

Brand Team Update

SmartRent
Enablement

Sales Playbook

2022 v1.1

03

What is a Sales Playbook?

It's how we sell - both the process and science

It's both strategic and tactical

It's a guide to becoming a top seller

It's an in-depth, repeatable process that breaks down how we sell to help you win bigger deals, faster.

The SmartRent sales process is much like building a house. It's not just about laying the foundation and putting up a few walls. It's about being strategic in the foundation we lay, as well as tactical in our approach. Our sales process will help you build the right foundation, with the right leads to create a strong relationship we can build on throughout the sales process.

This playbook will serve as a guide to help you become a top seller.

As you move through it you'll find:

- Best practices to use throughout the sales process
- Our science and methodology - this is key to becoming a top seller

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What Will I Learn?

A repeatable sales process

This playbook will teach you a repeatable process that can be applied to every sale you come across. You'll have a firm understanding of how to sell, who we sell to, and resources you can always keep in your back pocket.

Here's a sneak peek of what to expect:

- What you should be doing during the sales process and how you should be doing it
- How to decipher when you're ready for the next stage (exit criteria)
- Consistent terminology
- Forecasting accuracy
- How to easily surface bottlenecks and solve them

Know your audience

You can't talk to a plumber about carpentry because their expertise doesn't lie in woodwork. Similarly, a VP of marketing has a different skill set and concerns than a property manager does. Knowing your audience will help you curate the right approach, conversation, and strategy that leads you to that final win.

Understanding who we sell to:

- What do different stakeholders care about?
- What are their challenges, goals, and objections?
- What solutions do we have that can help alleviate their pain points?

018

Negotiation

It's time for the walk through

You've presented a detailed proposal with all the technical specs provided and now the prospect is ready to talk numbers. This means it's time to start negotiating on all aspects of the deal and putting our best foot forward.

Methodology - the how

Everyone's negotiation style is different, as are the requests from each prospect. Each manager can determine the best negotiation style per prospect, but we have put together a few 'levers' to help you secure the best rate.

What's a lever?

Levers are different tools we can use to negotiate. These pertain to different areas of the business that can be bundled into the agreement. The more 'levers' you 'pull,' the better rate you can secure for your prospect.

What are the goals here?

We're almost ready to hand over the keys but need to agree on a few items beforehand. So the goal here is really quite simple - come to an agreement for all aspects of the proposal to move forward with a contract.

Exit Criteria - ready to move forward?

If you can check off the following boxes you're ready to start preparing for closing day (the contract).

- All pricing has been agreed upon by all parties
- The prospect has said they're ready for a contract

The more 'levers' you can pull, the better rate we can provide.

To stay on track with our estimated closing date, negotiation should last no more than two weeks.

022

SmartRent Personas

Who do we sell to?

Understanding who we sell to, is just as important as what we sell. Each stakeholder has different needs our solutions can help them meet, and different concerns related to each product.

Although our solutions don't change, how we speak about each solution will. For that reason, we've put together different personas for each vertical to help you understand the nuances associated with each.

Cast of characters

Multifamily

Single Family Rental (SFR)/Build-to-Rent (BTR)

023

Student Housing

Production Home Builder

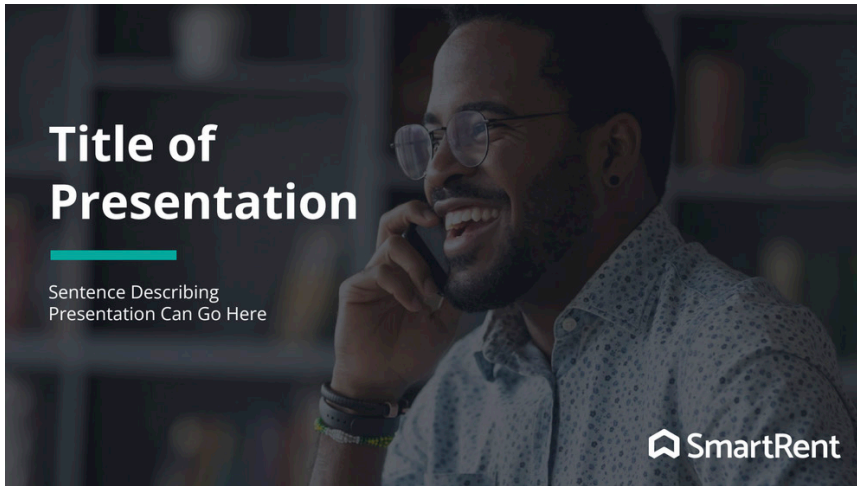
Get to know each of our personas! We've put them all in one spot to help you navigate.

