

HAPPY<sup>co</sup>

# Using Technology to Increase Revenue and Lower Costs in Operations and Acquisitions



Jindou Lee  
CEO



**About Me**

**About HappyCo**

**Why Great Software Matters**

**Software for Operations**

**Software for Acquisitions**

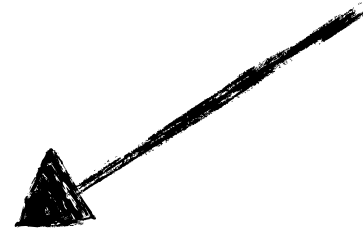
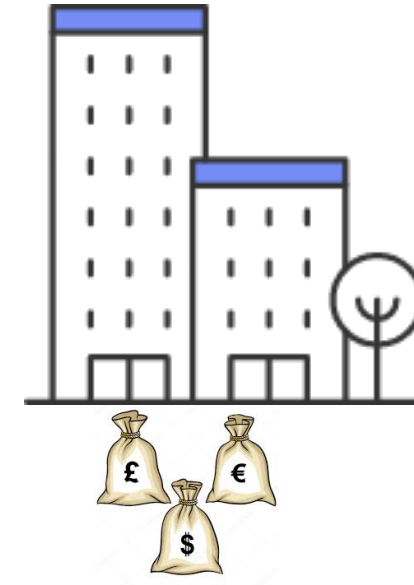
**Full Service Unit Walks**



*graphic design is  
my passion.*









Apt. Name Peery Apt. # 7  
 Resident [Redacted]  
 SS # \_\_\_\_\_

**IER**  
**PROPERTY MANAGEMENT**

PLACE ON NEGATIVE LIST (CIRCLE ALL THAT APPLY)  
 (YES) (NO)  
 DC EV LR PA SK V FRA LR  
 LV PD UD DG LD T AP AB \$

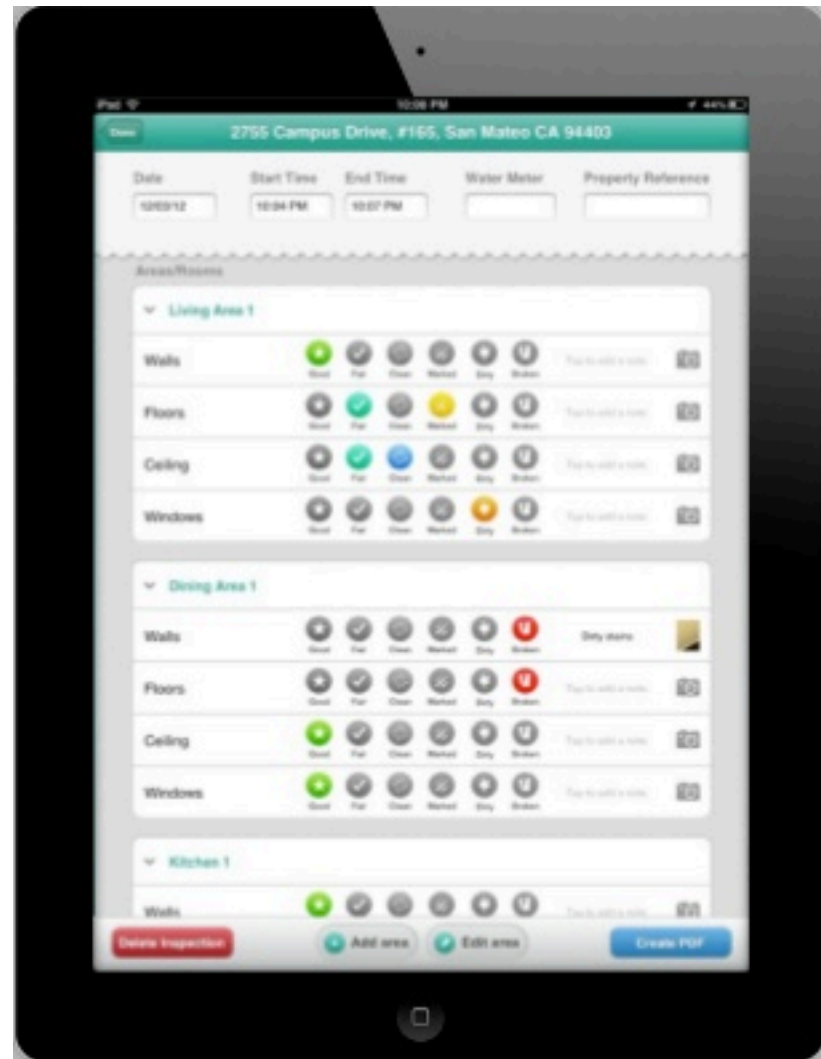
Forwarding Address  
2108 [Redacted] # [Redacted]  
ogden Utah 84401  
 Phone [Redacted]

DAYS OF OCCUPANCY \_\_\_\_\_  
 DEPOSIT PAID 78.00  
 INTEREST REFUND \_\_\_\_\_  
 DUE ON RENT \_\_\_\_\_  
 CARPET replace  
 DRAPES N-A  
 REPAIRS \_\_\_\_\_  
 MISC. CLEANING \_\_\_\_\_  
 OTHER \_\_\_\_\_

ITEM	Kitchen		Living Rm		Dining		Bedroom		Bedroom		Bath		G
	A		B		C		D		E		F		
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	
BATH													
CABINETS													
CARPETS													
CEILING													
CLOSETS													
DISHWASHER													
DISPOSAL													
DOORS													
DRAPES													
FLOORS													
HEAT													
HOOD, FILTER, FAN													
LIGHTS													
REFRIGERATOR													
STOVE, OVEN, RACKS													
TILE													
WALLS													
WINDOWS													
VENT FAN													
PAINT													
KEY REPLACE													
PRINT LABOR													
SCREENS													
LIGHT COVERS													
STORAGE ROOM													
IN:													

ITEM	Date of Occupancy	Date of Vacating	HOURS	Estimate Charge	FOR OFFICE USE ONLY	
					HOURS	Tenant Charge
Floor bad - sink cracked ok dirty	8-1-08	Sept. 3, 2010				
PROFESSIONAL CLEAN Bad dirty, smells dirty all rooms						
Nail Holes on door too N-A						
Front door damaged lock Handle area PROFESSIONAL CLEAN Blinds Replaced two in living room						
Bathroom Bad two lg holes (Floor)						
N/A all in ok - dirty ok - dirty						
Nail holes lg. Nail still in wall (all) rooms in bedroom wall damage under window seal window seal damage from Air conditioner need to paint all rooms No magnet key lost. Paint whole Apt. all okay						





**Tell us a bit more about yourself**

First name	Hannah	Branch name	Mildura.
Last name	Goldsmith	Do you have access to an iPad?	yes
Email address	hgoldsmith@barryplant.com.au	Number of properties managed	200

How do you think Happy Inspector can help you?

save time ☺

What other features or things do you think we should incorporate in Happy Inspector?

condition reports, ingoing/outgoing

Would you like to go in the draw to win a 12 month premium Happy Inspector account? (Valued at \$2178)

Yes  No

**I've heard enough. Sign me up!**

We are giving Barry Plant franchises the opportunity to sign up to Happy Inspector on our discount launch pricing plan. If you are interested, please provide your contact number below and our support team will follow up during the week. (Note: The plan will only be offered at this conference.)

Yes, I am interested in the \$45/month pricing premium pricing. (Normally \$159/month)

Contact number (eg. (03) XXXX XXXX)



Phone: +61 8 8121 7907  
 Website: [www.happyinspector.com](http://www.happyinspector.com)  
 Email: [hello@happyinspector.com](mailto:hello@happyinspector.com)





# I've invested in 964 units... and hoping to do more!



**HAPPY**☺

**At HappyCo, we believe in building stronger, healthier and happier communities.**

**Life is short and we want to help people live their best lives.**

**We offer beautiful, easy to use, people-centric software and technology to the multifamily real estate industry. Our products help our customers to be more efficient and effective in their day-to-day operations; saving time and driving higher profits. The higher profits allow owner operators to reinvest back into their properties and communities. Ultimately, improving the lives of residents.**

**We have an Inspections Platform to streamline operations and a Due Diligence Product to automate Unit Walks and Lease File Audits.**

# HappyCo by the numbers

1,951,865

Total Units Under Management

3,947,523

Total Inspections

137,345,397

Photos Collected In HappyCo

## Some of our Happy Customers



**Why beautiful software matters?**

# Property Management is stuck in the past!

Many processes in property management are manual, slow and inefficient because of crappy software or paper based workflows.

