

2020 PARTNER MARKETING & SALES ENABLEMENT

MARKETING

Get in front of MRI clients

PARTNER WEBINARS

Popular & Successful Channel for Reaching MRI Clients



Strategy

- Focus on thought leadership vs. product demos
- Relevant to clients and prospects
- Highlight the value of the Partner Connect Program and benefit of leveraging ecosystem

Content

- Partner presents, MRI introduces
- Consider partnering with other Partners
- Client participation or other marketing activities parlayed into webinar (i.e. blog post, case study, etc.)

What's Needed

- Partner creates registration page & hosts on their platform of choice
- Allow 6-8 weeks for proper promotion



HINT: Remember – you are competing for audience’s attention
The more segmented your target, the more MRI can support with promotion

MRI BLOG

Take Advantage of MRI's Digital Growth



Goals

- Provide clients & prospects with relevant, timely content
- Enhance SEO to drive web traffic

Components Needed

- Minimum of 600 words
- Focused on one subject
- Thought leadership focused, not Sales
- We may edit/optimize your content



30,000+ UNIQUE page views in 2019!

Timeline

- Discuss topic/timing of intended post with MRI at least 4 weeks prior to intended publication



HINTS: Collaborate with MRI on targeted keywords to drive SEO strategy. Links to other related content (including your site).

JOINT CASE STUDIES



HINT: MRI wants to rebrand your client's success stories

BUILDING SUCCESS: A REAL ESTATE PODCAST



Positioning MRI & Partners as thought leaders in the industry



Covers all areas of Real Estate World: Industry Trends, Technology Advancements, and Regulation Updates



Excellent Opportunity for exposure to our client/prospect base



Widely Promoted:

- Distributed to iTunes and all other major podcast outlets
- Promoted through MRI website, social media, & newsletters