How to use our persona docs

We have four different persona documents, one for each of our verticals.

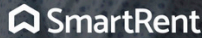
- Start by locating each persona doc in this folder.
- Make sure you're looking at the document applicable to your prospect and their vertical. For instance, are you contacting a Build-to-Rent Property Manager, or a Student Housing CTO?
- Once you've found the right persona, read through their slide. Get to know their challenges, common objections, and how we can best help them.
- Learn the marketing pitch, practice it a little, and then use it on your target!





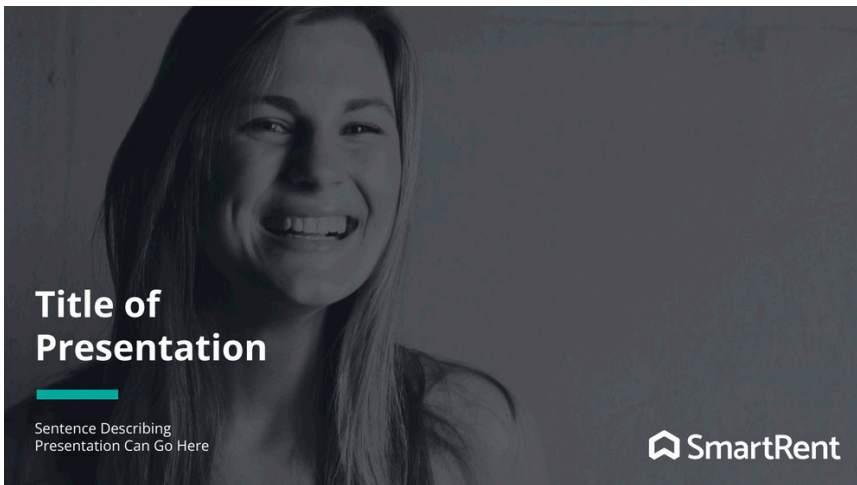
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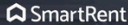
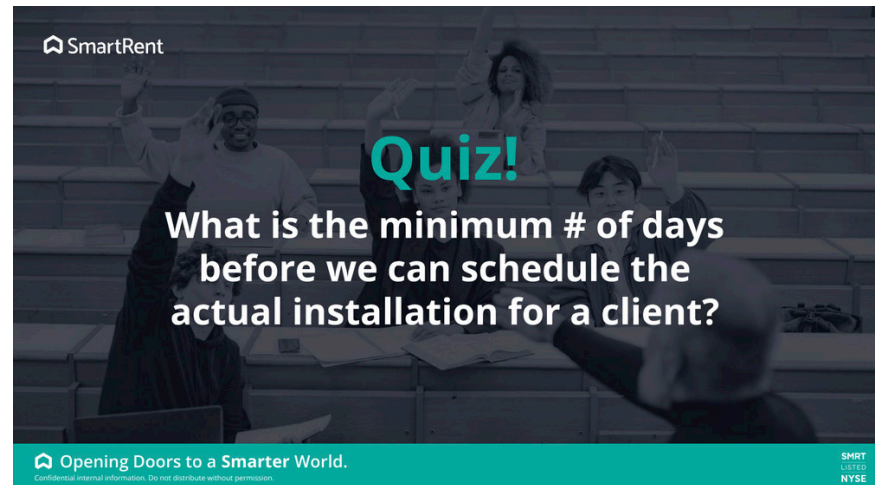

WIFFM

What's in it for me?



Title of Presentation


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Quiz!

What is the minimum # of days before we can schedule the actual installation for a client?