**PROPERTY MANAGEMENT**

Apt. Name Peery Apt. # 7

Resident [REDACTED]

SS # \_\_\_\_\_

Forwarding Address 2108 [REDACTED] # [REDACTED]  
Codyen Utah 84401  
 Phone [REDACTED]

PLACEMENT ON NEGATIVE LIST (CIRCLE ALL THAT APPLY) (YES) (NO)

DC EV LR PA SK V FRA LR LV PD UD DG LD T AP AB \$

DAYS OF OCCUPANCY \_\_\_\_\_  
 DEPOSIT PAID 78.00  
 INTEREST REFUND \_\_\_\_\_  
 DUE ON RENT \_\_\_\_\_  
 CARPET replace  
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 REPAIRS \_\_\_\_\_  
 MISC. CLEANING \_\_\_\_\_  
 OTHER \_\_\_\_\_

ITEM	Kitchen		Living Rm		Dining		Bedroom		Bedroom		Bath		Date of Occupancy	Date of Vacating	Estimate Charge	FOR OFFICE USE ONLY		
	A	B	C	D	E	F	G	H	I	J	K	L				M	N	O
BATH													8-1-08	Sept. 3, 2010				
CABINETS																		
CARPETS																		
CEILING																		
CLOSETS																		
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IN:																		

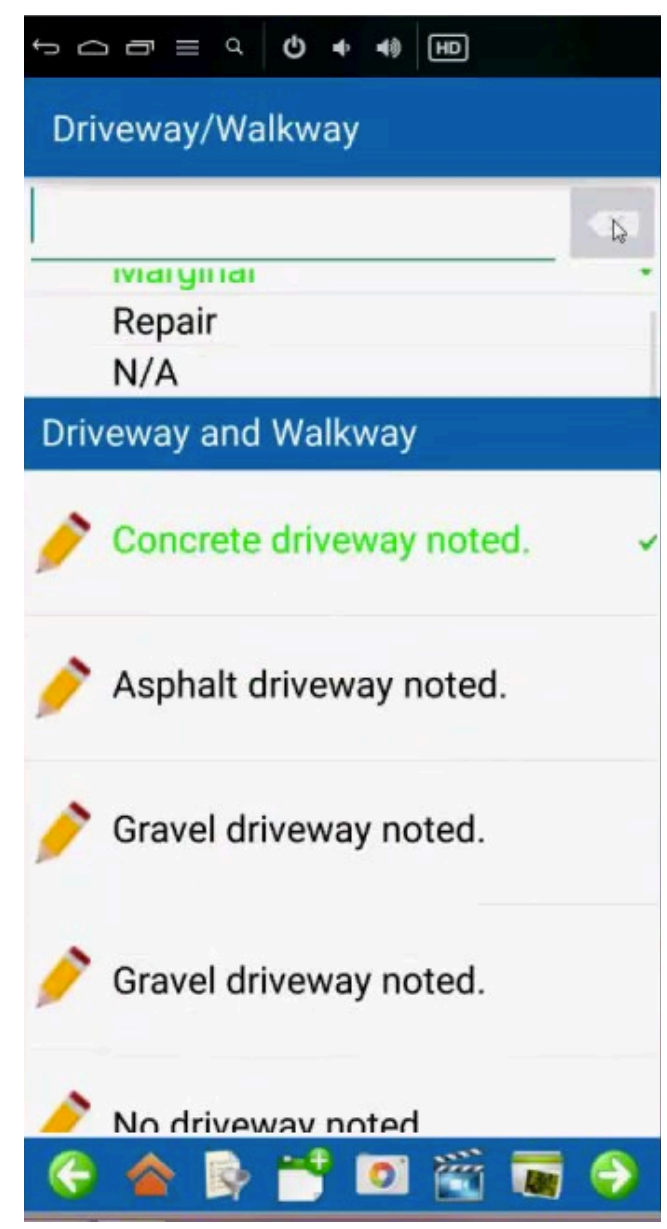
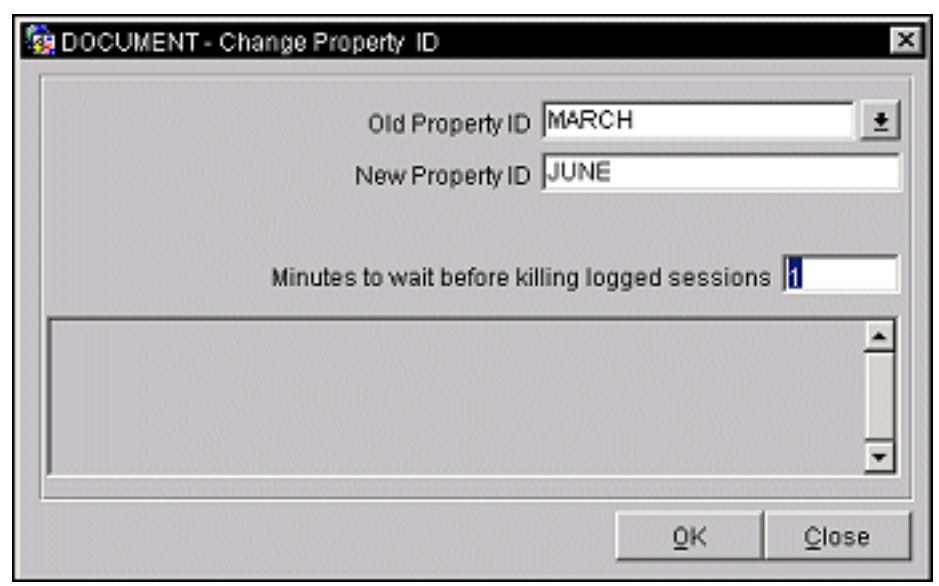
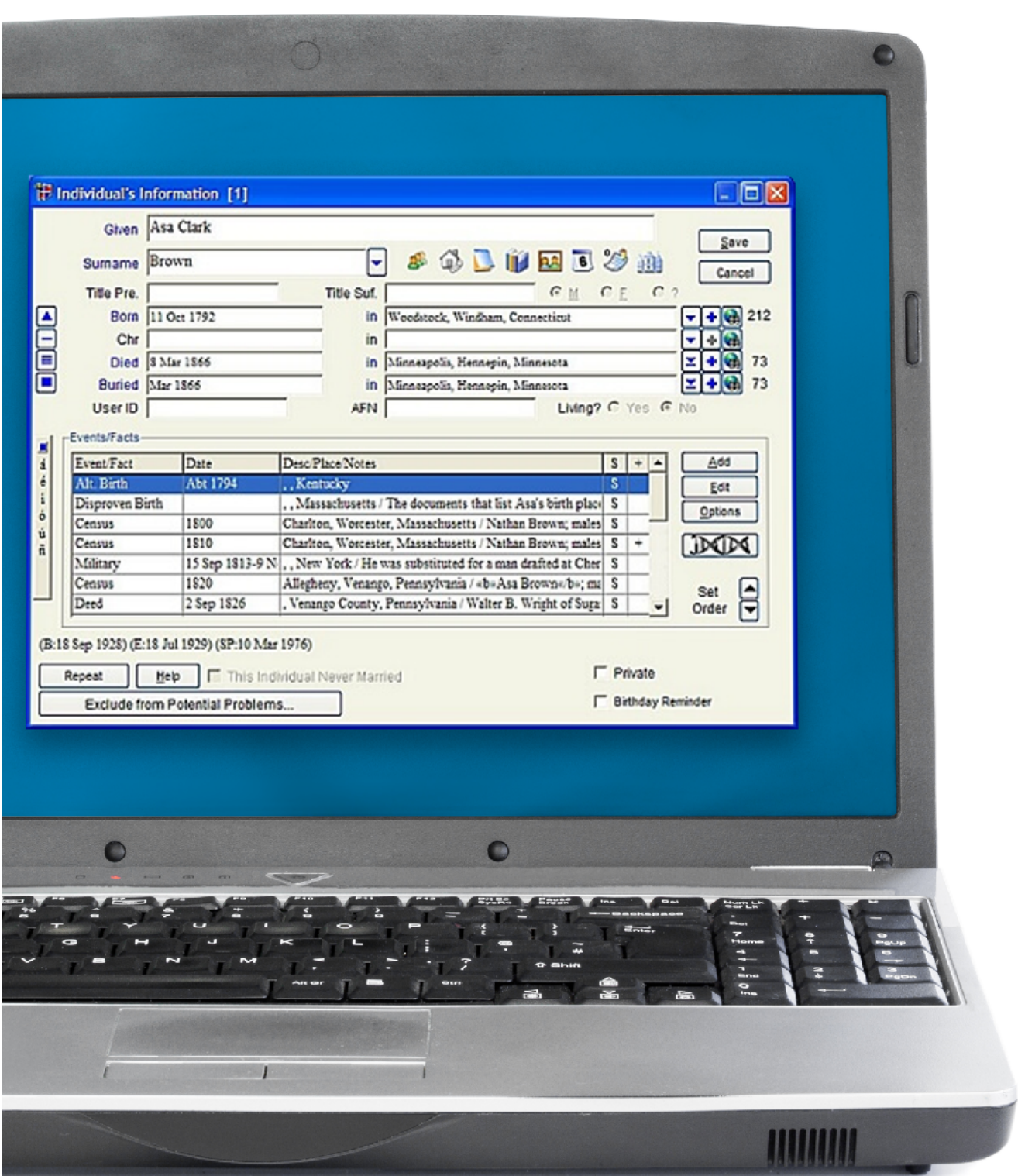
EXPLANATIONS

