

CASE STUDY

HOW RELATED IS LEVERAGING BILT AS A LEASE MARKETING ENGINE



+13K

UNITS LIVE

+\$1B

IN RENT PAYMENTS
PROCESSED

320M

BILT POINTS EARNED
(6.4M IN DOLLAR
VALUE)

2.5M

EXCLUSIVE
NEIGHBORHOOD
BENEFITS USED BY
RESIDENTS

147M

BILT POINTS
REDEEMED BY
RESIDENTS



THE RELATED RESIDENT JOURNEY

Related now rewards consumers in and around their home—through their partnership with Bilt



THE RESIDENT JOURNEY

LEASING EXPERIENCE

RESIDENT EXPERIENCE

RENEWAL EXPERIENCE

THE EMPLOYEE JOURNEY

THE LEASING EXPERIENCE

From pre-leasing to the in-office experience, residents are reminded of their benefits through Bilt at every touchpoint.

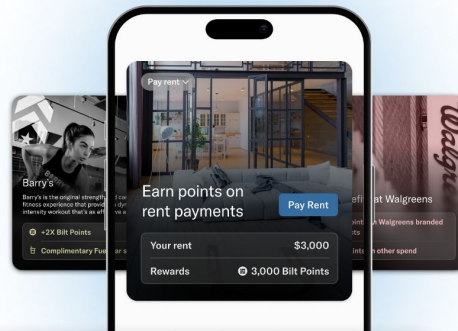


Related includes information about Bilt in its pre-leasing communications and attaches a PDF for all inquiries submitted through their website.

BILT

LIVE WHERE YOUR RENT REWARDS YOU

Our property is part of the **Bilt network** – the largest network of rental properties that rewards you on rent.



EARN REWARDS ON EVERY RENT PAYMENT

As a resident here, you'll earn valuable and flexible points every time you make an on-time rent payment through Bilt.



TRAVEL

Transfer points 1:1 to your favorite airline miles and hotel points.

EVERYDAY

Use points towards future rent payments, student loans, and more.



BOOST CREDIT

Build your credit history with free rent reporting to the 3 major credit bureaus.



RENT DAY

Access exclusive Rent Day® Rewards drops on the 1st of every month.

UNLOCK NEIGHBORHOOD BENEFITS™

Plus, get even more value with Neighborhood Benefits™ at local restaurants, fitness studios, pharmacies, and more. Use any linked card to earn Bilt Points, plus enjoy special experiences including complimentary items, events, and more.



RELATED
LUXURY RENTALS

LUXURY RENTALS | RESERVE COLLECTION | RELATED LIFE BLOG | SEARCH APARTMENTS



Thank you for your recent inquiry at The Westport

A leasing agent will contact you shortly to schedule a tour and answer any questions you may have. You may also schedule your tour online using the link below.

[BOOK APPOINTMENT](#)

In the meantime, we invite you to discover our world of extraordinary residences and a superior lifestyle that awaits you at Related.




"We position Bilt as a leasing benefit starting with the prospect welcome email. **From the very first touchpoint, residents know they can earn points on rent** and access exclusive neighborhood benefits.

To keep Bilt top of mind in their daily lives, we use monthly elevator and lobby signage—a low-lift, high-visibility way to drive awareness. **Our primary message is that every Related resident automatically earns points on rent and in their neighborhood.**"

DR Dwyer

Senior Vice President, Marketing and Leasing

Once the resident comes to the building, they'll be reminded of their benefits through various touch points across elevator banks and in the lobby.

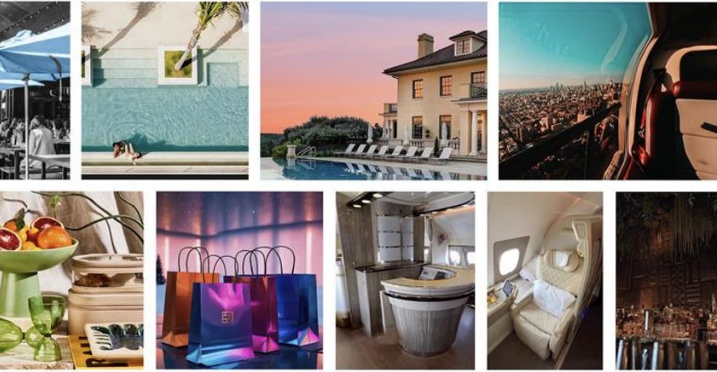
BILT 

×

RELATED


CLAIM YOUR POINTS,

ENJOY YOUR PERKS




As a Related resident, you're automatically enrolled in Bilt Rewards—so you're already earning points just by paying rent. Don't let them sit unused! Put your points to work and unlock exclusive rewards, from hotels, flights, fitness classes, and beyond.

CLAIM YOUR REWARDS VIA THE RELATED CONNECT APP

BILT 

A HOME THAT

REWARDS YOU



EARN REWARDS ON EVERY RENT PAYMENT

For building partners with Bilt, the nation's largest network of rental properties that rewards residents on rent.

POINTS

Easily earn Bilt Points for on-time rent

UNLOCK NEIGHBORHOOD BENEFITS™

Earn Bilt Points on neighborhood spend with any linked card, plus enjoy exclusive benefits at local restaurants, fitness studios, pharmacies, on Lyft, and more.

DINING

Complimentary items, exclusive reservations, and special experiences at local restaurants

RIDESHARE

Earn extra points on Lyft and redeem points towards your next ride

PHARMACY

Automatic HSA/FSA savings and earn points on purchases at Walgreens

FITNESS

Complimentary add-ons at studios, priority booking for classes, and member-only events

REDEEM THE MOST VALUABLE AND FLEXIBLE POINTS

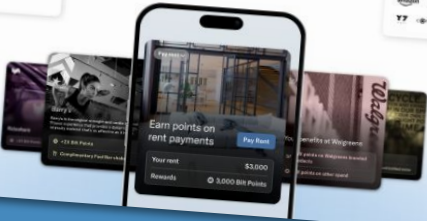
Transfer your points to airline miles and hotel points, use for rent payments, or redeem for Amazon purchases, Lyft rides, gift cards, and more.