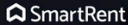
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Agenda

- 1 Emperor of Explanation
- 2 Expectations
- 3 Closed/Won/Pending

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Why?




Empowers



Trust




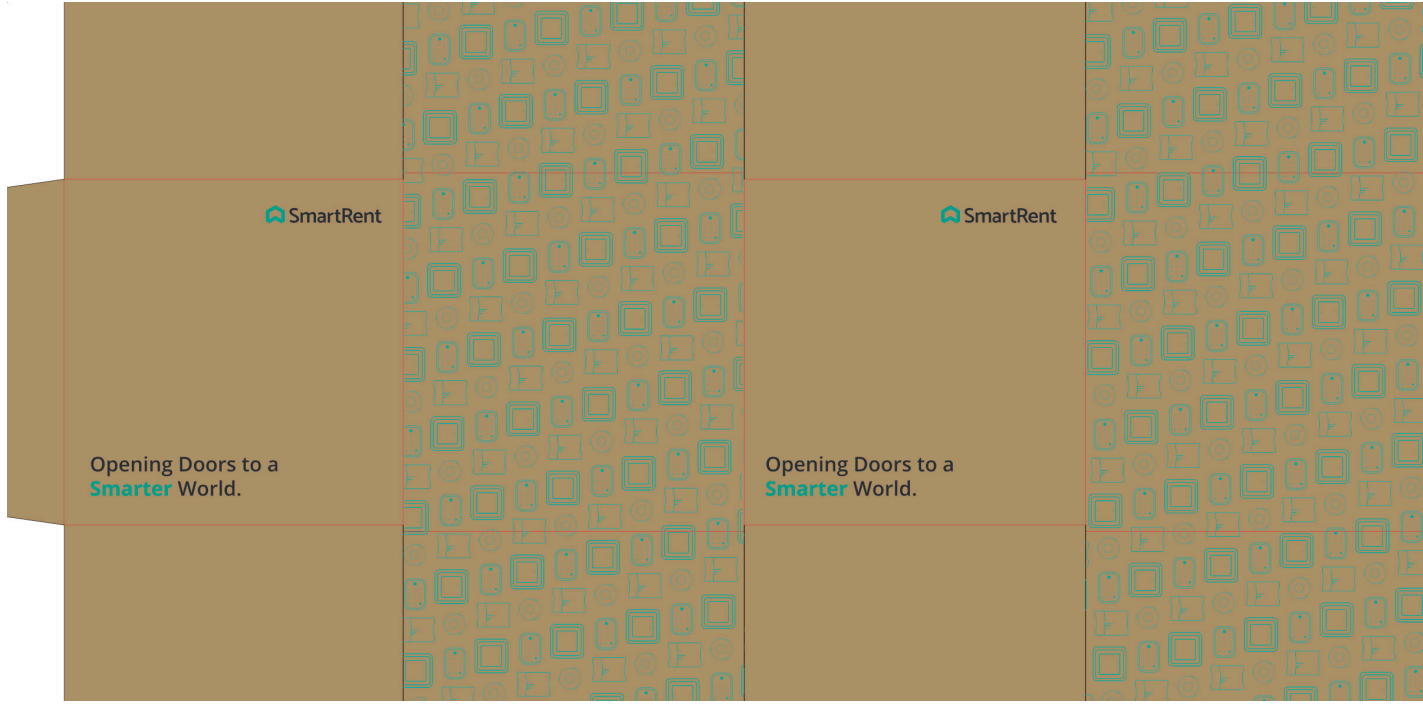
No Disappointment



Time

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To: John Doe
Director of Marketing
December 22, 2021

Dear Mr. Doe,

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A stylized, handwritten signature in black ink that reads "James Doe".

James Doe
Manager

📍 **Corporate**
8665 E. Hartford Drive | Scottsdale, AZ 85255 | Suite 200

🌐 [smartrent.com](https://www.smartrent.com) 📞 (844) 479-1555



Employee Benefits

Taking care of your health and wellbeing is paramount to us because we know employees perform their best when they're feeling good. That's why we offer comprehensive benefits that help our employees thrive.