Floor bad - sink cracked  
 ok - dirty  
 PROFESSIONAL CLEAN Bad dirty, smells  
 dirty all rooms  
 Nail Holes on door too  
 N-A  
 N-A  
 Front door damaged lock Handle area  
 PROFESSIONAL CLEAN Blinds Replaced two in living room  
 Bathroom Bad two lg holes (Floor)  
 N/A  
 all in  
 ok - dirty  
 ok - dirty  
 Nail holes lg. Nail still in wall (all) rooms  
 in bedroom wall damage under window seal  
 window seal damage from Air conditioner  
 need to paint all rooms  
 No magnet key lost  
 Paint whole Apt.  
 all okay

Examples of manual processes include: Apartment turns, student turns, unit walks, rehabs, punch walks, quarterly visits, due diligence acquisitions, lease file audits, capital improvement projects, insurance claims, mystery shopper site visits, incident reports, on-site third party vendor visits, move in/move out inspections etc...







# Better tools, better results!

Happy Apartments

Search Unit #

343 Incomplete of 410 total

Unit
Van Ness 1000
Van Ness 1001
Van Ness 1002
Van Ness 1003
Van Ness 1004
Van Ness 1005
Van Ness 1006
Van Ness 1007
Van Ness 1008
Van Ness 1009
Van Ness 1010
Van Ness 1011
Van Ness 1012
Van Ness 1013

### Van Ness 1029

#### Lease File Audit

Floor Plan	A3	
SQFT	732	
Unit Lease Status *	Vacant	
Move In	05/15/2015	
Lease Start	05/15/2015	
Lease End	05/14/2019	
Move Out		
Rent Before Concessions *	\$2222	-298.00
Flag Notes	Look and Lease not documented	
Market Rent *	\$2479	+1.00
Resident Signed Lease	no	
Flag Notes	no wet signature	
Manager Signed Lease	yes	
Renters Insurance Status		
All Leaseholder on Insurance		
Security Deposit	\$400	

Save & Close

TAB next item SHIFT + TAB previous item

### Move-Out Inspection

Overview

Kitchen

Flooring

Countertops

Cabinets

Refrigerator

Dishwasher

Range Hood

Microwave

Lounge

### HAPPY INSIGHTS

#### Item Analysis

FILTERS

#### Item Location Chart

Exterior Patio 80.61%

Interior Plumbing 19.39%

1,888 Items Inspected

192% of 943

#### Item Per Month

Month	Good	Attention Needed	Total
March	683	0	683
April	1,000	0	1,000
May	748	0	748
June	590	0	590
July	942	0	942
August	1,019	0	1,019
September	776	0	776
October	1,188	0	1,188
November	998	0	998

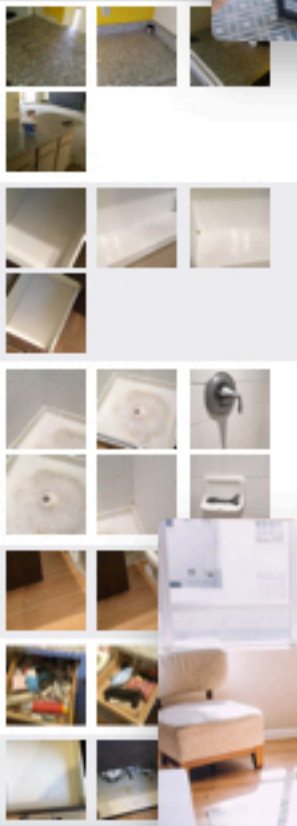
# Real Time Visibility



## Item Photo Feed

Property	Unit	Date	Templa...	Section	Item	Ratings	Notes	Report
Vest	375 North Federal Street 255 Chandler 85226 AZ	2018-06-05	Move-Out Inspection	Kitchen - Cleaning	Kitchen - Countertop	Medium		255, 1, 375 North Federal Street, Chandler, AZ, 85226- Move Out Inspection Report
Escandida	4064 38387-4064	2018-06-05	Move-Out Inspection	Bathroom 1 - Cleaning	Bathroom Cabinets	Light		4064, 38387-4064- Move-Out Assessment
3 Casa Escandida	4064				tub / Shower	Heavy		4064, 38387-4064- Move-Out Assessment
4 Casa Escandida	4064				ring	Medium		4064, 38387-4064- Move-Out Assessment
5 Casa Escandida	4064				t	Light		4064, 38387-4064- Move-Out Assessment
6 Casa Escandida	4064				en Cabinets	Heavy		4064, 38387-4064- Move-Out Assessment