TRAVEL

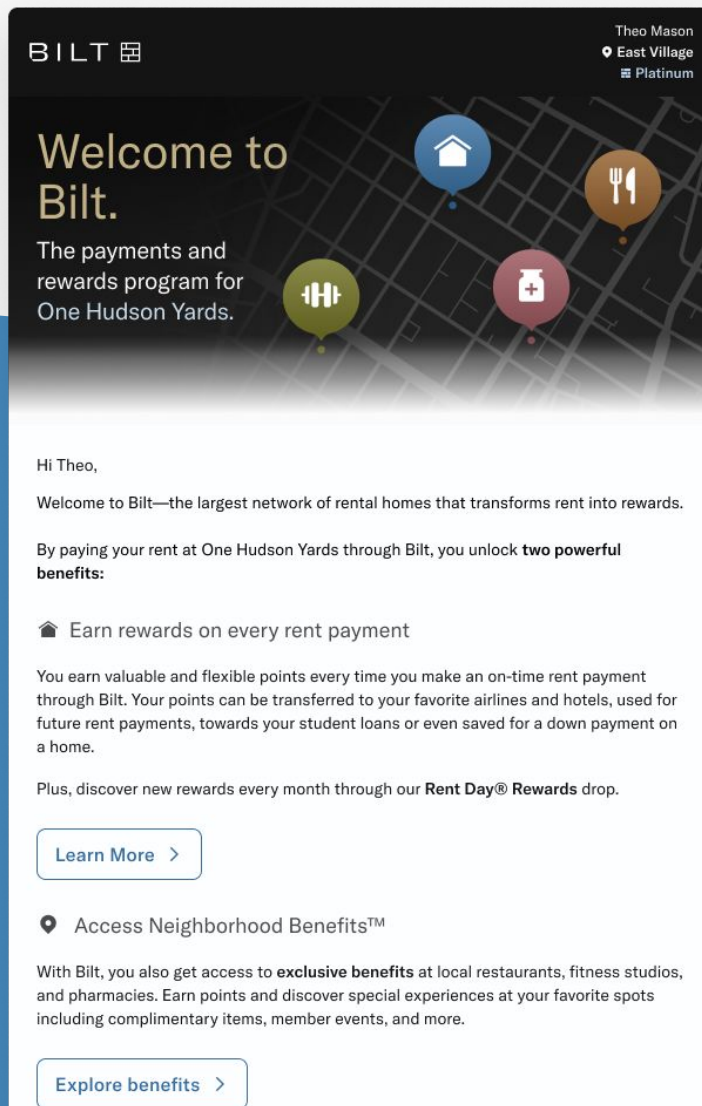
Transfer points 1:1 to your favorite airline miles and hotel points or book directly on our travel portal.

EVERYDAY

Cover expenses like Amazon purchases, Lyft rides, fitness classes, student loans, gift cards, and more.



At move-in, the resident starts an onboarding journey with Bilt, and Related also includes Bilt in the resident's welcome email.



“We include Bilt messaging in our own resident welcome email too, ensuring that from their first day living in the building, residents are aware of the benefits they get through Bilt.”

Tina Valencerina

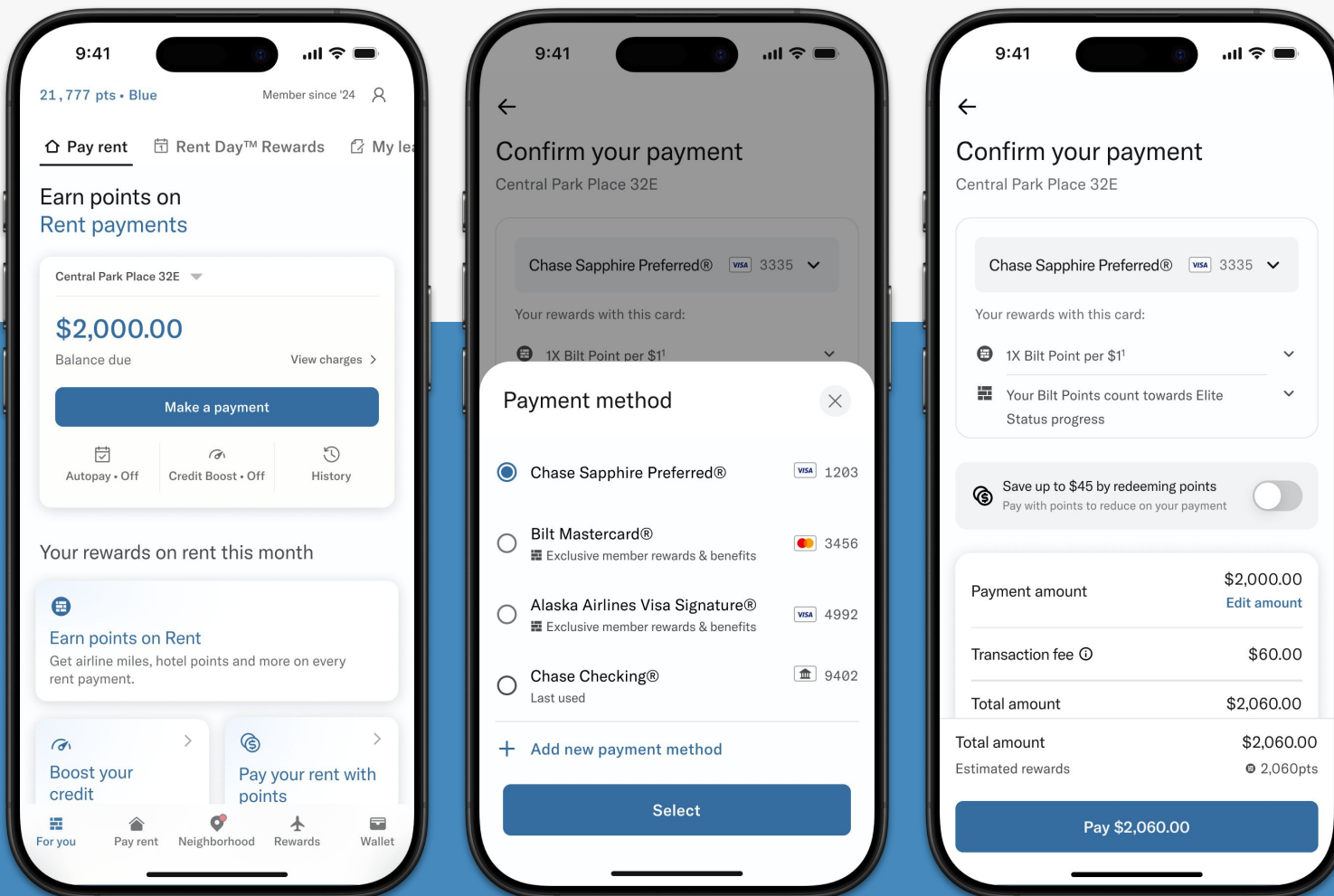
Vice President, Related Companies

THE RESIDENT EXPERIENCE

Residents are rewarded for every on-time rent payment and get access to exclusive neighborhood benefits.