- ✓ 100% Employer Paid Medical, Dental and Vision
- ✓ Inclusive Work Environment
- ✓ 401K & Employee Stock Purchase Plans
- ✓ Legal Plan and Pet Insurance
- ✓ Employee Assistance Program
- ✓ Generous Time Off
- ✓ Short and Long Term Disability + Voluntary AD&D
- ✓ 13 Paid Holidays Per Year

Available Opportunities

- Account Management
- Field Installation
- Customer Support
- Sales
- Marketing
- Software Engineering
- Information Technology
- Warehouse



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SmartRent

Opening Doors to a **Smarter** World

What We Do

Smart Home Automation

Advanced Leak Detection

Live Assistance

Self-Guided Tours

Community Wide Access Control

Vendor and Maintenance Access

Vacant Unit Management

Smart Parking

Who We Are

SmartRent is a venture-backed, B2B SaaS company that develops innovative smart home solutions for property managers, community staff, and residents of multifamily and single family homes.

We're doing big things in the proptech world and have been recognized as the winner of HousingWire's Tech100 Real Estate awards for the most innovative tech company serving the mortgage and real estate industries; named #1 in Growth's "100 Fastest Growing Companies in Arizona" Awards for 2021; and recognized as a Silver Stevie Winner for Contact Center of the Year in the technology sector—and we're just getting started.

Testimonials

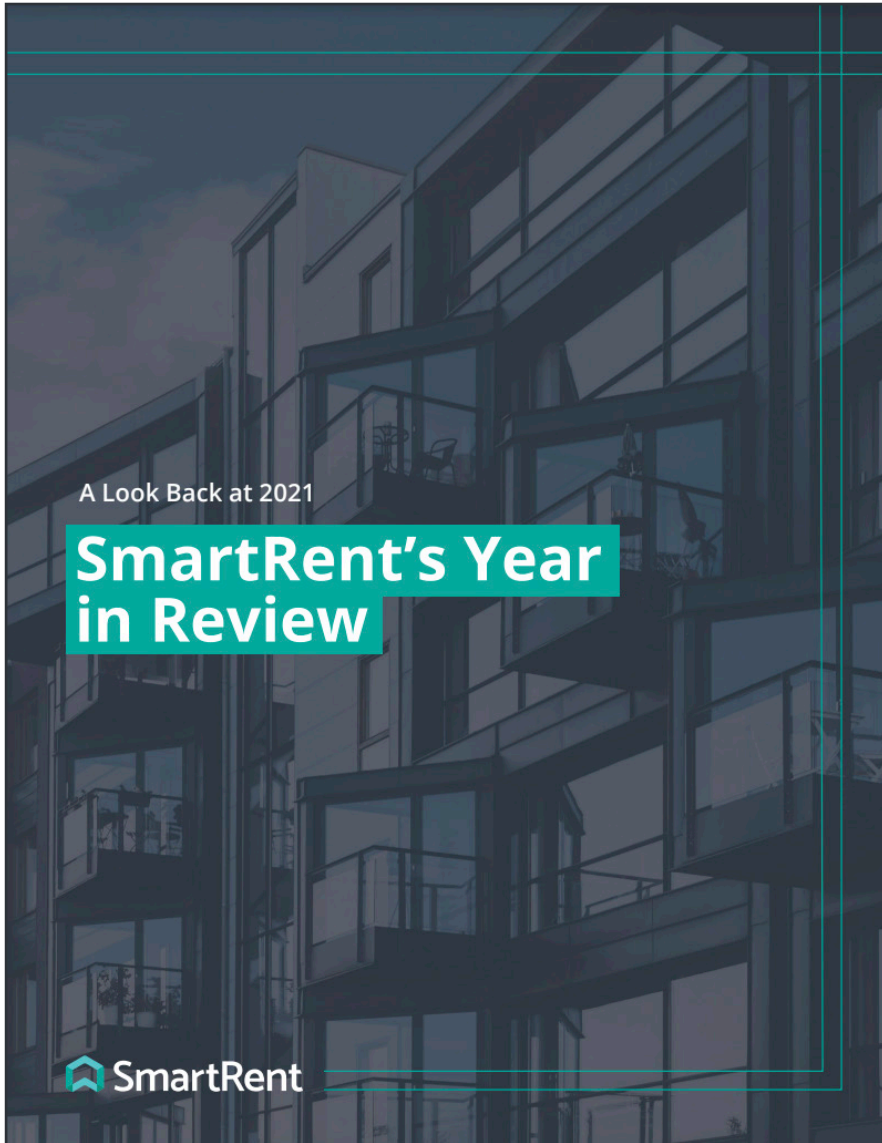
“The best part about working at SmartRent is having the opportunity to travel the country and experience different cities. I enjoy that every worksite is different and has its own set of challenges. It's rewarding to have the freedom to create your own work environment.”

