

Second  Nature™

HOME WELLNESS

Formerly **FilterEasy**

Maintenance Reduction Study

Presentation of Findings

Overview

Purpose:

- To determine the effectiveness of Second Nature's filter delivery program in preventing HVAC-related work orders for SFR portfolios.



Overview



Methods:

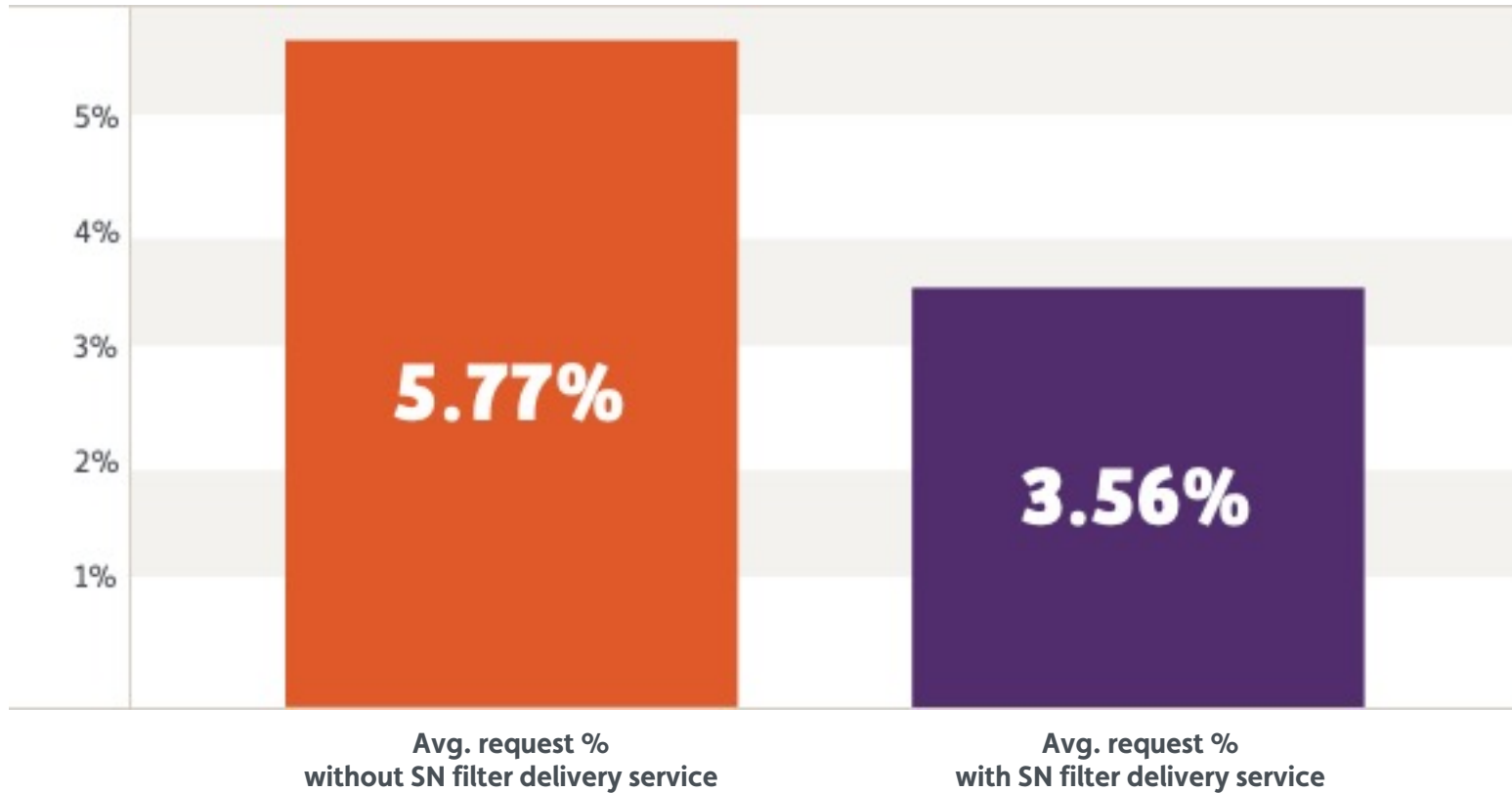
Data analyzed for frequency of resident HVAC service requests, as a percentage of total units, with and without Second Nature HVAC filter delivery service. The frequency of tickets with and without Second Nature service was used to determine the overall reduction in HVAC service requests.