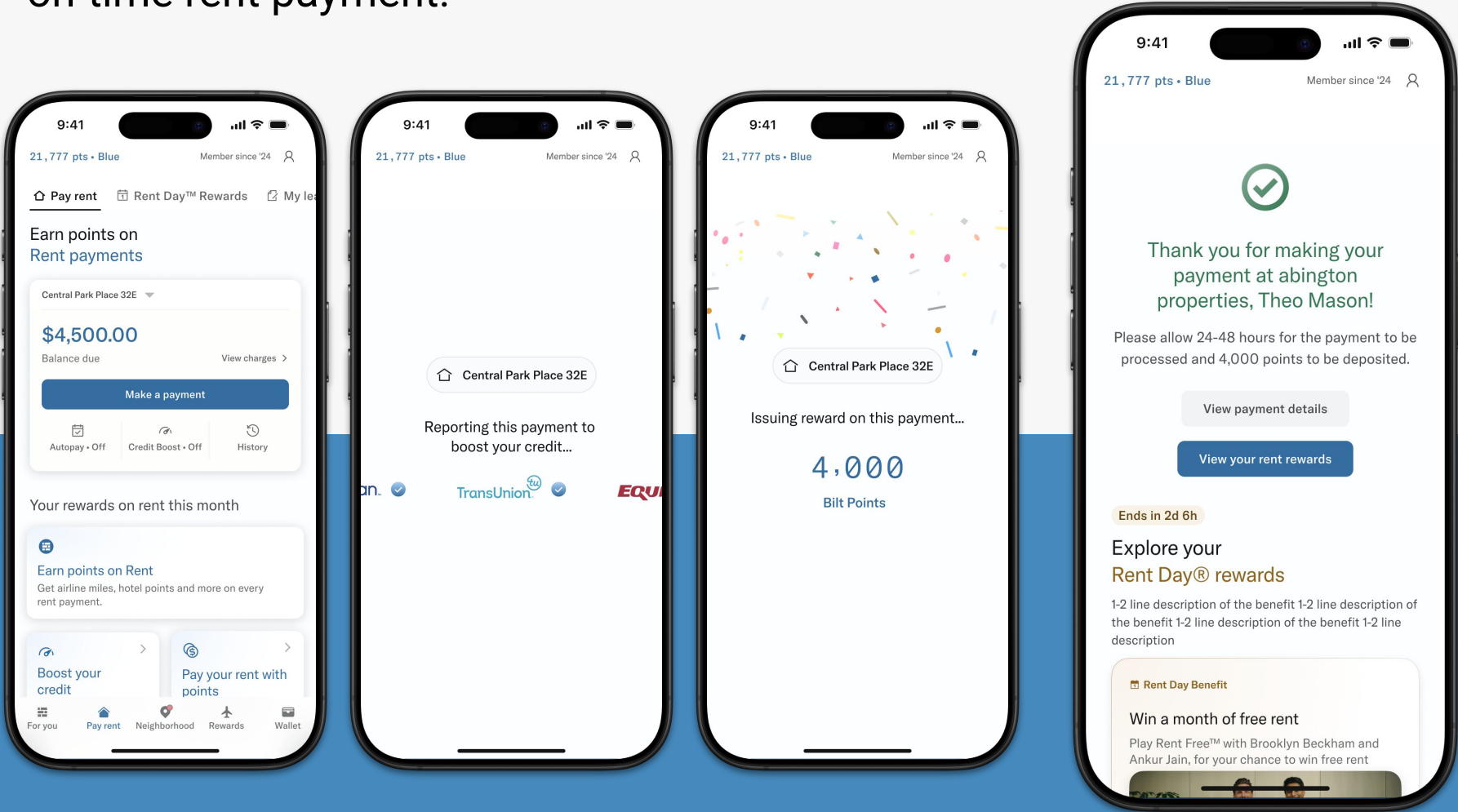
Related residents all make their rent payments through Bilt—and residents can access Bilt directly through the Related resident app.



+\$1.2B

IN RENT PAYMENTS
PROCESSED SINCE
LAUNCH

Residents are rewarded for every on-time rent payment.