HINT:
Compelling storytelling is key to success
Think independent of MRI



10,000+ listens on 30 episodes for 2019 via YouTube, SoundCloud

Interested? Email Carly.Penna@mrisoftware.com

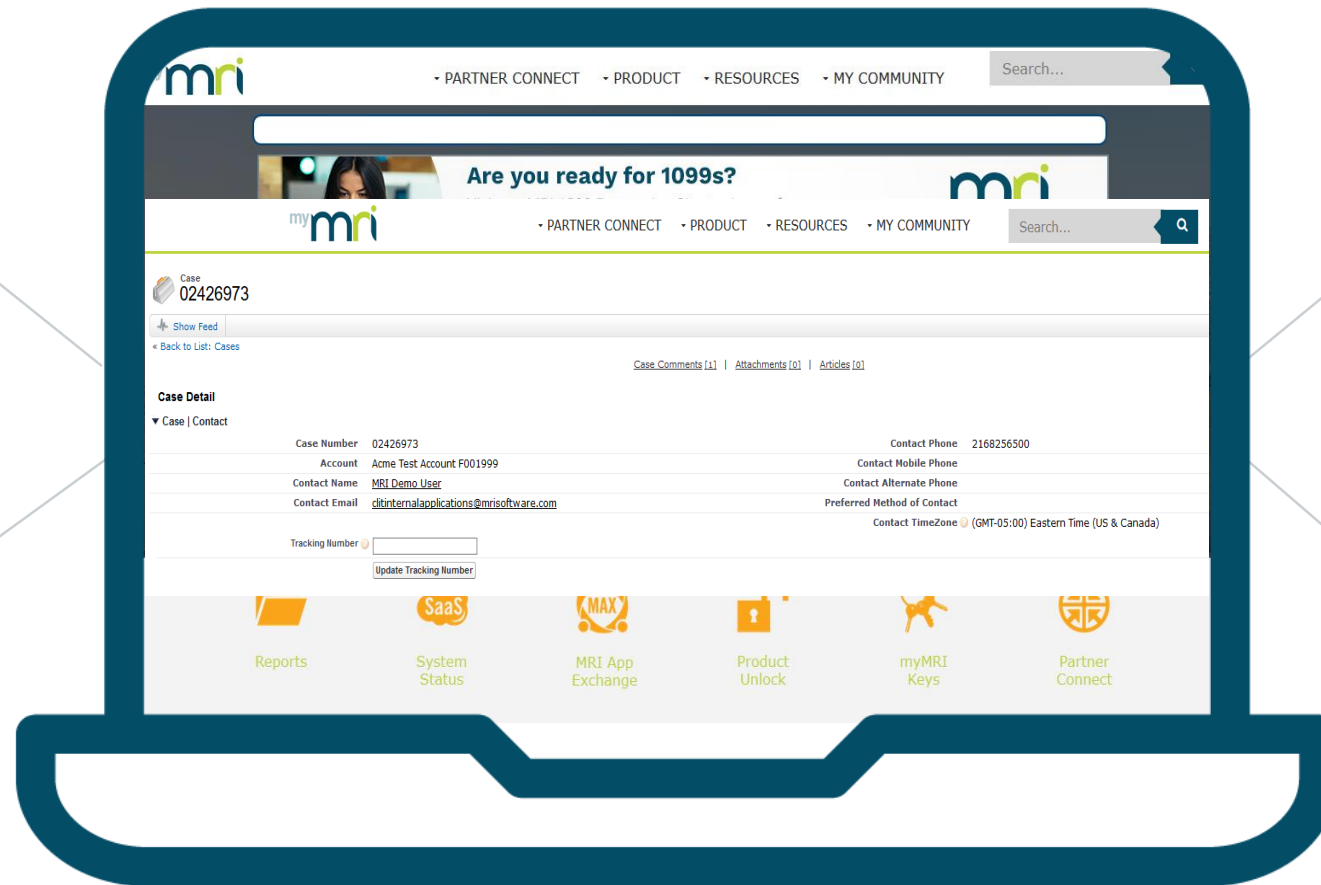
MYMRI HOMEPAGE BANNER

Lock in your advertisement [here!](#)



Banner ads
(placed on
main landing
page of myMRI
Client Portal)

Partner
Spotlight
on landing
page



Banner ad
case detail
page

Quarterly
commitment
option for
bundled pricing
for annual
commitment



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MYMRI FLIX VIDEOS

Partner Ads in the following:

- By Product Family
 - Core MRI
 - Workspeed
 - Market Connect
 - JobCost
- Bookends of MRIFLIX support videos

Monthly commitment required

Articles

MRI FLIX

Product Application

All Article Types

Reset

Articles

Sort by: Relevance

- [Featuring MRIFLIX Video] [MRI Security Manager for MRI SaaS Admins](#) [Featuring MRIFLIX Video] This article describes the features of MRI SaaS Security Manager, and gives links to further documentation and the login page. 000004730 • MRI Property Mgmt • Last Published 7/29/2016
- [Featuring MRIFLIX Video] [How to Download and Install Citrix Receiver for MRI SaaS](#) [Featuring MRIFLIX Video] How to Download and Install Citrix Receiver for MRI SaaS 000004725 • MRI Property Mgmt • Last Published 5/21/2018
- [Featuring MRIFLIX Video] [Re-opening Bank Reconciliation](#) [Featuring MRIFLIX Video] This article will explain how and when to re-open a bank reconciliation 000004720 • MRI Property Mgmt • Last Published 7/29/2016
- [Featuring MRIFLIX Video] [How to Email and Schedule Reports in MRI Property Management](#) This provide a step by step guide on how to email and schedule reports within MRI Property Management. 000005170 • MRI Property Mgmt • Last Published 7/14/2017
- [Featuring MRIFLIX Video] [GL Out of Balance](#) [Featuring MRIFLIX Video] Steps for correcting General Ledger out-of-balance conditions. 000004727 • MRI Property Mgmt • Last Published 7/29/2016
- [Featuring MRIFLIX Video] [1099 Processing](#) [Featuring MRIFLIX Video] How to process 1099s within MRI Property Management 000004996 • MRI Property Mgmt • Last Published 12/28/2016
- [Featuring MRIFLIX Video] [Using the Lease Administration Tool to Renew a Tenant](#) [Featuring MRIFLIX Video] Using the Lease Administration Tool to Renew a Tenant 000001627 • MRI Property Mgmt • Last Published 6/9/2011
- [Featuring MRIFLIX Video] [MRI Property Management How to Save and Create Report Styles when Running Reports](#) [Featuring MRIFLIX Video] How to save and create Report Styles when running reports in MRI Property Management. 000001753 • MRI Property Mgmt • Last Published 10/24/2017
- [Featuring MRIFLIX Video] [1099 Setup Overview](#) [Featuring MRIFLIX Video] An overview of required and optional setup for both paper and electronic 1099 processing. 000004991 • MRI Property Mgmt • Last Published 12/28/2016
- [Featuring MRIFLIX Video] [Setup and Review of Financial Formats](#) [Featuring MRIFLIX Video] Setup and Review of Financial Formats 000004721 • MRI Property Mgmt • Last Published 7/29/2016

PHONE HOLD RECORDING

Lock in your Partner Advertisement [here!](#)