 Connor Ray
Field Installation Manager



“I have had a tremendous experience working at SmartRent. For my first software developer job, I couldn't have asked for a better company to start my career with. Everyone is very supportive, smart, and hardworking. I hope to be a part of the team for the long-term as we grow and expand.”

 Bryant Omorojie
Software Engineer



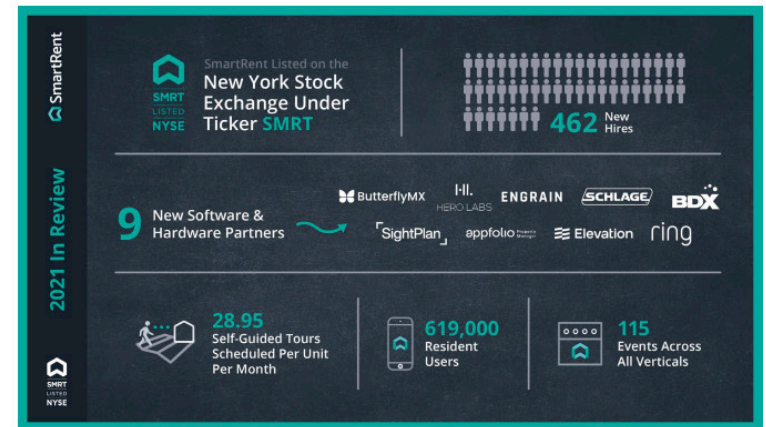
Intro

As 2021 draws to a close, we look back on the exciting moments that the year has brought. From growing our teams, launching new partnerships, verticals and products and becoming a public company on the NYSE, it's been nothing short of an incredible year.

SmartRent expanded its team by hiring 462 new employees across multiple functions. We even moved offices to accommodate more space for our expanded teams to collaborate.

We've also experienced growth in new markets, such as the UK, student housing and single-family rentals, while still growing strong in the multifamily industry. Here's a look back at how SmartRent's 2021 went.

2021 in Review: An Infographic



Expanding Multifamily

As more owners and operators have warmed up to the idea of smart communities, we've grown our customer base exponentially, helping these property owners and managers to turn ordinary units into extraordinary smart residences. We currently have 619,000 resident users on the SmartRent app, demonstrating how much our residents love the ability to control their smart devices from the palm of their hands.

Additionally, we have seen [self-guided tours](#) continue to take the multifamily industry by storm, with an average of 28.95 self-guided tours scheduled per unit per month.



| Integrations

SmartRent is expanding its network of integration partners by adding 9 new software and hardware partners to enhance the SmartRent experience for our clients.



Interested in partnering with SmartRent?

[Contact us here.](#)

| Product Updates

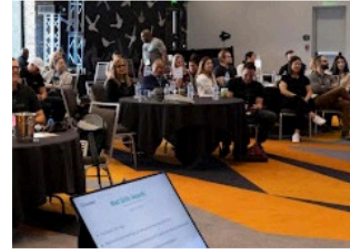
The SmartRent Product team has also had an immensely successful year, improving hardware and rolling out new solutions to support multifamily communities. One notable success is the launch of Alloy Intercom. Our intercom offers additional security by easily managing guests and vendor access to the community, while offering a method for two-way communication. Residents and site team members grant access by simply unlocking the entry point on their mobile phone, further simplifying community access.