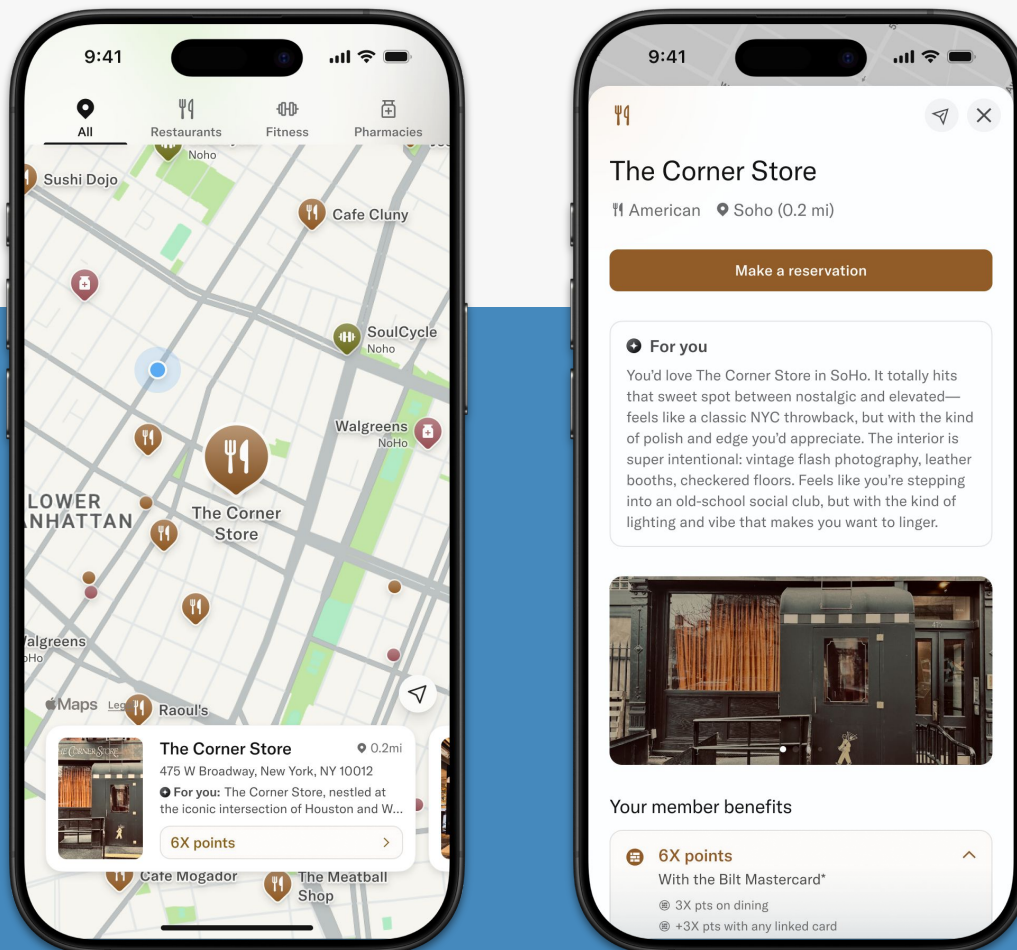
320M

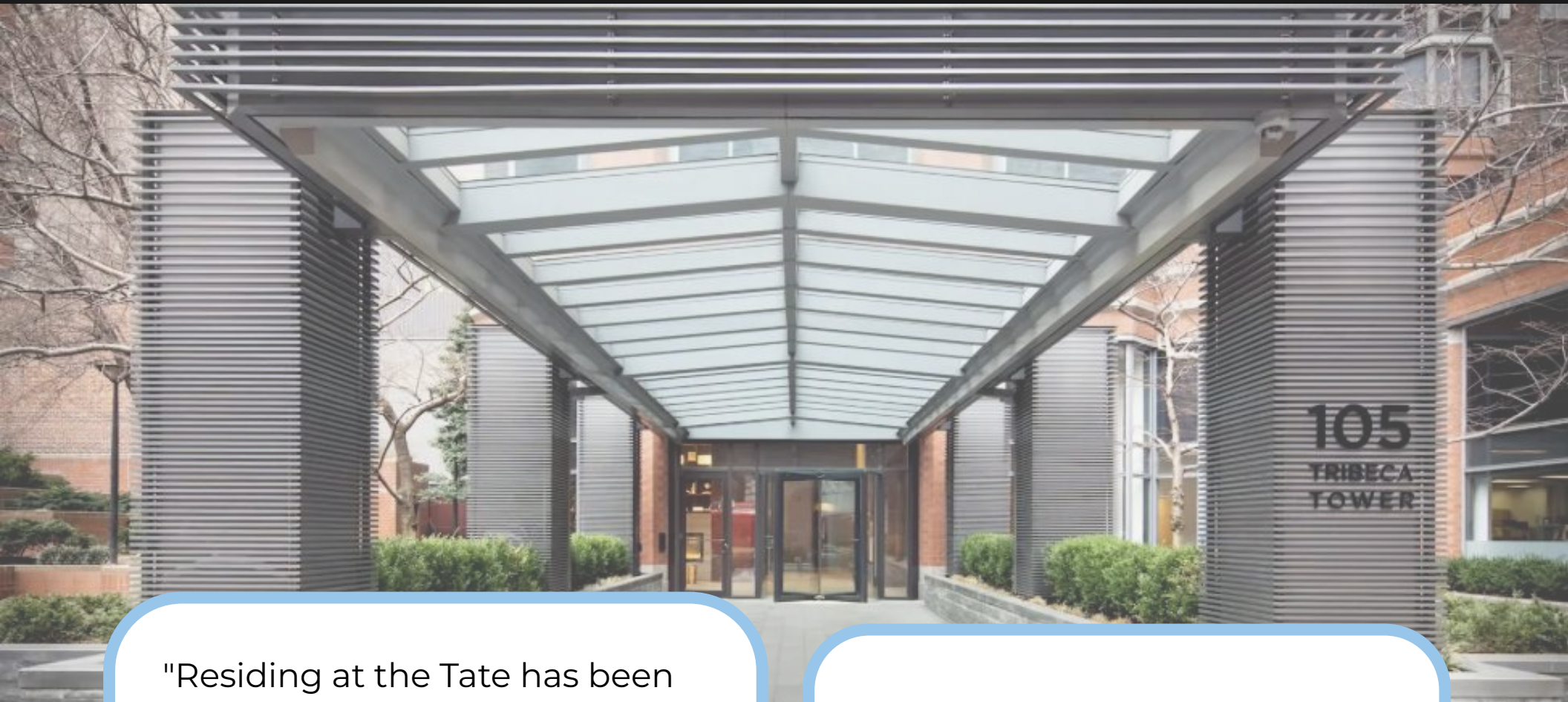
BILT POINTS EARNED BY
RESIDENTS SINCE LAUNCH

\$6.5M

IN VALUE TO RESIDENTS
AT NO ADDITIONAL COST TO RELATED

Residents can easily discover their Neighborhood Benefits within Bilt, ensuring they get full value out of their favorite local spots in the neighborhood.





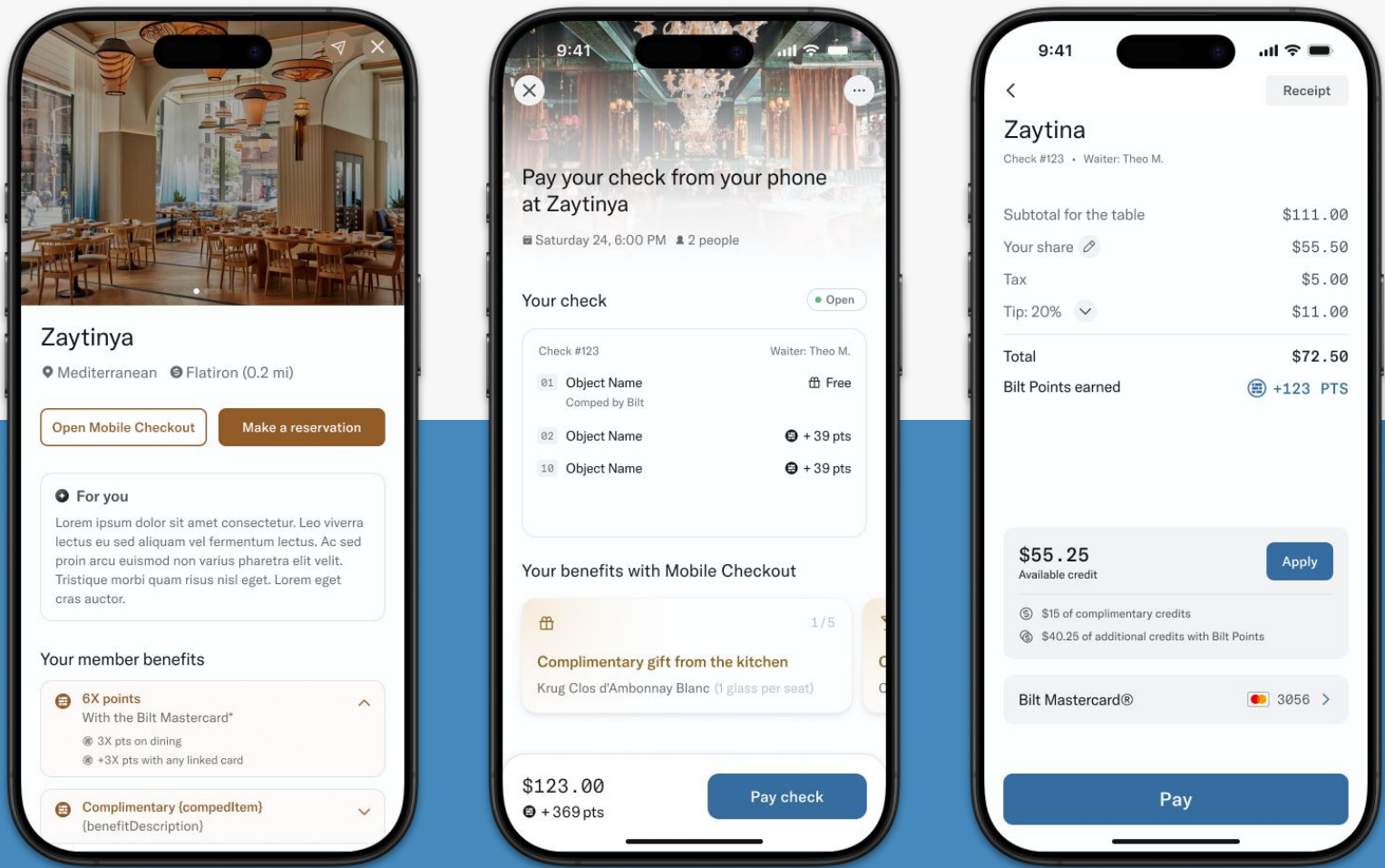
"Residing at the Tate has been nothing but a privilege. The building, location, and staff are second to none. For payments, Bilt makes paying rent fun and it's easy to use. "

Related Resident, The Tate

"Excellent. Very easy to use. Appreciate earning points on my largest monthly expense"

Related Resident, Tribeca Tower

When dining at local restaurants, residents can pay using Mobile Checkout—becoming a VIP experience for Related residents at their favorite local restaurants.