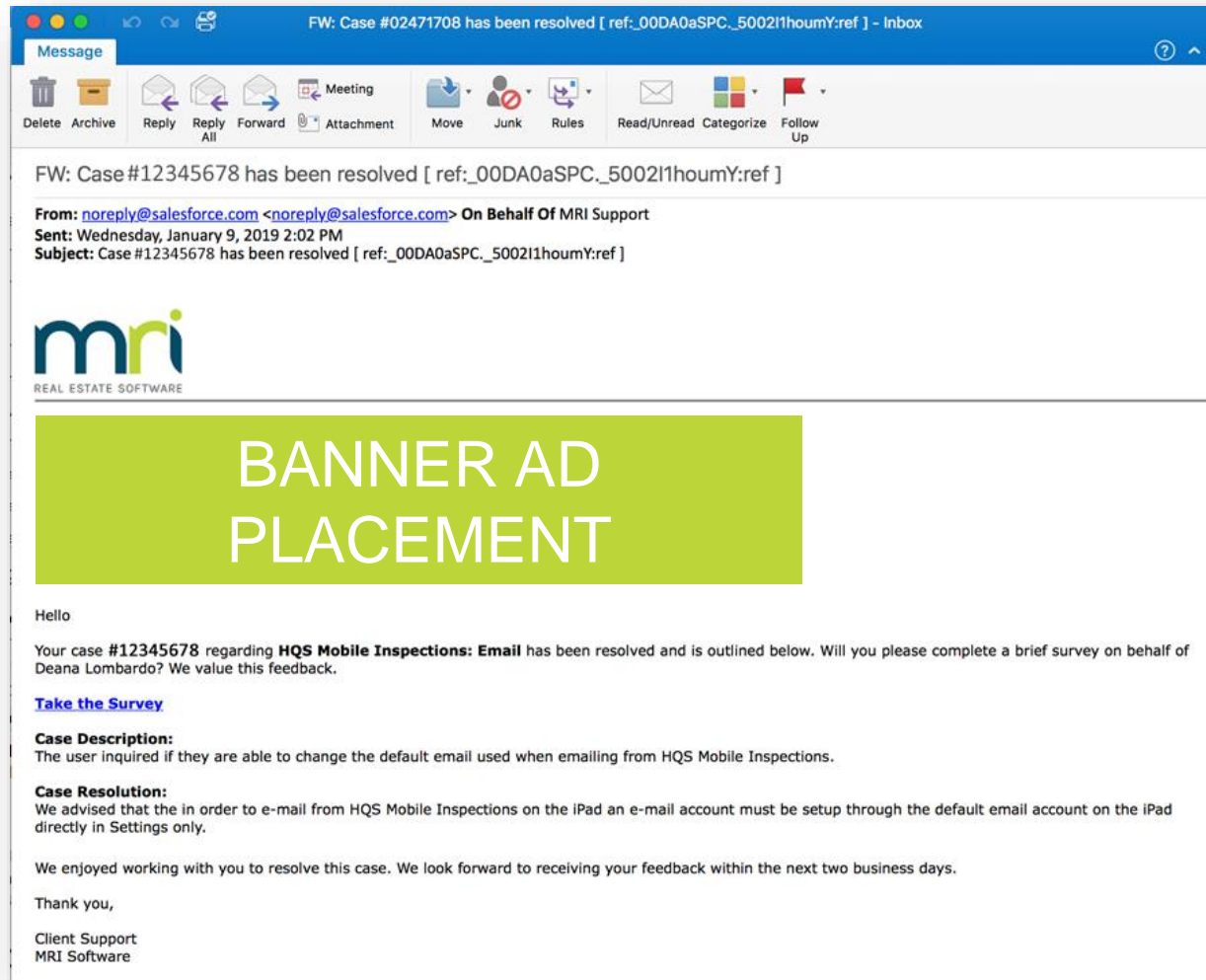
Product Solutions:

- MRI PM
 - Affordable Housing Bostonpost
 - Workspeed
 - Market Connect
 - Callmax
 - Resident Check
 - Public Housing (HAB currently)
- Monthly commitment required
 - Based on sub-vectors (certain groupings of assets)
 - Based on Region (MRI PM Only) – NA, UK, ANZ, HK/Singapore, Japan, and Malaysia



MRI CASE EMAILS

Lock in your advertisement [here!](#)



Banner ads placed on open and close emails from case management system

- Controlled between open/close
- Based on:
 - Product family
 - Asset
 - Geographic region
- Monthly commitment required

JOINT EVENTS

Leverage MRI/Partner client base

- Joint speaking opportunities
- Collaborate on co-marketing efforts
- Other event ideas?
 - Email Carly Penna
(Carly.Penna@mrisoftware.com)
 - Allow 6-8 weeks for planning/execution of event



