

# MasterCard Property Management Program

Benefits for you and your customers



The MasterCard Property Management Program is a unique initiative that makes it more beneficial than ever for your company to accept MasterCard cards as a payment option for your customers.

This program features a very favorable interchange rate\*—introduced specifically for the Property Management industry for qualifying one-time and recurring U.S. consumer credit MasterCard® cards, World MasterCard® cards, and Debit MasterCard® card transactions.

The benefits don't end there, however.

## MasterCard acceptance: advantages for your company and your customers

Accepting MasterCard credit and debit cards for rent payment can help you increase efficiency and reduce costs associated with billing.

And, because consumers increasingly prefer electronic payment options†, making a card

payment option available could help you build customer satisfaction and loyalty and attract new customers.

Ultimately, MasterCard acceptance benefits your customers as well, which is why they're likely to appreciate having it as a payment option.

### Benefits of MasterCard Acceptance...

#### To Your Company

- Greater customer satisfaction
- Reduced labor costs or shift to new business development efforts
- Ability to close new leases faster
- Reduced payment float
- Reduced delinquencies
- Ability to offer a convenient recurring payments option
- Enhanced security of collections

#### To Your Customers

- Additional payment choices
- Enhanced convenience and control—no checks to write or take to the office
- Opportunity to earn rewards in eligible loyalty programs for customers with rewards cards

\*Effective April 4, 2008

†2005/2006 Study of Consumer Payment Preferences conducted by the American Bankers Association and Dove Consulting, and sponsored in part by MasterCard Worldwide.



## How MasterCard can help you promote card acceptance

Marketing support is available for participating property management companies, to assist you in promoting card acceptance and recurring payments. MasterCard can provide promotional assistance in many ways, such as

- Promotional collateral for your property
- Telephone “on hold” message scripts
- Web banner creative
- Cross-promotion of online customer portal services
- Marketing programs and MasterCard Sponsorship assets

In addition, we can provide you with Customer Service Training Tips to help your company promote and explain card acceptance and recurring payments to your customers.

## Program eligibility and requirements

The MasterCard Property Management Program is open to companies whose primary business is the rental and management of residential and commercial properties, such as real estate agents, brokers, managers, and apartment services.

As a participant in the program, your company must also meet these additional requirements:

- Accept MasterCard cards as payment in all channels in which you accept credit and debit cards
- Promote your acceptance of MasterCard cards in your customer communications as prominently and as frequently as you do other payment methods/brands

- Comply with all MasterCard rules, including those that apply to charges to cardholders. For complete rules, please visit [mastercardmerchant.com](http://mastercardmerchant.com).

## How to get started

It's easy to begin accepting MasterCard cards.

Your first step is to obtain an “acquirer,” which is simply a financial institution that is a licensed MasterCard member providing services, such as card payment processing, hardware and software, and monthly statements.

To register to receive referrals to acquirers that can help you begin accepting payment cards, please visit [mastercardmerchant.com](http://mastercardmerchant.com).

## Learn More Today

To learn more about the MasterCard Property Management Program and how to begin accepting MasterCard cards for payment, please speak with your acquirer, visit [mastercardmerchant.com](http://mastercardmerchant.com), or contact us directly at [property\\_management@mastercard.com](mailto:property_management@mastercard.com)