The SmartRent Product team knows that the resident experience is more than their home — it's also their community! That's why we introduced [Alloy Parking](#), a first-to-market parking management solution. Alloy Parking makes it easy to understand and manage resident parking, while making it possible to monetize guest parking. Additionally, our partnership with Engrain allowed us to give communities custom interactive maps to make managing spaces and finding violators a breeze. The Product team will continue to push for innovation in 2022 while fine-tuning our existing products to continue elevating the multifamily community experience.



| Events

We've attended over 115 events across all verticals. Highlights include [NAA Apartmentalize](#), [InterFace](#) and [Single Family Rental Forum](#) to name a few. These events gave us opportunities to connect with other leading industry professionals. This year, we were excited for the chance to attend in-person events more than ever!



We even hosted our very first in-person sales kick off event in Denver, Colorado! This was the perfect time for our teams to get together and collaborate while kicking off the second half of the year.

We were especially excited to partner with Denver Human Services to give back to Denver Public Schools. **1,457** students served by Denver Human Services were able to start their school year prepared to succeed along with their peers, in part due to SmartRent's contributions.

| Awards

SmartRent is pleased to have been recognized as the winner of HousingWire's Tech100 Real Estate award for the most innovative tech company serving the mortgage and real estate industries! We were also named #16 in Growjo's "100 Fastest Growing Companies", and recognized as one of the 2021 Best Places to Work in Multifamily by Multifamily Leadership.



| SmartRent Goes Public

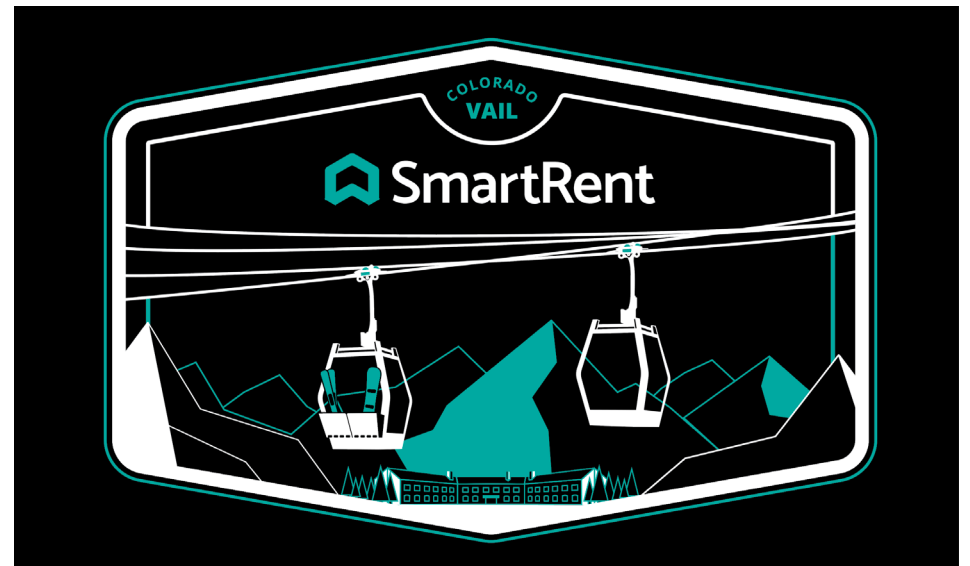
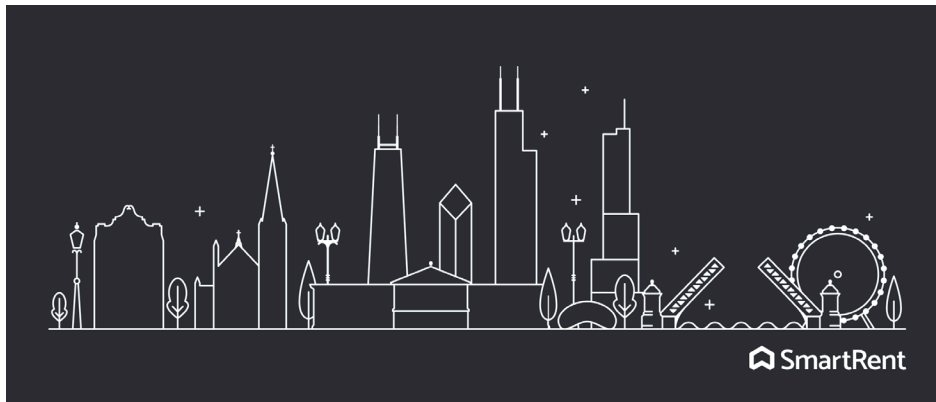