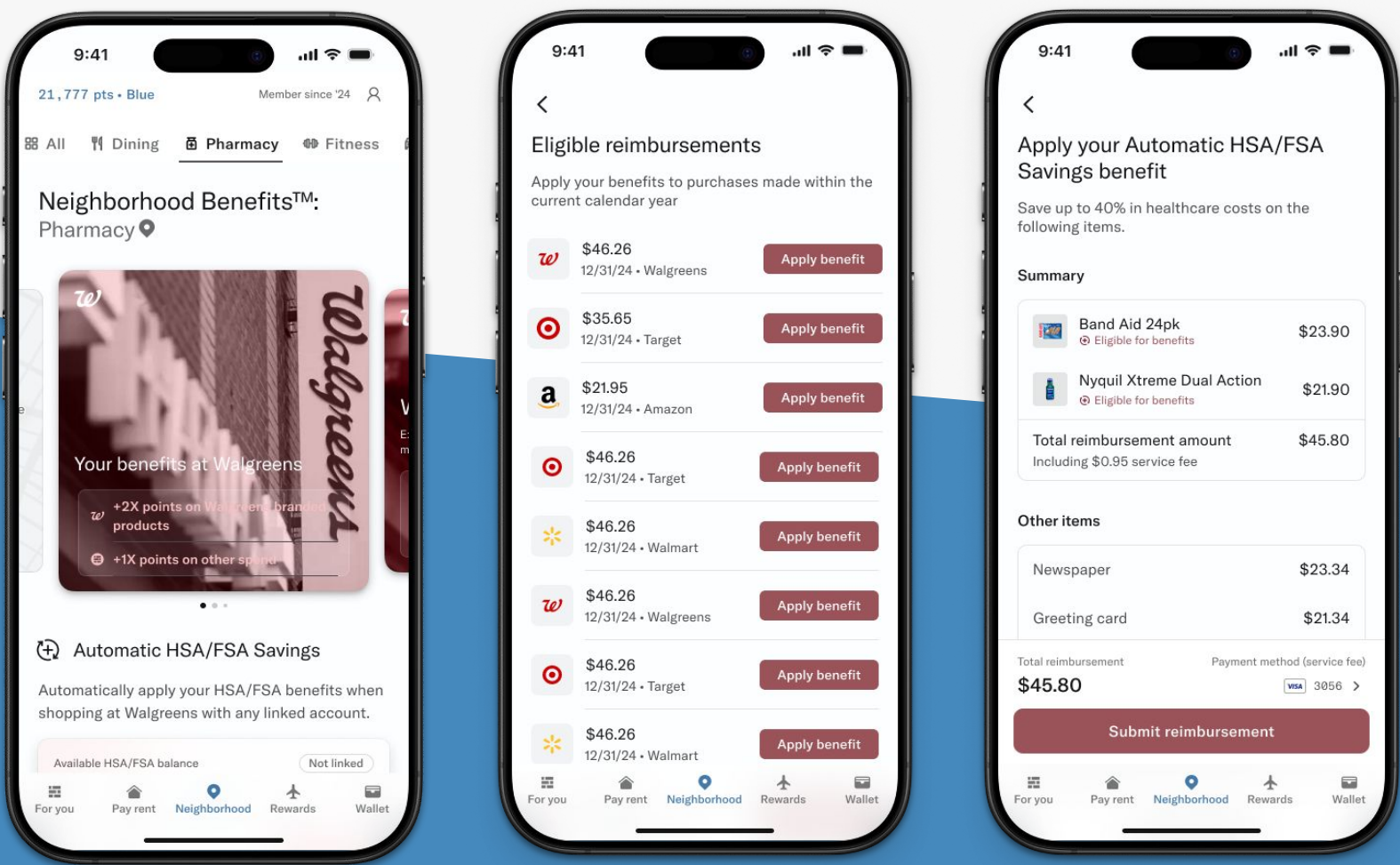
40M

BILT POINTS EARNED ON
NEIGHBORHOOD DINING

\$878K

IN VALUE TO RESIDENTS
AT NO ADDITIONAL COST TO RELATED

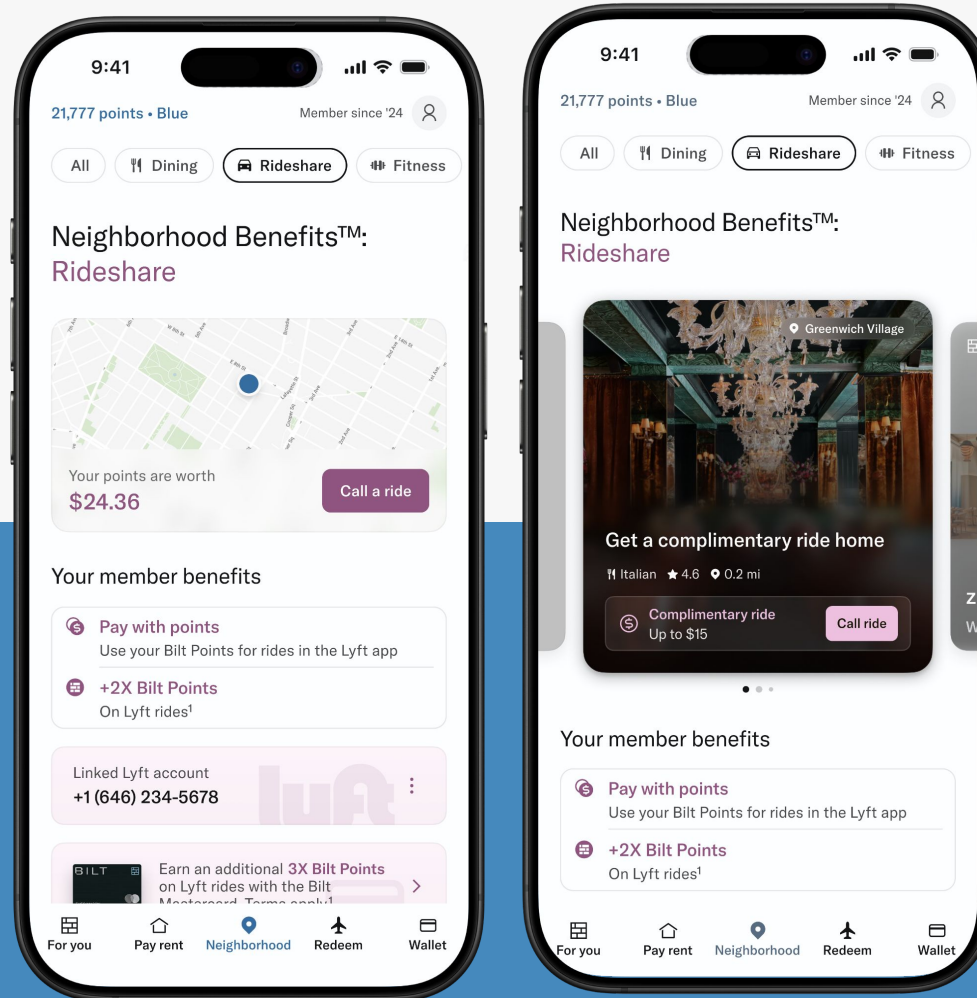
Residents save on prescriptions every time they spend on their everyday essentials at Walgreens.



610K BILT POINTS EARNED AT WALGREENS

\$14K IN VALUE TO RESIDENTS AT NO ADDITIONAL COST TO RELATED

Related residents earn additional points on every single Lyft ride for neighborhood commutes—and can even redeem their Bilt Points for Lyft rides.