### Photo Preview



# Data Driven Decisions

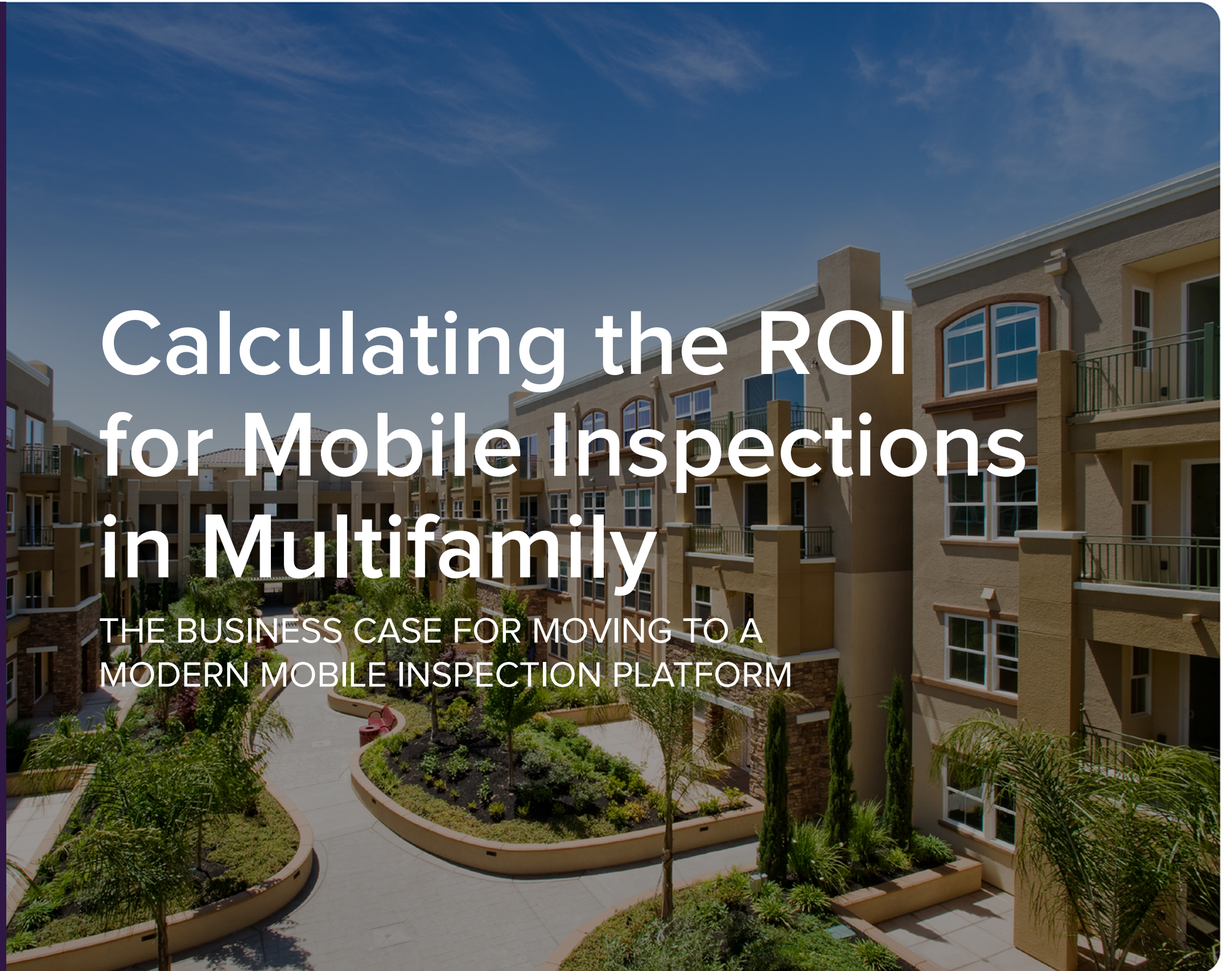


# Software for Operations

HAPPY<sup>CO</sup>

# Calculating the ROI for Mobile Inspections in Multifamily

THE BUSINESS CASE FOR MOVING TO A  
MODERN MOBILE INSPECTION PLATFORM



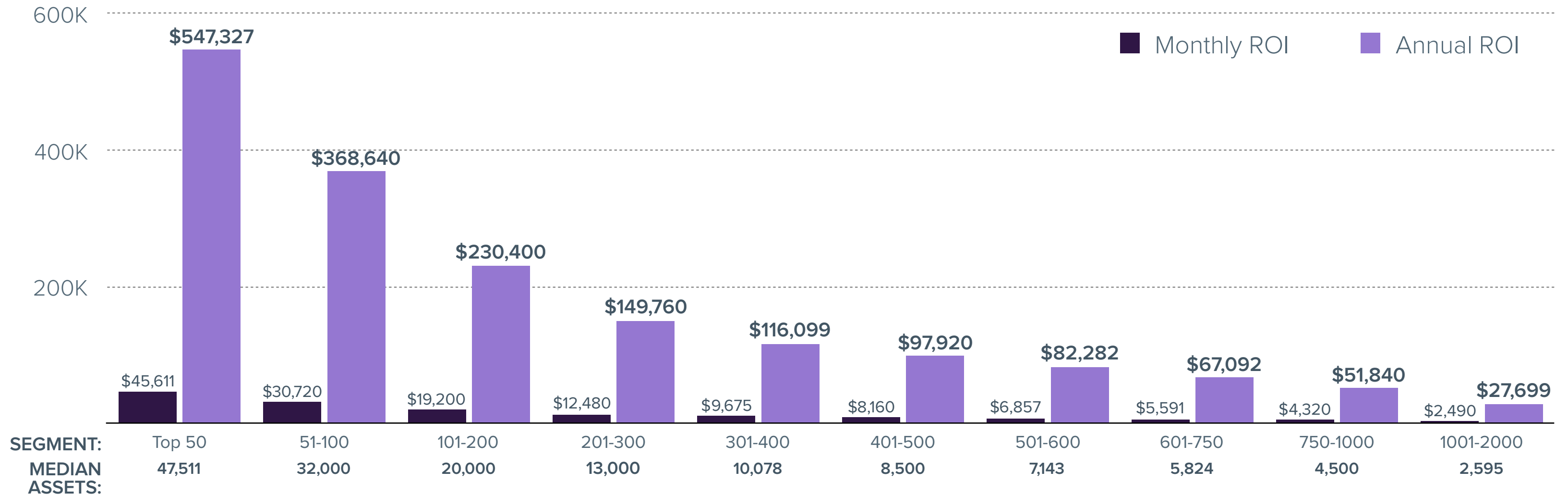
# \$0.96

## PER UNIT / MO.

### DAMAGE RECOVERY \$116K+ ANNUALLY FOR 10K+ UNITS

Managing turn cost effectively is one of the top challenges operators face when overseeing a widely dispersed portfolio. From inadequate documentation to a total lack of documentation, paper-based move-in and move-out inspections lead to resident disputes, lower cost recoveries and entirely missed charges. Moving to a modern mobile inspection solution returns 9%, equivalent to \$0.96/unit monthly and improves resident trust.

#### TOP OPERATORS & OWNERS GROUPED BY NO. OF ASSETS



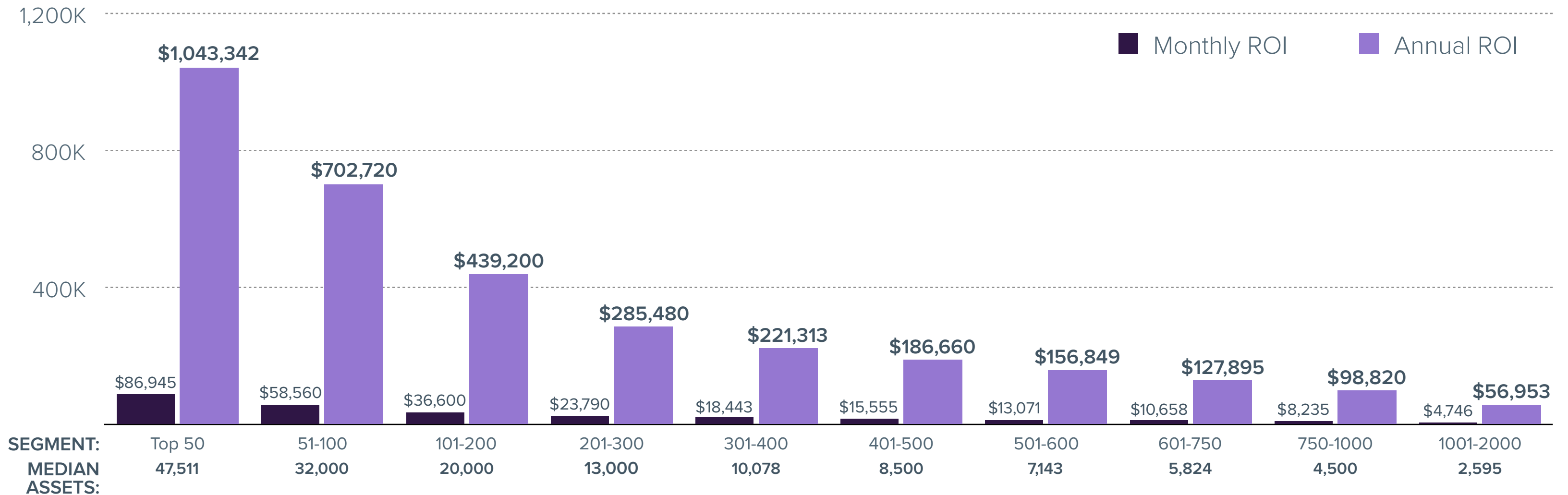
# \$1.83

## PER UNIT / MO.

### UNIT DOWNTIME \$221K+ ANNUALLY FOR 10K+ UNITS

Unit downtime is another component of top-line revenues. Decreasing the time between vacating residents and unit make-ready can mean significant ROI, but a paper-based system requires multiple onsite visits by various property personnel to validate repair and replace requirements. Moving to a modern mobile inspection solution decreases unit downtime by an entire day, equivalent to \$1.83/unit monthly.