One of our biggest accomplishments this year was being listed on the New York Stock Exchange. On August 24th, SmartRent completed a business combination with Fifth Wall Acquisition Corp. I ("FWAA"), a publicly-traded special purpose acquisition company ("SPAC") sponsored by an affiliate of Fifth Wall, the largest venture capital firm focused on the global real estate industry and proptech. In connection with the completion of the business combination, the Company changed its name to SmartRent, Inc. and SmartRent is traded on the New York Stock Exchange ("NYSE") under the ticker symbol "SMRT." This transaction provided us with approximately \$450 million of capital to support our growth plan and our intent to remain an industry leader in the smart technology arena.

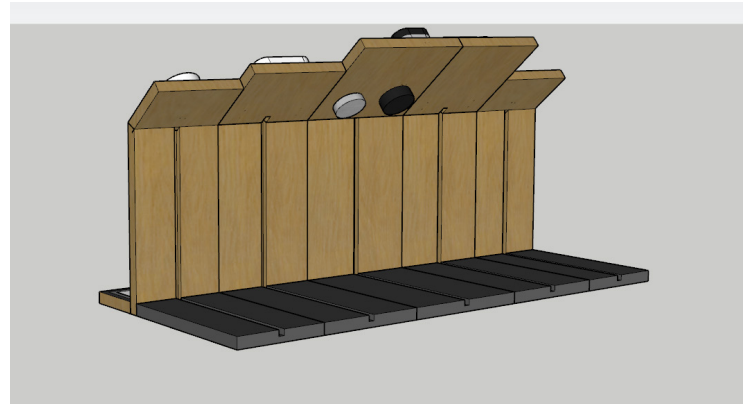
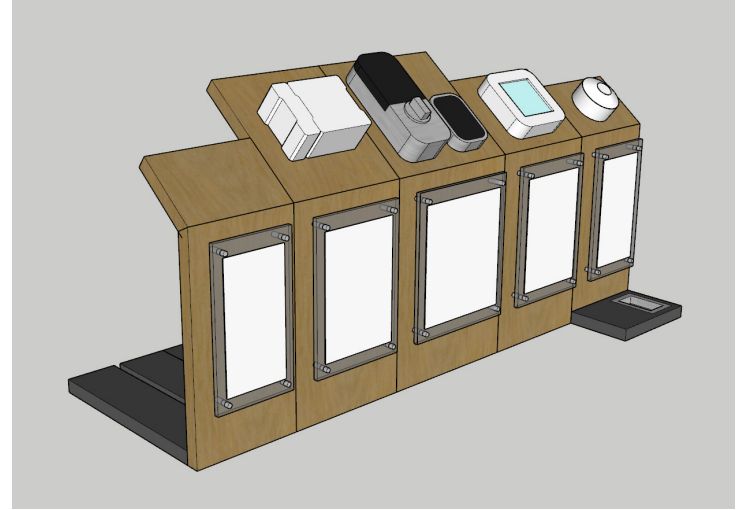
[Read the full press release here.](#)













Nest Thermostat and SmartRent App Integration

SmartRent is part of the Works with Nest program! This means that you are able to control your Nest Thermostat (3rd Gen) or Nest E Thermostat through the SmartRent app. However, in order to pair your Nest Thermostat to SmartRent, you first need to have a Nest account.

Getting Started

Signing up for a Free Nest Account

You'll see a button to Sign up for a free account on the Nest app login screen. You'll need to enter your email address and choose a password. Once you've signed up you'll receive a confirmation email.