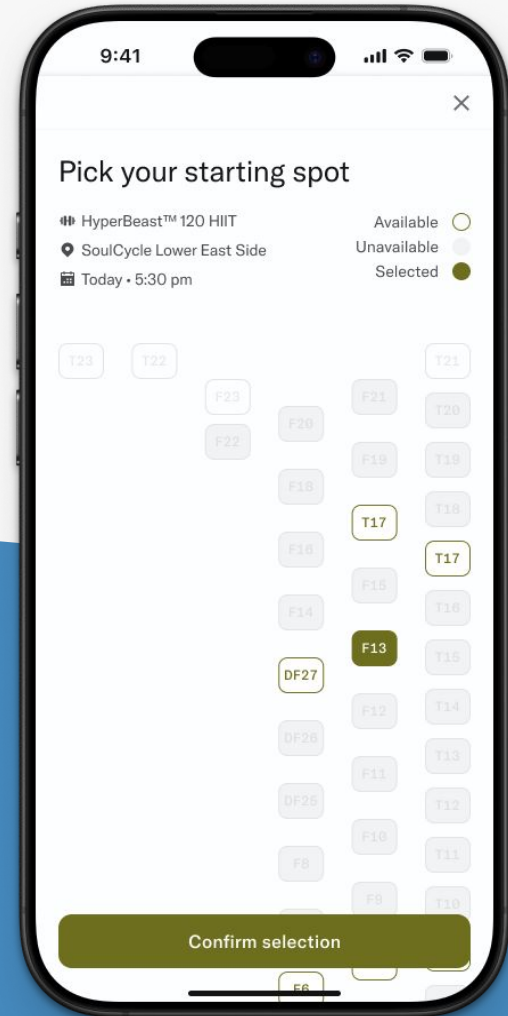
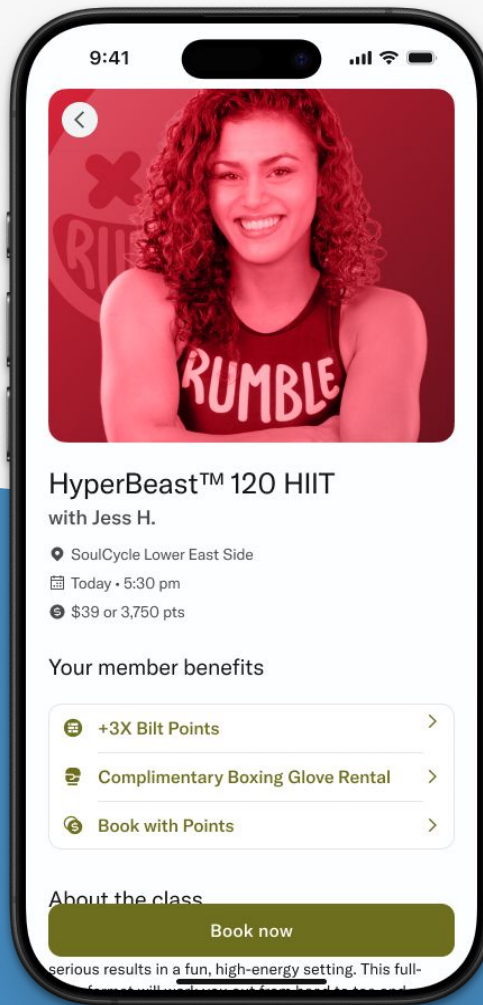
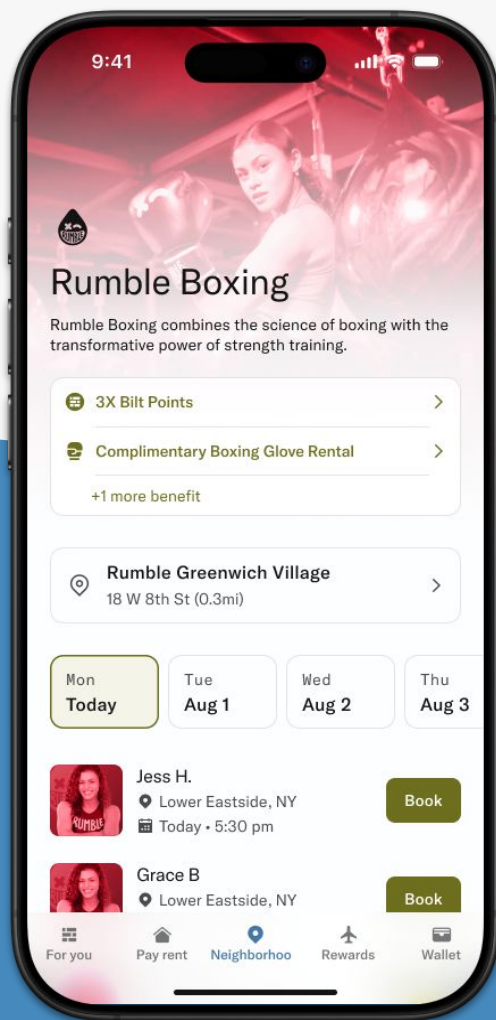


18M

BILT POINTS EARNED
ON LYFT

\$400K

IN VALUE TO RESIDENTS
AT NO ADDITIONAL COST TO RELATED



Residents have access to benefits at local fitness classes and receive complimentary items every time they take a class.

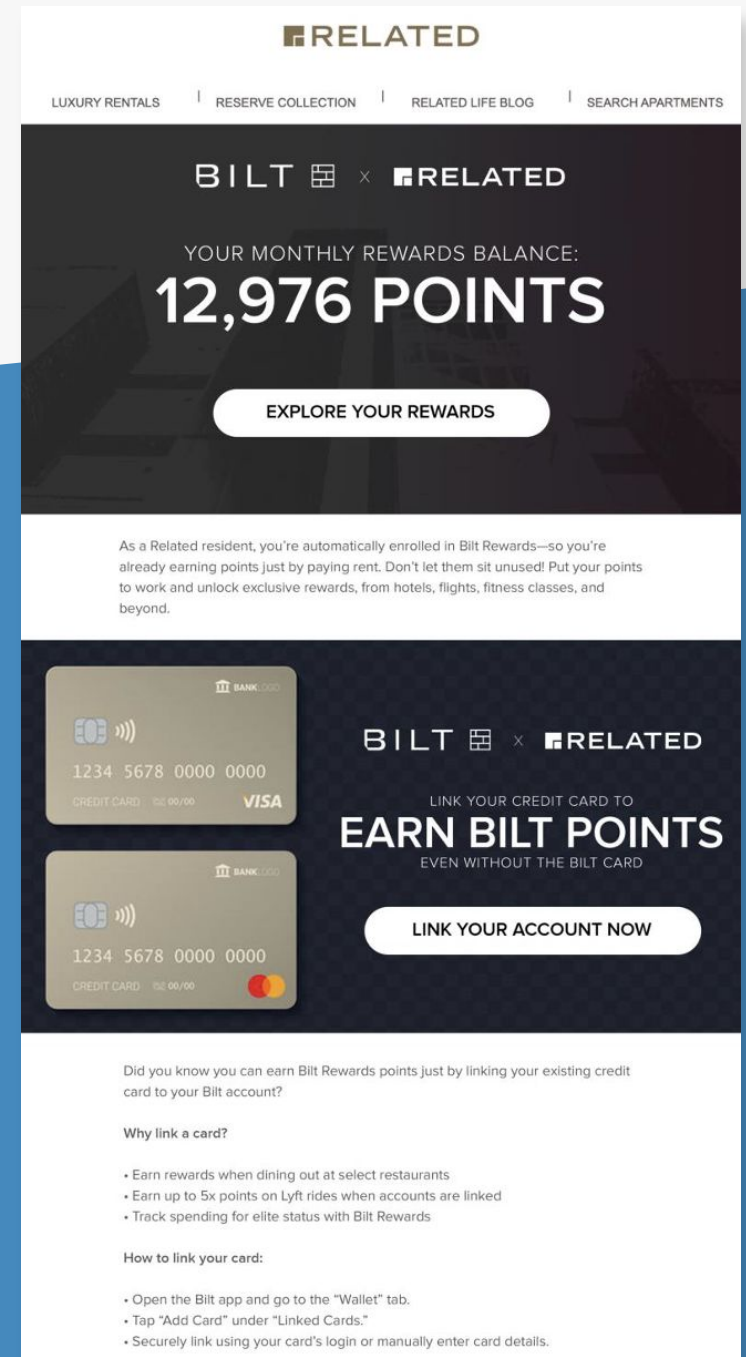
Related does additional marketing on top of automated resident communication from Bilt.