#### TOP OPERATORS & OWNERS GROUPED BY NO. OF ASSETS





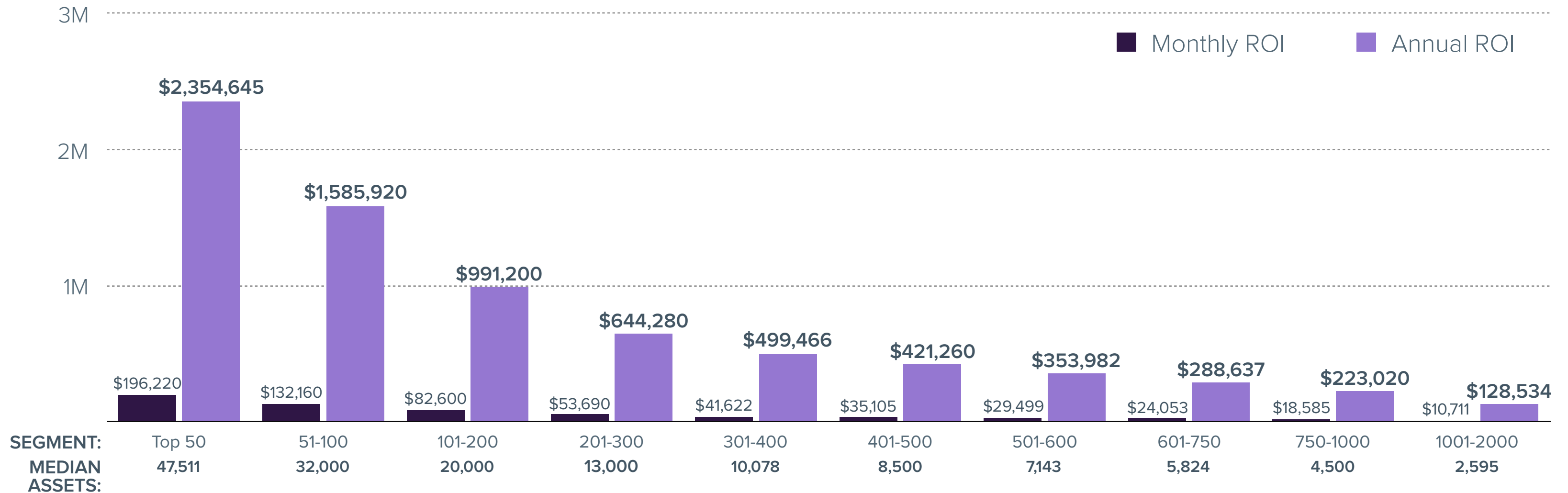
# \$4.13

## PER UNIT / MO.

### LABOR SAVINGS \$499K+ ANNUALLY FOR 10K+ UNITS

Labor is a key cost component of property operations. From turn operations to daily and weekly quality assurance and safety checks, your staff spends a lot of time performing inspections, filling out logs, and filing or scanning data to a central system. Moving to a modern mobile inspection solution decreases labor significantly, as inspections are faster on a single mobile device and can be conducted with one person (instead of two), back office labor for scanning and filing is eliminated, and extra trips back to the office to retrieve a paper form are no longer necessary.

#### TOP OPERATORS & OWNERS GROUPED BY NO. OF ASSETS



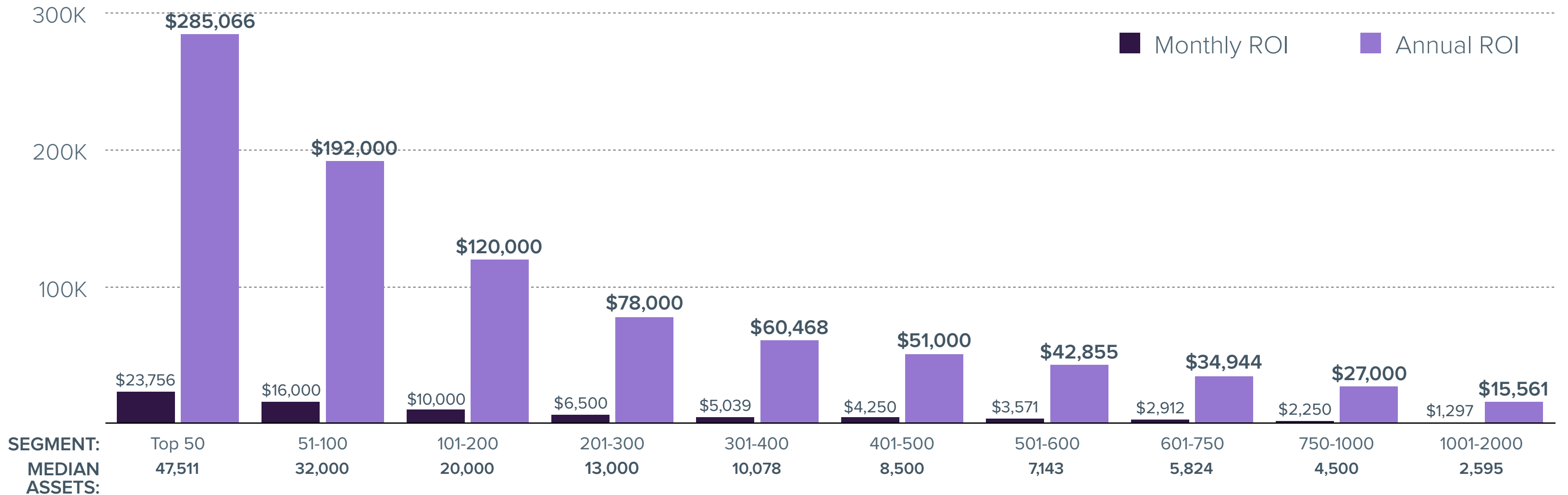
# \$0.50

## PER UNIT / MO.

### PREVENTATIVE MAINTENANCE \$60K+ FOR 10K+ UNITS

Investing in preventative maintenance incurs upfront costs but has significant ROI — 545% over a 25-year period.<sup>1</sup> If you are investing the average ~\$300 per unit annually in preventative maintenance, that is equivalent to \$66 per unit in annual ROI. However, if your inspection compliance is not 100%, which is always the case with a paper-based system, you will not capitalize on all those gains. With HappyCo, your preventative maintenance program compliance improves over paper-based systems, dramatically increasing the gains that can be realized by a PM program.

#### TOP OPERATORS & OWNERS GROUPED BY NO. OF ASSETS



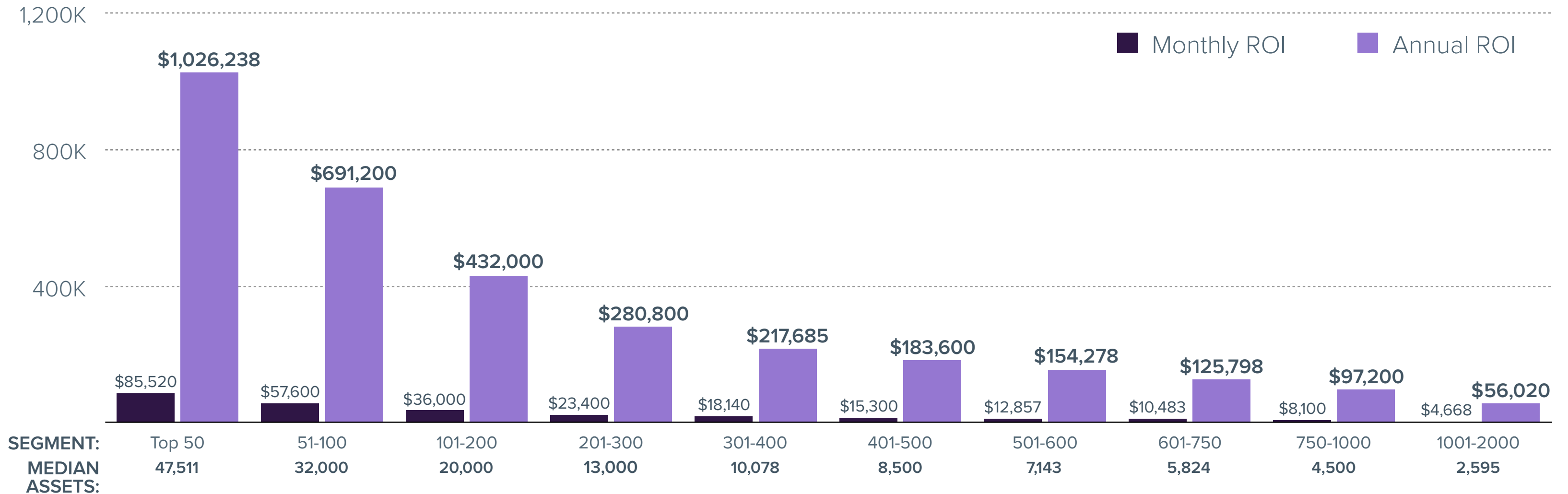
# \$1.80

## PER UNIT / MO.

### LEGAL AVOIDANCE \$217K+ ANNUALLY FOR 10K+ UNITS

ROI gains from dispute and legal complaint avoidance (e.g. slip & fall lawsuits) are substantial in residential property management. While you may have avoided too many legal costs up to this point, it's just a matter of time. HappyCo dramatically reduces MIMO disputes — most of our customers report 100% reduction — and since negligence is the primary cost in slip & fall and other residential complaints, using HappyCo can disprove negligence by showing a frequent, regularly documented inspection practice, eliminating up to 75% in litigation fees and negligence claims.

