, etc.)?