“To drive deeper engagement and keep rewards top of mind, we have a monthly Bilt reminder email, sent by Related. **This is a dynamic, personalized touchpoint designed to help residents get the most out of Bilt.**”

There’s no reason our residents shouldn’t be linking their cards to earn points in the neighborhood automatically, or actively redeeming their points. We want to remind them of their benefits here, just because they’re a resident.”

Chris Schmidt

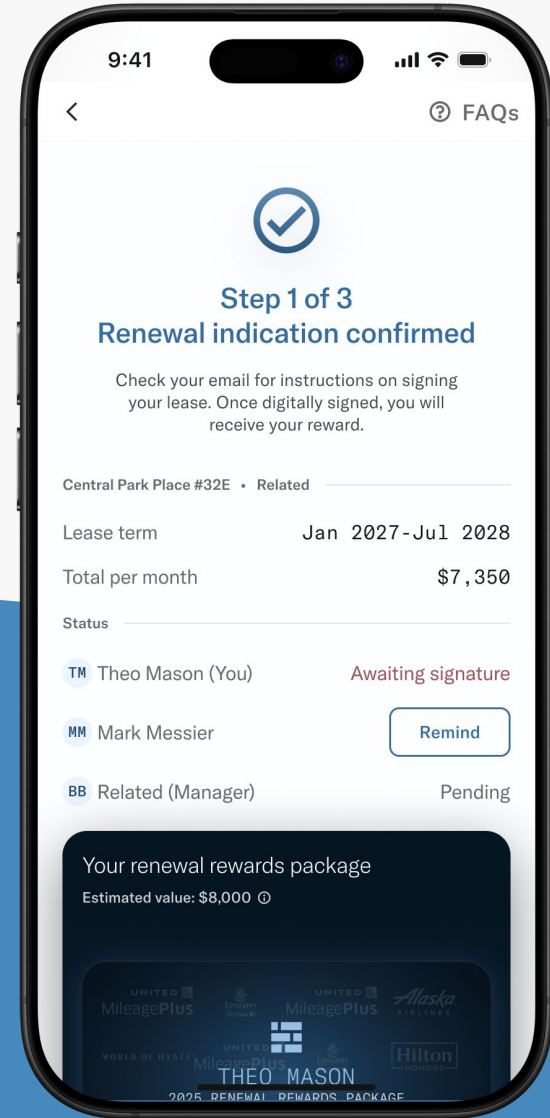
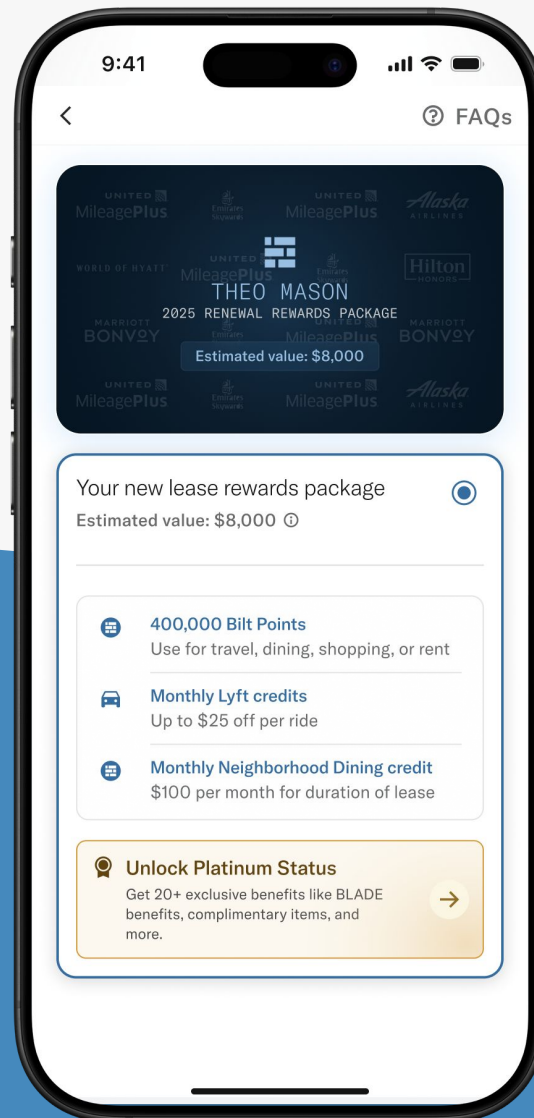
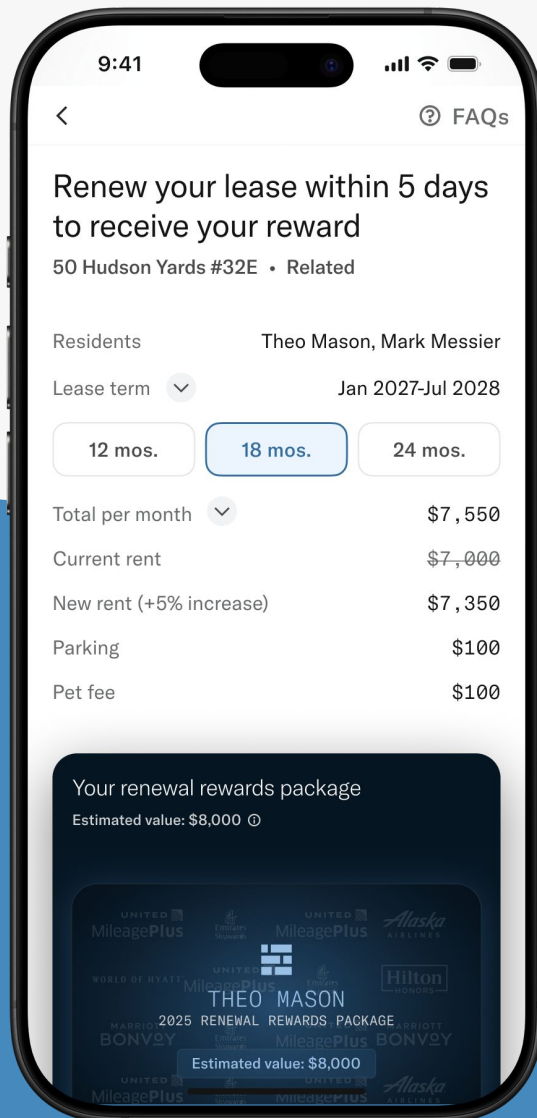
Executive Vice President, Related Companies



THE RENEWAL EXPERIENCE

Beyond the standard touchpoints through Bilt, Related goes above and beyond to reward residents—thereby driving increased renewals.





Related residents can view and accept their lease renewal offer directly through Bilt.