#### TOP OPERATORS & OWNERS GROUPED BY NO. OF ASSETS



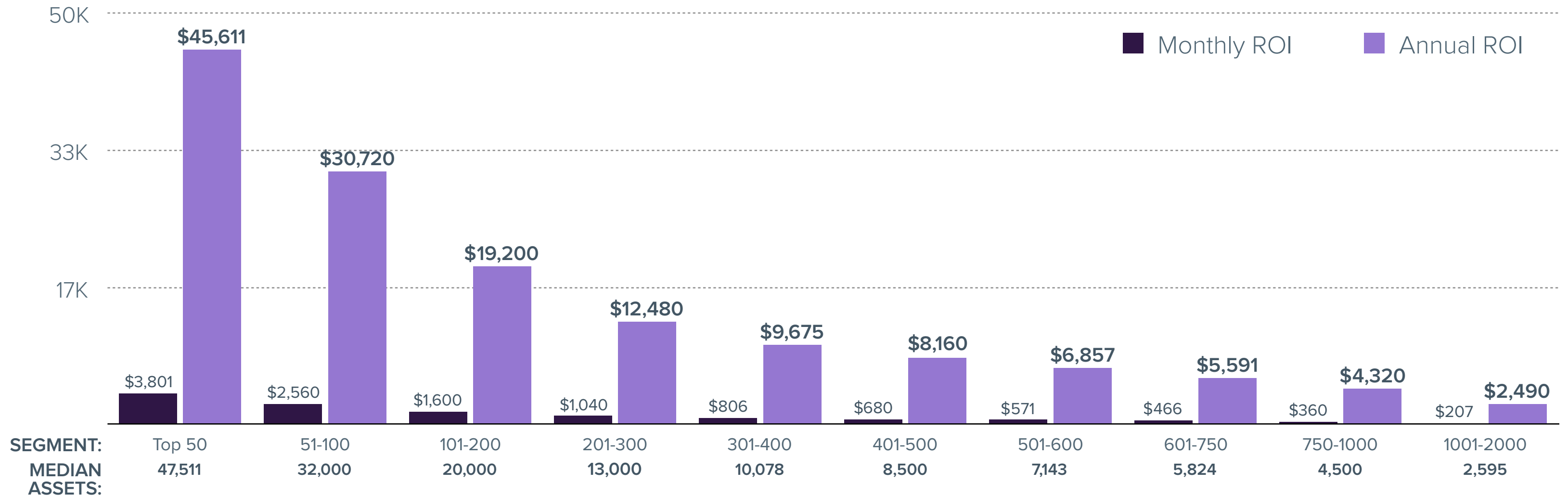
# \$0.08

## PER UNIT / MO.

### PAPER SAVINGS \$9.6K+ ANNUALLY FOR 10K+ UNITS

Paper purchases, laser cartridges and storage and destruction costs add up over thousands of sheets of paper required for unit and property inspections across your portfolio. While the cost of paper is a small part of your purchasing budget, decreasing these costs add up to important dollars that can be better spent elsewhere. And eliminating paper can add significantly to your sustainability initiatives and marketing efforts.

#### TOP OPERATORS & OWNERS GROUPED BY NO. OF ASSETS





**\$9.30**  
**PER UNIT / MO.**

## A MODERN MOBILE INSPECTION SOLUTION VS. PAPER INSPECTIONS

Incremental top-line revenue and bottomline improvements add up substantially when multiplied across your Multifamily portfolio. A modern mobile inspection solution returns significant ROI over paper inspections: from collecting consistently higher damage charges for every move-out to faster unit downtime and more efficient labor to lowering your legal liability and what you will eventually pay for litigation and settlements fees for insufficient documentation — to higher preventative maintenance compliance that ensures your sustainability initiatives don't leak your capital investment dollars.

A modern mobile inspection solution transforms your operations from siloed and non-standardized to real-time, highly efficient and instantly accessible.