- Timeframe: 18 months
- Operators: 4
- Number of units surveyed: 7,772
- Filters required for a complete change-out were delivered every 60-90 days
- At lease signing, resident was instructed they are required to change filters
- Filters were stamped with expiration dates
- Graphic instructions to educate the resident included
- E-mails with tracking info were sent to the resident by SN
- Second Nature provided lease language as well as marketing language for listings/applications and renewal notices
- Operator Logo on the outside of the box along with messaging about energy savings
- Operators charged fair market value to resident, \$10-15 a month based on frequency

Findings – OVERALL, ACROSS 4 MARKETS



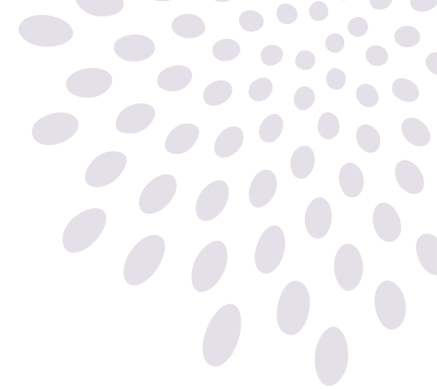
HVAC Ticket Requests



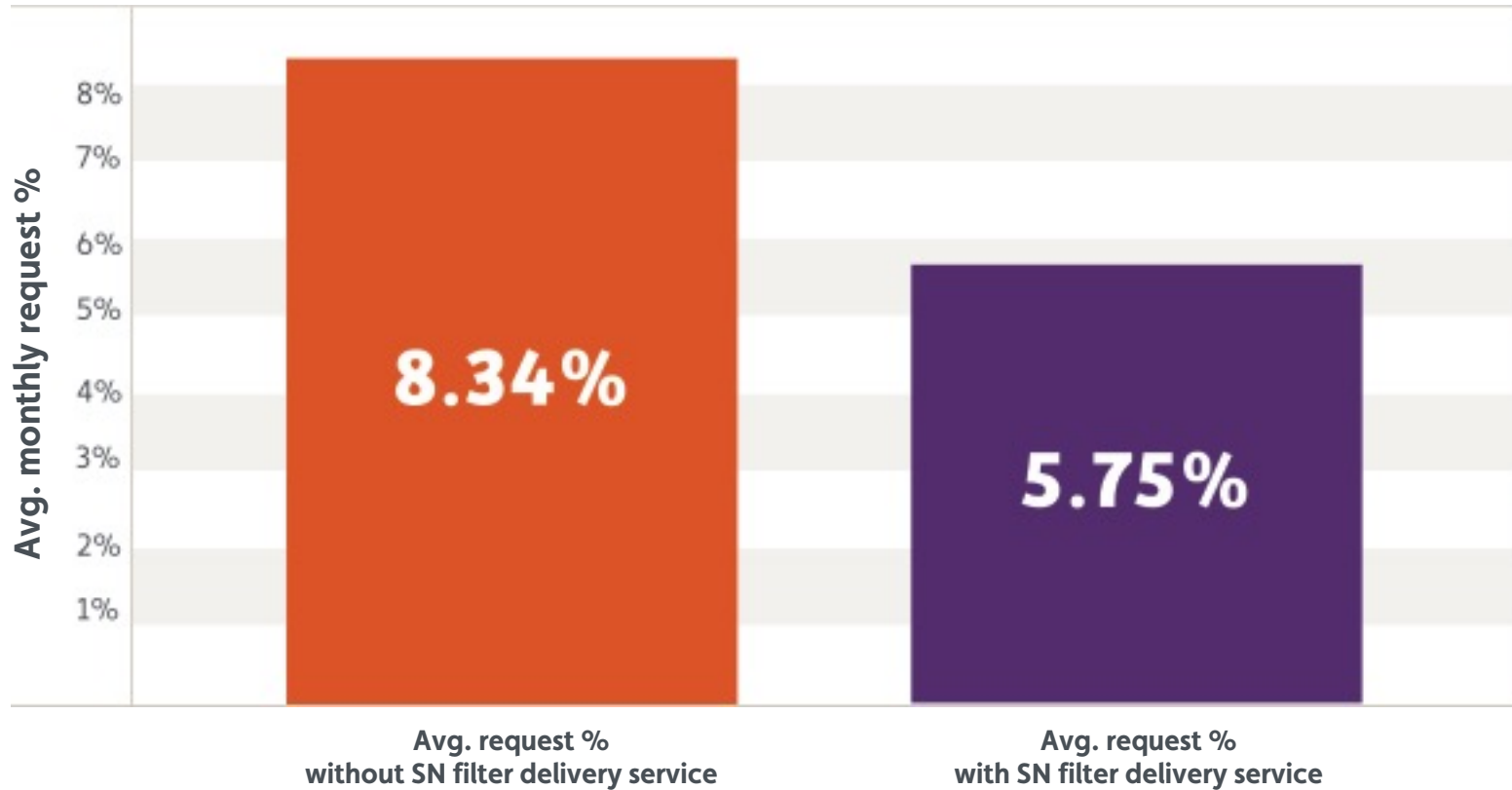
**TOTAL
REDUCTION OF
38%**

Data Surveyed from 7,772+ units across 4 markets, examined over 18 months. Source: Property Meld, Service Titan

