

2018 PARTNER MARKETING OPPORTUNITIES

Devin Sheppard, Partner Marketing Manager

BETTER TOGETHER IN 2018



Partner
Webinars

Podcasts

Partner Sales
Enablement



Joint Events

Blogs

IUC

PARTNER WEBINARS

MRI hosted and Partner hosted

- Content
 - Thought leadership focused
 - Relevant to clients and prospects
 - Highlight the value of the Partner Connect Program
- Structure
 - Target clients and prospects
 - Partner speaks, MRI moderates
 - Client case study strongly encouraged
- Timing
 - Allow 6-8 weeks before webinar is scheduled



SALES ENABLEMENT

Equip MRI Sales to be your advocates

- Data Sheets
 - Provide overview of MRI and partner product
 - Highlight key product features
 - Provide business benefits
 - Equips MRI and Partner Sales team with product offerings
- Sales Deck
 - 2-3 slides on your solution and how it fits into the MRI Software family





Residential Suite
Inspections
Powered by HappyCo

Transform your inspection process and improve quality standards

Solution Overview

MRI Software's newest embedded solution, MRI Inspections Powered by HappyCo, offers real-time intelligence to reduce cost, optimize turn, and drive quality assurance across your entire portfolio.

Through integration with MRI Residential Management, property operators can optimize unit turns, standardize inspections across properties, and remotely monitor operations in real time.

Key Features

- 100% offline inspections with online sync and automatic backup on native mobile iOS and Android apps
- Move-in, move-out, and transfer inspections are automatically scheduled
- Take photos, record comments and mark ratings on each inspection
- Customize forms to suit your organization's workflows and floorplans
- Aggregate and share data collected across the portfolio
- Remotely manage property inspections and workforce operations

Business Benefits

- Save time and reduce errors through automatic inspections scheduling via MRI Residential Management integration
- Improve operations and increase ROI with fewer resident disputes, faster response times, and improved labor efficiencies
- Protect against legal disputes with rock solid documentation, including photos and digital signatures
- Gain 360° visibility into operations with real-time access to inspections and reports

Operations Improvements with Automated Inspections

9% Increase in damage charges for move-outs	25-50k Annual labor hour reduction	50% Fewer resident disputes
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BLOG POSTS

Strategic Positioning

- 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
 - Links to other related content
 - We may edit/optimize your content
- Timeline
 - Discuss topic/timing of intended post at least 20 days prior



Post | September 27, 2017 | MRI

The Benefits of Reporting Rent Payments for Property Management Companies

[SUBSCRIBE TO OUR BLOG →](#)

This is a guest blog from our partner, TransUnion.

Did you know 51% of surveyed renters would be more likely to choose a property that reports rent payments to the credit bureaus? This information is based on an October 2014 TransUnion survey which includes 1,001 responses from 18–64-year-old, U.S. consumers currently renting a home or apartment. Property management companies that offer rent payment reporting could gain a competitive advantage attracting more qualified, credit-conscious applicants.

An illustration on the right side of the blog post preview shows a hand dropping a gold coin with a dollar sign into a piggy bank. The piggy bank is shaped like a house with a red roof, white walls, and blue windows.

MRI REAL ESTATE PODCAST – COMING SOON

Positioning ourselves as thought leaders in the industry

- Scheduled for Q1 Release
- Podcast to cover all areas of Real Estate World: Industry Trends, Technology Advancements, Regulation Updates
- Excellent Opportunity for exposure to our client/prospect base
- Logistics:
 - Podcasts created through MRI Marketing team, to be distributed to iTunes and all major podcast applications/outlets
 - Will be promoted through MRI: on our website, social media, and with our PR Agency
 - If Interested please reach out to Devin.Sheppard@mrisoftware.com to schedule a meeting with Nicholas Frank (Manager, Creative Marketing)



PARTNER NEWSLETTER

Quarterly Update

- Quarterly update to partners
 - We heard your feedback
 - What's new with MRI
 - Where we are focused in the next quarter
 - Partner Connect Program Successes
- What we need from partners?
 - News and updates
 - Success stories with MRI
 - Sales plays or wins in the quarter
 - Share our 'Better Together' story with your peers
- What would you like to see?



The newsletter cover features the MRI logo (REAL ESTATE SOFTWARE) and the title "QUARTERLY Partner Newsletter". Below the title is a photograph of three women in business attire walking down a modern staircase. The main content area is titled "PARTNER CONNECT PROGRAM STATS" and contains four circular statistics:

Stat	Value
Partner in Program	115 +
Internal MRI Resources	22
Clients Connected to API's	210
Live API's in November	343



Upcoming Partner Events

Event	Date	Location
 Partner Connect Summit	January 16	W Midtown Atlanta
 MRI Global Sales Kickoff	January 17-19	W Midtown Atlanta
 MRI Software Partner Connect Training*		

Partner Connect Summit
The Annual MRI Software [Partner Connect Summit](#) will be held on January 16th, in Atlanta, Georgia! We invite you to attend this day long Summit, learning what's on the horizon for 2018 and engage in discussions with Senior leaders from MRI.