### TOP-LINE REVENUES

**\$0.96/UNIT/MO** DAMAGE RECOVERY

**\$1.83/UNIT/MO** UNIT DOWNTIME

### BOTTOMLINE BENEFITS

**\$4.13/UNIT/MO** LABOR SAVINGS

**\$0.50/UNIT/MO** PREVENTATIVE MAINTENANCE

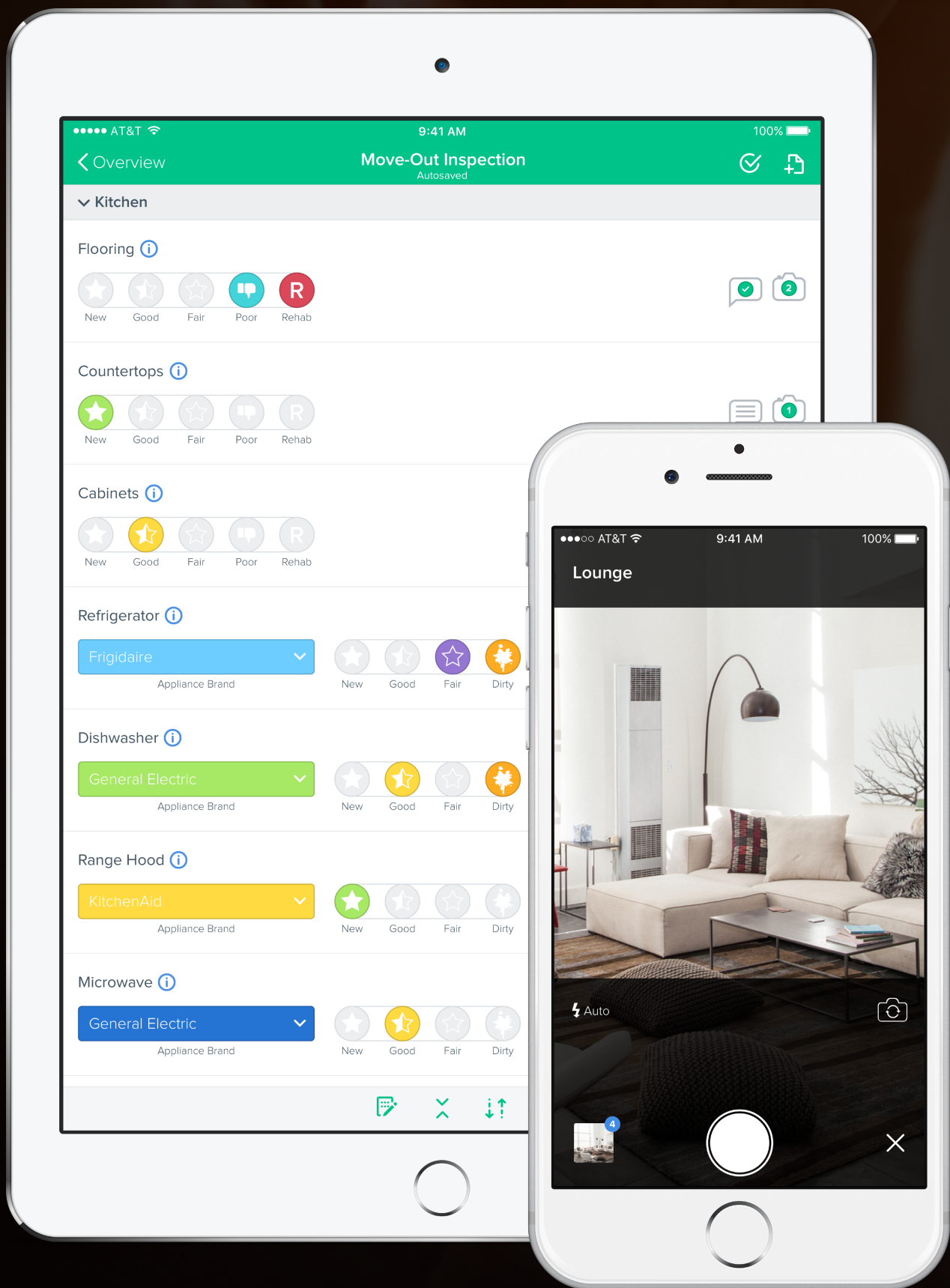
**\$1.80/UNIT/MO** LEGAL AVOIDANCE

**\$0.08/UNIT/MO** PAPER SAVINGS





# HAPPY INSPECTOR



Fully Customizable



Support 40+ Processes



On-the-Fly Form Editing



Inline Photos & Comments



Required Fields

# Software for Acquisitions

# **Buying a property is stressful!**

Very tight time pressure

Illegible handwriting

No photos

Lack of accurate data to make decisions





# Use an intuitive product suite!

**Collingwood**

Search Leases

405 Total Leases

305 Incomplete 100 Completed

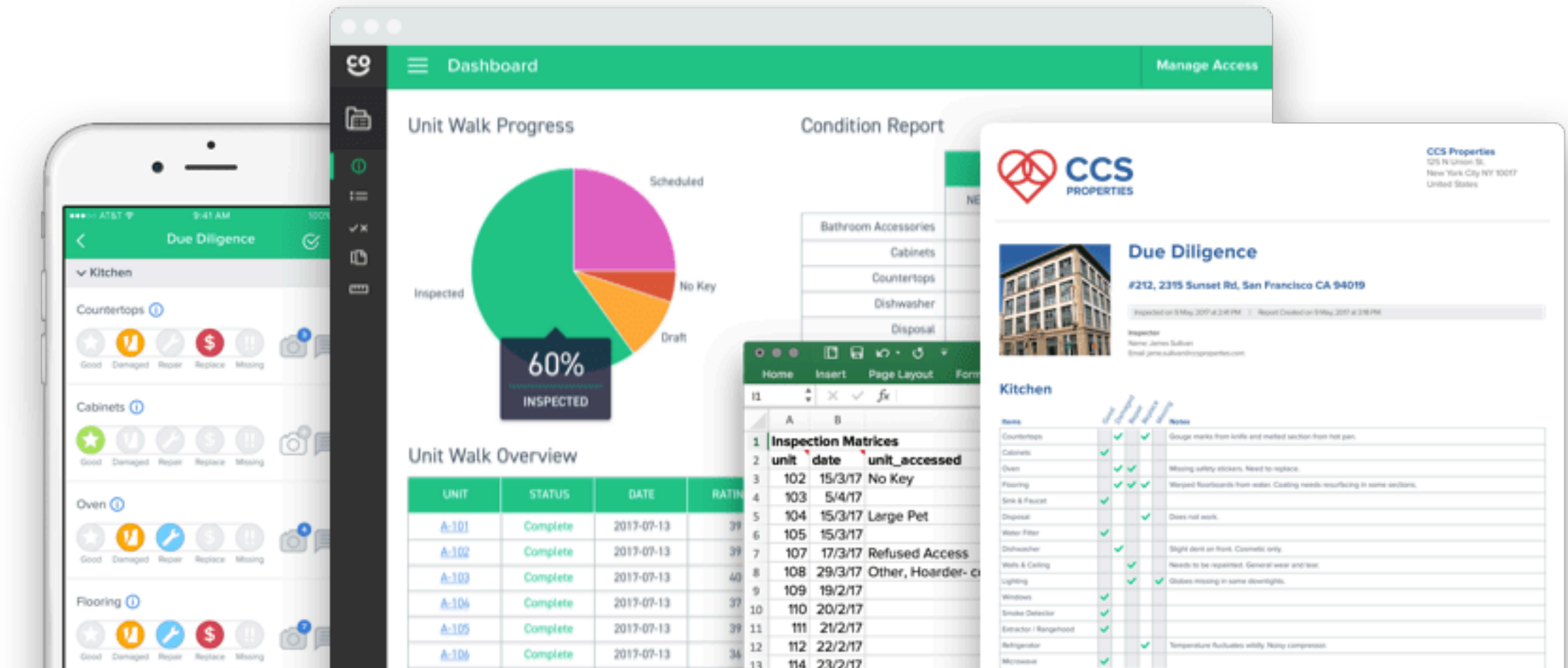
Unit ↓

- Unit 101
- Unit 102
- Unit 103
- Unit 104
- Unit 105
- Unit 106

	A	B	C	
1	<b>Units</b>	<b>Rent Roll</b>	<b>Floor Plan</b>	<b>Lease Floor</b>
2	101	1x1		1x1
3	102	2x1		2x1
4	103	2x2		2x2
5	104	3x2		3x2
6	105	1x1		1x1
7	106	1x1		1x1
8	107	2x1		2x1
9	108	2x2		2x2
10	109	3x2		3x2
11	110	1x1		1x1
12	201	2x1		2x1
13	202	2x2		2x2
14	203	3x2		3x2
15	204	Studio		Studio

**CCS PROPERTIES**

## LEASE FILE AUDIT REPORT




## Faster Walks. Better Budgeting. Increased ROI.

Speed up Due Diligence walks with inline photos and customized forms. Reduce training!


Produce highly accurate renovation budgets, even for properties in varying condition

Lower bids and smooth negotiations with sellers with automated unit reporting

# Due Diligence Report




HappyPMC  
Due Diligence Report



APARTMENTX

www.happy.co



## Summary

**Dear Derek:**

ApartmentX provides a unique opportunity for XYX to enter into one of the stronger growth sub-markets within the greater Phoenix metro. It is strategically located minutes away from major employer groups such as the Airforce Base, Amazing Community College, and Mc Lane World Center. ApartmentX is also surrounded with a wealth of infrastructure including major freeway access, dining and shopping centers, and world class golf courses within minutes of your resident's front door. In addition, the volume of large corporate businesses allow opportunity for favorable occupancy and revenue growth.

At the time of due diligence, ApartmentX was 95% occupied. Built in 1987 this 2-story community has a unit mix of one bedrooms, two bedrooms, and 3 bedrooms with both classic and renovated units. A total parking capacity of 541 total spaces also provides a very comfortable 1.7 parking ratio along with significant revenue generator ith detached garages.

The common area amenities stand-alone against our competitors. Included is a large resort style pool and spa area, playground, business center, fitness room, and outdoor BBQ's with ramada picnic areas.

The interiors offer a wide range of benefits to current and prospective residents. Hard faux wood flooring throughout the ground floor renovated units, floor to ceiling sliding glass doors, fireplaces, ceiling fans, select floor plans with vaulted ceilings, full size washer and dryers, ceilings, and large patios and balconies for taking advantage of outdoor living in the beautiful Arizona climate.