Findings – OPERATOR A

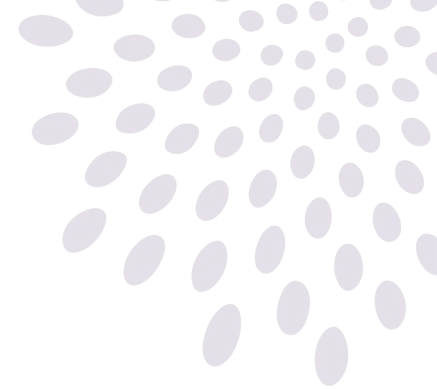


HVAC Ticket Requests

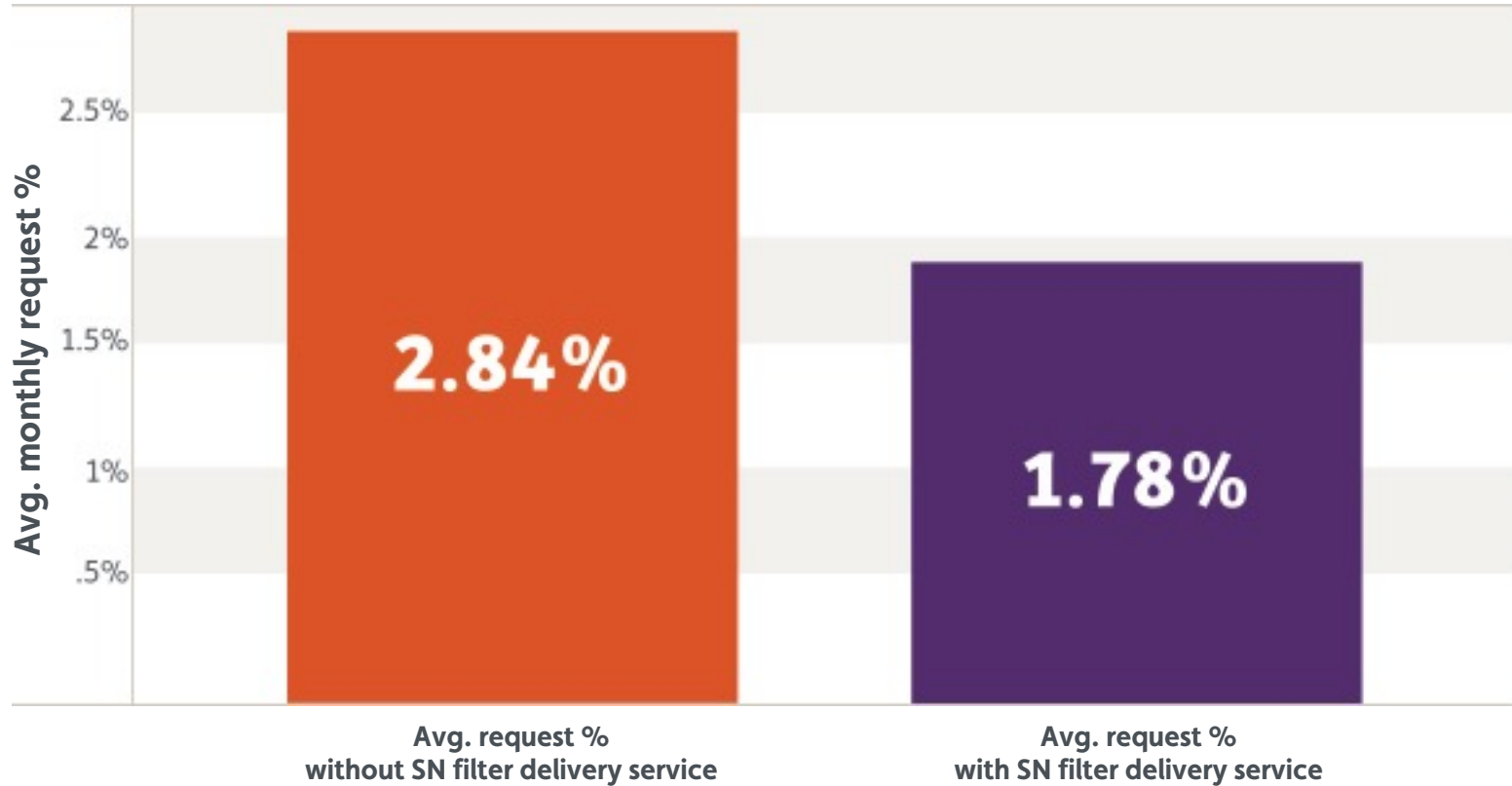


**TOTAL
REDUCTION OF
31%**

Findings – OPERATOR B



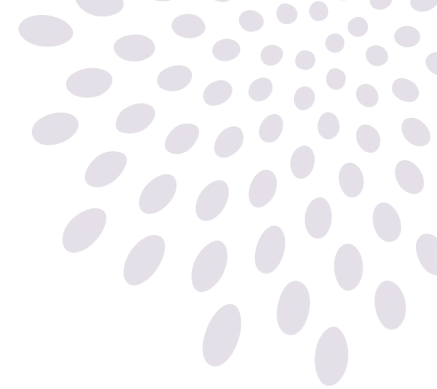
HVAC Ticket Requests



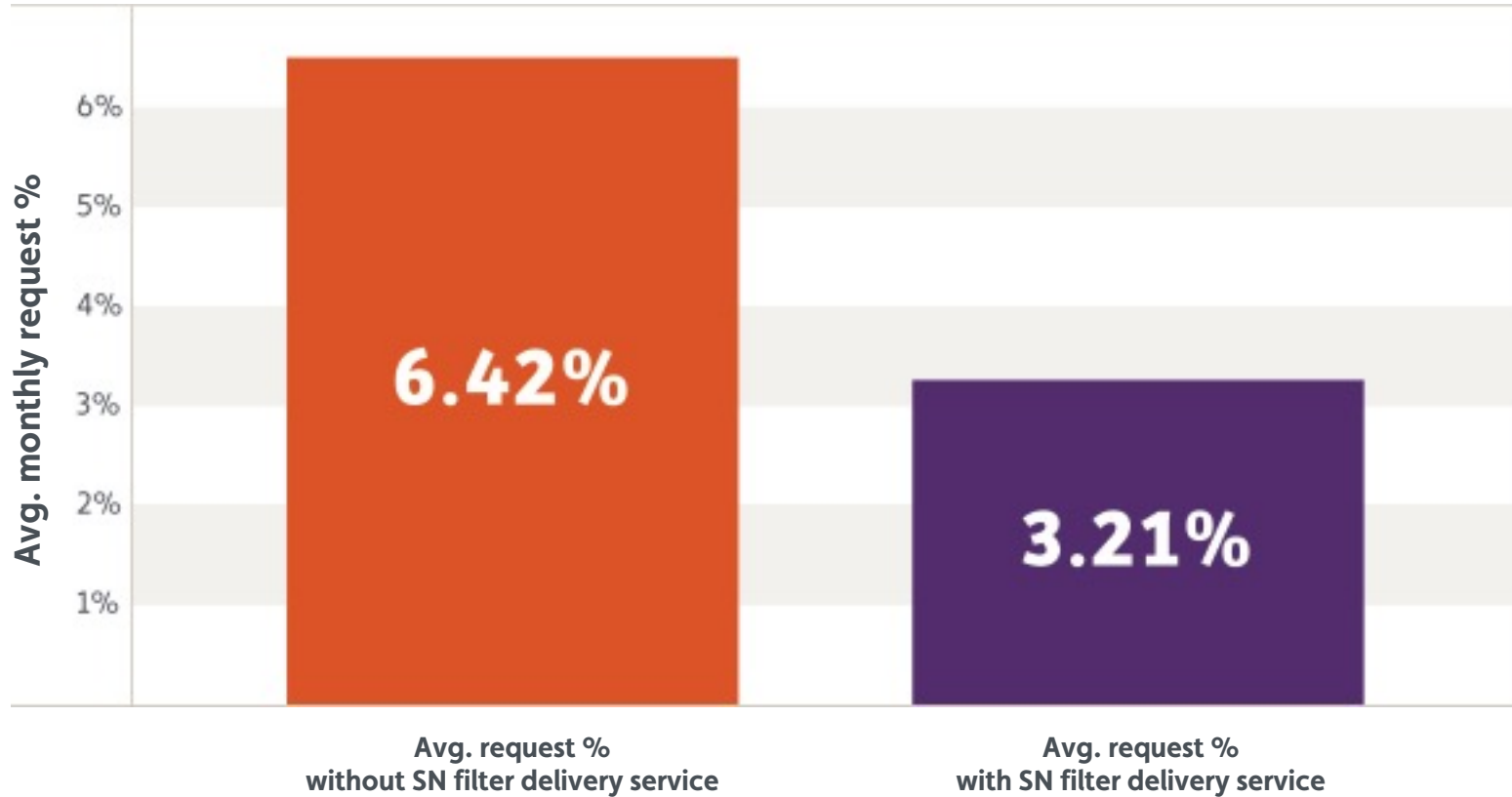
**TOTAL
REDUCTION OF