GET CERTIFIED

Stay Certified



Product Partner

- Our Product Partner Certification Program enhances your knowledge of the integration process, acquaints you with MRI Software's Platform X, and enables a strong foundation for a successful mutual integration.
- What makes you certified?
 - Integrations guide
 - Tested and fully developed **scalable** integration
 - Completed technical review
 - Recorded demo



Service Partner

- The Service Partner Certification Program is designed to validate and demonstrate an individual's proficiency in MRI's solutions and technology, to successfully implement, consult, and train our clients.
- Become an MRI Certified Professional (MCP) by passing a master certification assessment at 85% or higher
 - Technical
 - MRI Financials (AP/GL)
 - Commercial Management (CM)
 - Residential Management (RM)
 - Domain endorsements also available



GET NOTICED

Generate Leads

- Allow MRI clients and prospects to view 30 seconds of our integration
- Highlight how your solution enables them to run their business better
- Showcase the money savings they can realize by your solution with their MRI instance
- Make it an easy decision for them to request more information

The screenshot shows the top navigation bar with logos for ENGRAIN, Enterprise Risk Control (MRI Certified Products Partner), Premium, and Experian. The main content area features the heading "Enterprise Risk Control". Below this, it lists "Related Products: Accounts Payable, Commercial Suite, General Ledger, Residential Management" and "Regions: US". A paragraph describes the platform as a technologically advanced, streamlined, and user-friendly Vendor Compliance and Tenant Compliance Platform. A green-bordered button labeled "Explore the Integration >" is highlighted, with a link below it that says "View Enterprise Risk Control Website >".

The banner features the MRI logo (REAL ESTATE SOFTWARE) on the left and a photograph of modern city buildings on the right. The text in the center reads "Enterprise Risk Control-MRI Software Integration Demo".

The screenshot shows a lead capture form with a blue header that says "Interested in more information?". The form includes fields for "First Name" (filled with "Madalyn"), "Last Name" (filled with "McIntyre"), "Company" (filled with "MRI Software"), and "Email" (filled with "madalyn.mcintyre@mrisoftware.com"). There is also a "Comments" field. Above the form, there are logos for MRI Partner Connect and Enterprise Risk Control, and a "Watch the demo" button. Below the form, a video player is visible with the title "Partner Integration Video - Enterprise Risk Control - March 2019" and "from MRI Software". The video player shows a dashboard with various charts and graphs.

2020 EVENTS CALENDAR HIGHLIGHTS



Engaging Prospects, Clients, Pipeline, and Partners at Industry and Hosted Events

Q1	Q2	Q3 & Q4
NMHC Annual Meeting	Chicago Apartment Assc	NAHRO – National
Bell Partners	Harbor Group	CoreNet Global Summit
Greystar	Village Green	MRI Ascend – San Diego
MRI Ascend - London	Atlanta Apartment Assc	Realcomm CIO Forum - Chicago
Nan McKay Housing Conference	MRI Ascend - Sydney	Realcomm CoreTech
IRHS	ICSC	NMHC OpTech
Venterra	Realcomm CIO Forum - NYC	
Pegasus	AdHoc	
NCREIF	Realcomm IBCon	
Hawthorne	MRI Ascend – South Africa	
	NAA	
	BOMA	

MRI ASCEND

Engage with Prospects Throughout the Buyer's Journey



mri
ascend

The background of the banner features a dark blue field with a repeating pattern of light blue wavy lines. On the right side, there is a stylized, semi-transparent aerial view of a city grid in shades of blue and green. The MRI Ascend logo is overlaid on the left side of this banner.

2020 LOCATIONS

London
Sydney
Johannesburg
San Diego

- Premier event to engage with Prospects, Clients, and Pipeline

- Event growing in size & engagement

SALES ENABLEMENT

Get in front of MRI reps

EQUIP MRI SALES TO BE YOUR ADVOCATES



Data Sheets

- Provide overview of MRI and partner integration
- Highlight key product features
- Provide business benefits
- Equips MRI and Partner Sales team with product offerings



Sales Deck

- 2-3 slides on your integration or services and how it fits into the MRI Software family



FAQ

- Bulleted outline of product integration or set of services provided
- Easily digestible format for MRI Sales team



Integration Video

- Product Partners will have the opportunity, as part of the certification process, to record a demo of the integration to be used on the MRI website

GET IN FRONT OF SALES

They want to know who you are



Office Hours

Virtually present to the Global Sales team during monthly Office Hours (MRI hosted)

Highlight key differentiators

Demo integration



Virtual Demos

Demo integration to MRI Sales

Enable them to intelligently speak to



MRI Office Visit

Visit Global HQ in Cleveland

Meet with various teams to strengthen relationships across business

QUESTIONS?

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