MRI Global Sales Kickoff
MRI is gathering its Global Sales team together in Atlanta, GA for our annual Sales Kickoff event, January 17-19. This year we are offering exclusive sponsorship opportunities to partners this year to get in front of our team. [Reserve your spot today!](#)

MRI Software Partner Connect Training*
MRI offers specific Product and Service training for our partners. We cover Product related topics and enable your organization to better understand the MRI offering. To sign up for training, or for training requests, please [email our team!](#)

*Recorded trainings and materials are not to be shared, shown, or distributed to clients. If a client needs a demo, please contact a sales rep to coordinate.

CASE STUDIES

Client Success Stories

- Joint client success stories
 - Client name
 - Business challenge
 - Solution- how did MRI and the partner solve the problem?
 - Solutions impact
- Have a potential case study? Email Devin Sheppard (devin.Sheppard@mrisoftware.com)





REAL ESTATE SOFTWARE

Case Study

Derwent London plc increases agility with MRI Investment Modeling

DERWENT LONDON

As a real estate investment trust (REIT) in the UK, Derwent London plc owns and manages a £5 billion portfolio comprising 6 million square feet. Primarily located in London's West End, the portfolio includes approximately 100 properties and 900 units with a mix of tenants across different industries. The company is listed on the London Stock Exchange and is a member of the FTSE 250.

Business Challenge

As a result of a merger in 2007 between Derwent Valley Holdings plc and London Merchant Securities plc to form Derwent London plc, the company's portfolio doubled overnight. The previous analytical tools were no longer sufficient to support the larger-sized portfolio. Derwent London was using two different systems to analyse the portfolio and to carry out financial forecasts with no direct integration with the accounting system, which led to inefficient flow of data and restricted analytical ability. In addition, there was a requirement to be able to model the impact of multiple scenarios in a timelier manner. Derwent London saw this as an opportunity to review the reporting and asset management tools within the organisation with the aim of achieving further efficiencies and improvements in analytical capabilities.

Business Impact

Derwent London uses Investment Modeling to support its annual budgeting cycle and five-year strategic plan and to help make decisions that shape the future of its investments.

Improved data quality and efficiency
With forecast versus actual data in one system and all users working off the same database, Derwent London can generate reliable reports and model the impact of scenarios accurately and efficiently.

Flexibility
Users can create reports without requiring assistance from MRI Software, allowing them to be self-sufficient and adapt the firm's reporting requirements to market trends.

Increased scenario modelling
Derwent London uses Investment Modeling to calculate and publish scenarios typically within a few hours, which previously took several days. This enables the firm to consider the impact of more scenarios and make more informed decisions.

Solution

Derwent London replaced two of its systems with Investment Modeling from MRI Software. The solution is the firm's core system, which provides a central database of the portfolio and is used for asset management, annual budgeting, quarterly forecasting, modelling the financial impact of various scenarios, biannual reporting, and analysing the portfolio.

“MRI's Investment Modeling gives us the speed and agility to run multiple scenarios quickly and make informed decisions faster.”
Jennifer Whybrow, Head of Financial Planning & Analysis, Derwent London plc

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2018 EVENTS CALENDAR



January

- NMHC Annual Meeting
- MidPen Leadership Show

February

- IRHS
- CAA Business Exchange
- Ventura Leadership Conf

March

- NMFT

April

- Fogelman Leader Conf
- AAGO
- Texas Apt. Association

May

- Pinnacle Leader Conf
- HGCLC
- Atlanta Apt. Association
- ICSC

June

- NAA
- Realcomm
- BOMA

September

- RealComm CIO Forum

October

- Florida Apt. Association
- RealComm CIO Forum
- MRI IUC (14-17)

November

- RealComm CIO Forum
- AHF Live
- NMHC
- IUC EMEA
- IUC APAC

JOINT EVENTS

Leverage MRI/Partner client base

- Joint speaking opportunities
- Dual booth presence
 - Partner demo area
- Collaborate on co-marketing efforts
- Other event ideas?
 - Email Devin Sheppard (devin.Sheppard@mrisoftware.com)
 - Allow 6-8 weeks for planning/execution of event



QUESTIONS?

Email Devin Sheppard, Partner Marketing
Manager (devin.sheppard@mrisoftware.com)