37%**

Source: Property Meld

Findings – OPERATOR C



HVAC Ticket Requests



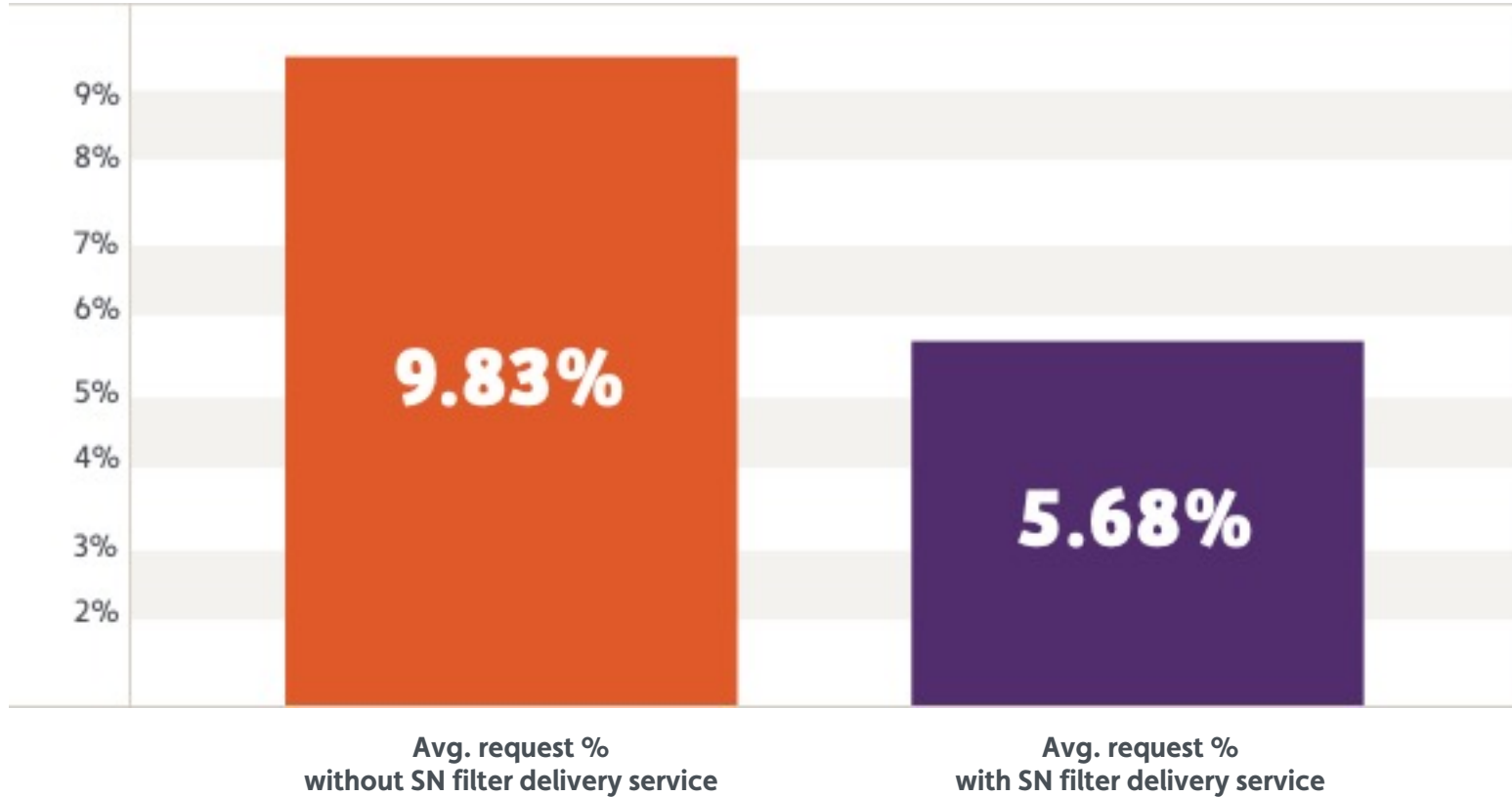
**TOTAL
REDUCTION OF
50%**

Source: Property Meld

Findings – OPERATOR D



HVAC Ticket Requests



**TOTAL
REDUCTION OF
42%**

Source: Service Titan

Other Observations and Conclusions

Other Observations and Conclusions



- HVAC ticket reductions range from 31-50% based on operator and market.
- EPA states that changing filters regularly results in 5-15% reduction in monthly heating and cooling bills.
- All 4 referenced partners enroll residents at market price, further discounting for volume from Second Nature (*formerly FilterEasy*) yields an average of \$52/year in added collected profit per home.
- All 4 partners enrolled 85-100% of eligible leases and renewals over the term.

Cost reduction results



OPERATOR C



OPERATOR D



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Thank You