You'll need to be able to touch your thermostat to add it to your account in the Nest app. This means that you won't be able to add it remotely. After you've added your thermostat to your account you'll be able to use the Nest app on your phone, tablet, or computer to control your thermostat from anywhere.

Pairing your Nest Thermostat

Pairing to Wi-Fi

Press your thermostat's ring to open the Quick View menu and select settings. Choose your home Wi-Fi network from the list of available networks.

Pairing to your Nest Account

Press your thermostat's ring to open the Quick View menu and select Nest app. Next, select Get Entry Key to retrieve a unique entry key. Follow the next steps below to use your Nest app to add your thermostat to your account.

In the Nest app choose settings and select Add product. Next, select the type of Nest thermostat you're trying to add and follow the Nest app's instructions. When prompted, type in the entry key on your thermostat's screen.

If you have any additional questions, please contact our support team.

- ✉ email at support@smartrent.com
- ☎ phone at (844) 479-1555
- 💬 live chat us in the mobile app.

Connecting your Nest Thermostat to SmartRent

Login to SmartRent in your web browser (not in the app)

Click on + and select thermostats

Click on the Nest thermostat and sign into your existing nest account.

When prompted, click allow, and you will be sent back to the SmartRent window for you to select your Nest device(s). Check the box of the device(s) you wish to add and click Add Thermostat.

After a few minutes, you will see the thermostat added to your list of devices in SmartRent. If you don't see the thermostat added after 10 minutes, please contact SmartRent Support.



Click on + and select thermostats



Opening Doors to a Smarter World



Increase Operational Efficiency with SmartRent

SmartRent understands the challenges property managers face and has created a product ecosystem dedicated to simplifying daily workflows while improving the bottom line. Our access control solution streamlines the lease turnover process and self-guided tours allow prospects to tour without a leasing agent, freeing up time for higher priority tasks.

Streamlined Operations

Automate move-ins and move-out events with access control that eliminates the need to re-key each unit door. Site staff can simply revoke access digitally by deactivating the access code and resetting for a new resident.



Increase Lead Count in Less Time

Get more leads in less time with self-guided tours that allow prospects to tour your community on their own time, at their own pace. Extending your community's reach and viewing hours, translating into more residents, fewer vacant units and less time spent on leasing.



Fully Integrated

SmartRent's platform has deep integrations with top property management systems allowing for remote control of day-to-day processes while reducing app fatigue. Site teams save time while working with the systems they already have.




Ready to start increasing operational efficiencies with SmartRent?
[Contact us to schedule a demo.](#)






Opening Doors to a Smarter World



Metro 808 Presents: Leak Detection 101

Metro 808 is a multifamily community in North Carolina managed by Greystar that boasts over 237 units on 5 floors. Greystar incorporated SmartRent's IoT on the property to drive efficiency, build NOI (net operating income) and protect their assets. This installation included our small, but mighty, Alloy SmartHome leak detectors. Just days after the community's completed installation, they were able to see the true value SmartRent brings to the table....

Timeline of Events



Did You Know?

- Water leaks in multifamily communities typically cost an average of \$12,000 per leak
- Oftentimes, leaks go unreported and can lead to greater damage in the long run
- Water damages typically cost 3x as much as claims not involving water

Metro 808 Saved:


- An average of \$108,000 in insurance costs
- Four floors from water damage and about 26 units from being effected
- Countless headaches for the property team & residents

Talk About ROI

Thanks to SmartRent's leak detectors Metro 808 saved thousands of dollars in insurance premiums and repairs within ONE month! Who knew such a small device could deliver such giant savings?

The SmartRent Experience

With SmartRent, you won't just see an increase in revenue or a pleasant resident experience, you'll also witness your team's efficiency improve impressively while giving you peace of mind knowing your assets are safe. We protect your portfolio and save you thousands of dollars in damages, plus the headache that comes with it for you and your teams. We aren't just a service provider, we're a partner that works alongside busy teams every day.





Avoid costly and unnecessary water damage by scheduling a quick phone call today.