Respectfully,

*Jameson Ramseyer*

**Jameson Ramseyer**  
Director of Property Services  
HappyPMC

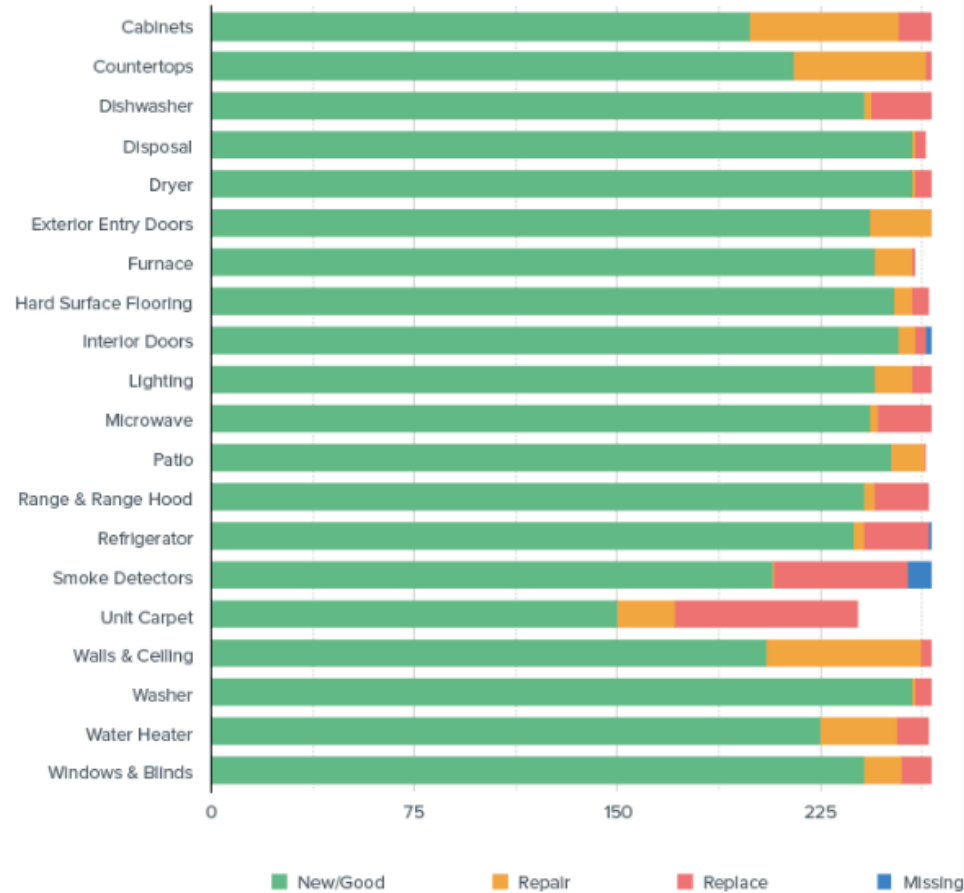
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HappyPMC Corp. 3

# Due Diligence Report

## Rating/Item Summary

Summary by Quantity Count

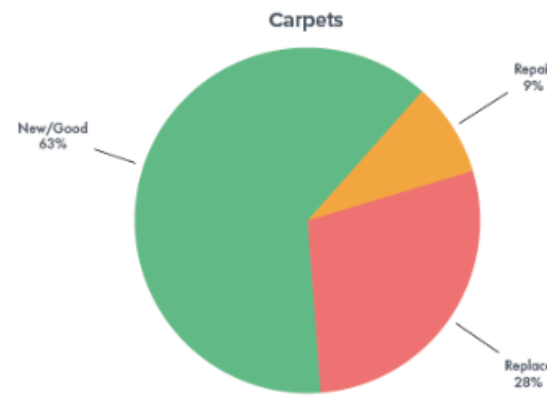


HappyPMC

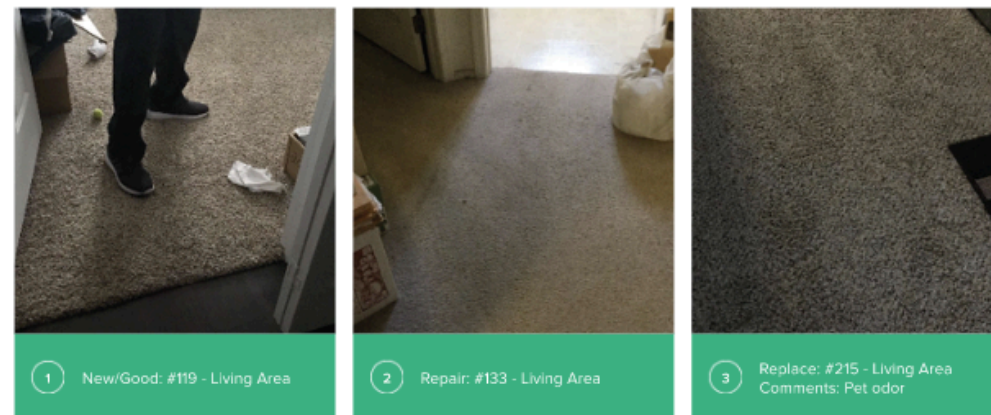
## Carpets

Carpets

Rating	Count
New/Good	150
Repair	21
Replace	68



Example photos



1 New/Good: #119 - Living Area

2 Repair: #133 - Living Area

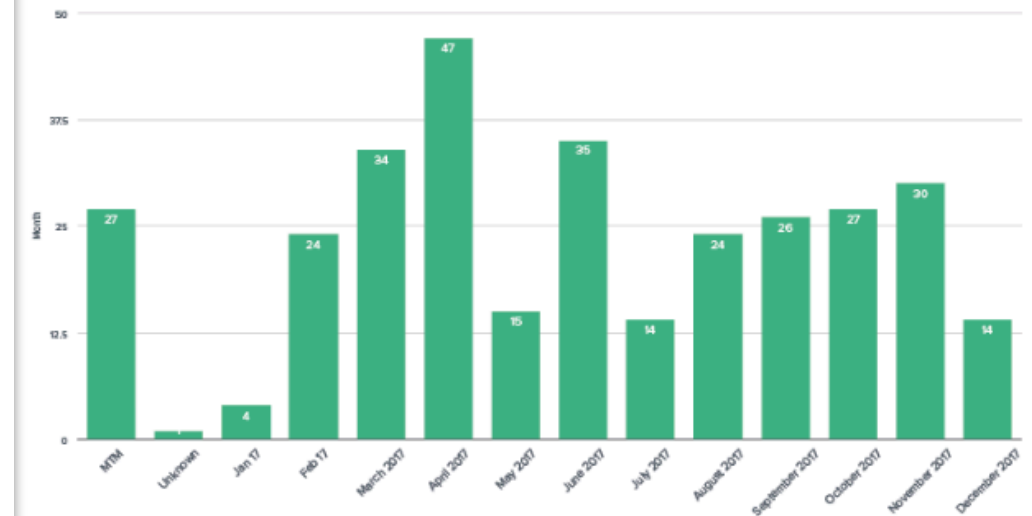
3 Replace: #215 - Living Area  
Comments: Pet odor

HappyPMC Corp. 7

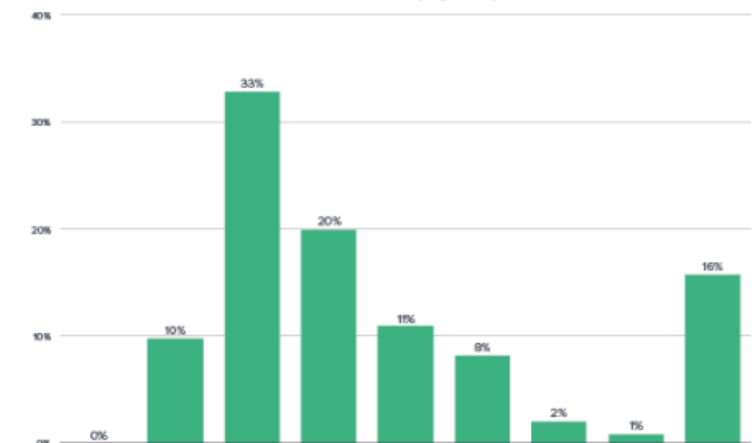
## Market Survey

## Lease File Audit

Lease Expirations



% of Residents by Age Group



# Due Diligence Unit Walks Inspections



*"Due Diligence inspections now take us only half as long and provide far more accurate data, showing every unit's condition with photos. HappyCo's Due Diligence Module is especially effective when a property has units with varying levels of interior renovation, allowing you to budget from an accurate starting point."*

DARREN EVERETT • PRESIDENT AT BLDG MANAGEMENT

**\*NEW\***

# Full Service Unit Walk



# Full Service Unit Walk

**We do the unit walk for you!**

Get experienced multifamily maintenance technicians around the country to perform the unit walks for your next deal.

Per unit cost with minimum fee.

If you are interested, send me an email: [jindou@happy.co](mailto:jindou@happy.co)



**There's a way to do it  
better - find it.**

Thomas A. Edison



# Thank you!