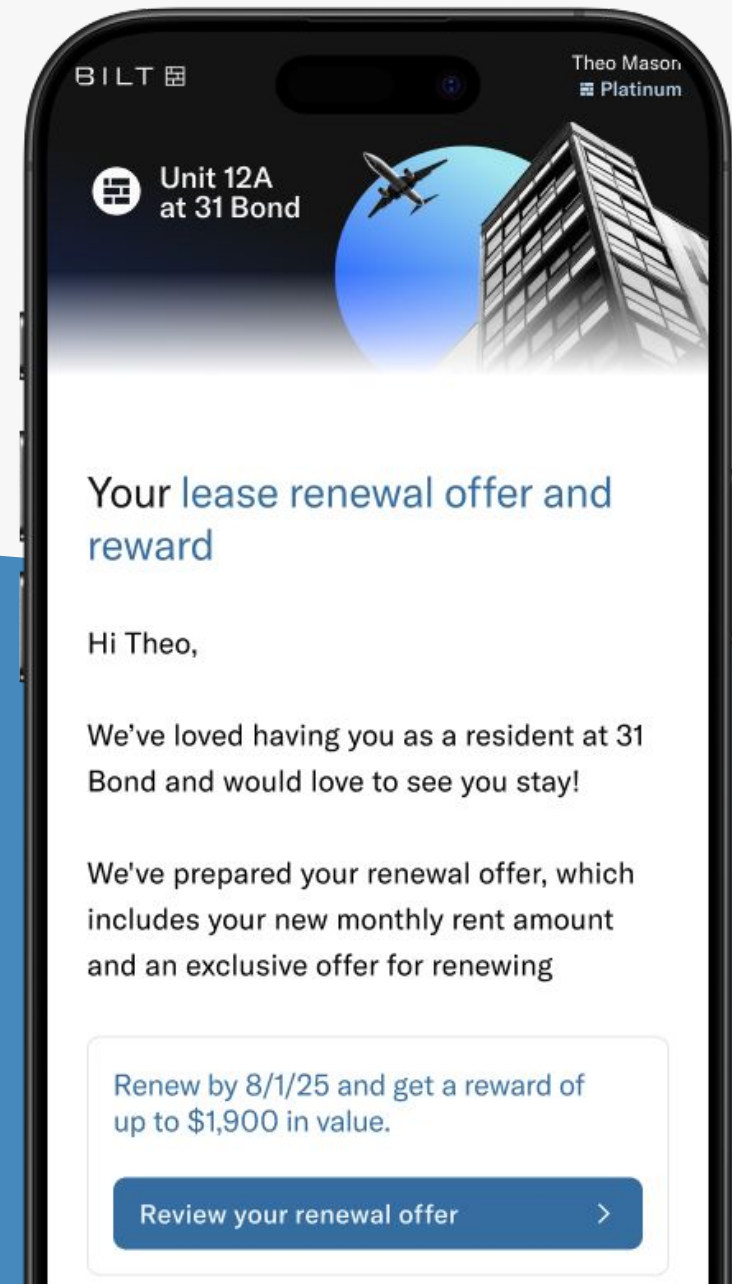
Rewards & Benefits

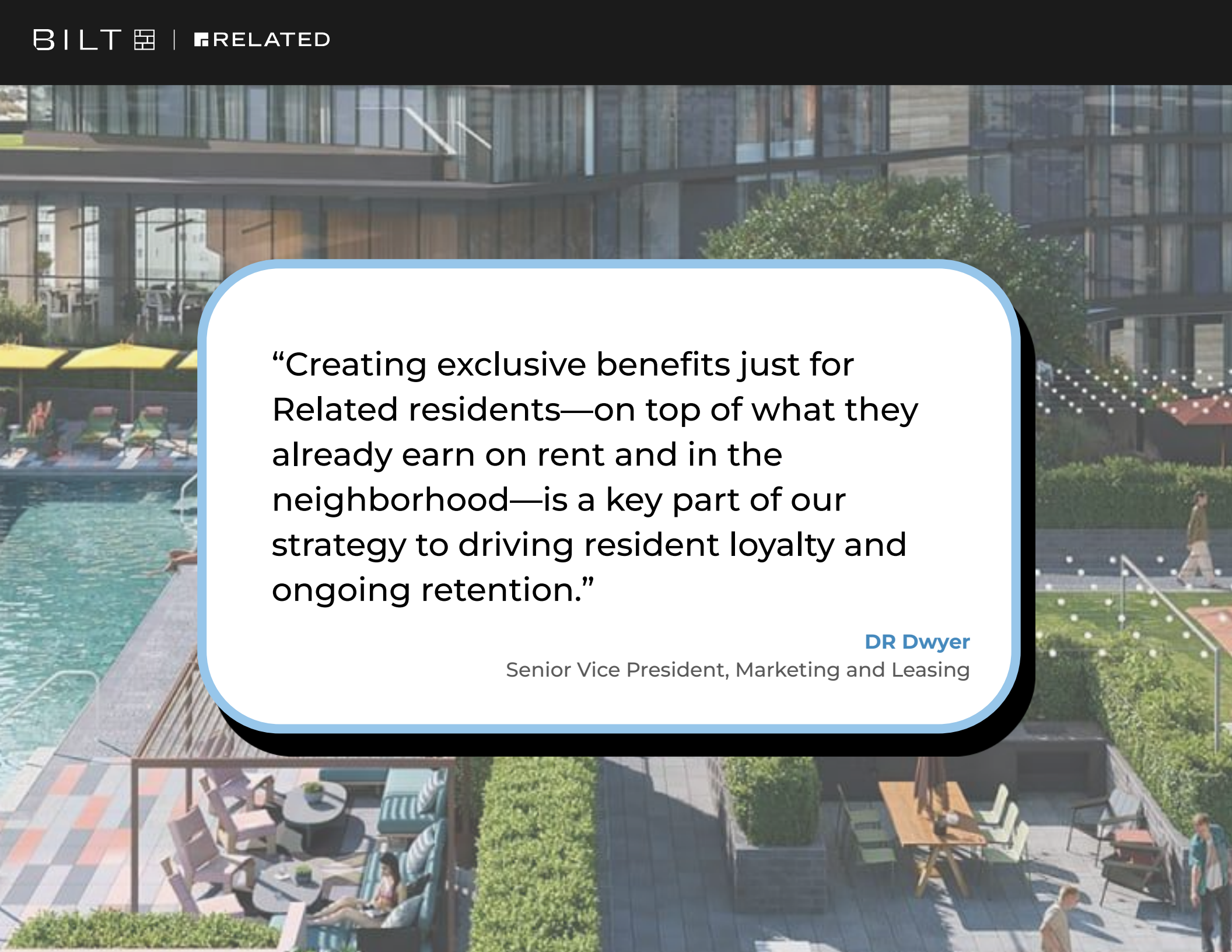
Residents can also receive rewards from their Related properties for things like lease renewals, birthdays, move-in gifts, and giveaways.

“We now use rewards from Bilt as the currency for traditional giveaways. We’d traditionally offer things like gift cards, fitness classes, travel vouchers — that’s hard to maintain. **Now, we send residents rewards packages and let them redeem how they want.** And, it’s at a cost savings to us.”

Chris Schmidt

Executive Vice President, Related Companies





“Creating exclusive benefits just for Related residents—on top of what they already earn on rent and in the neighborhood—is a key part of our strategy to driving resident loyalty and ongoing retention.”

DR Dwyer

Senior Vice President, Marketing and Leasing

THE EMPLOYEE JOURNEY

Drive more on time payments,
new revenue, and save on leasing

● THE RESIDENT JOURNEY

● LEASING EXPERIENCE

● RESIDENT EXPERIENCE

● RENEWAL EXPERIENCE

○ THE EMPLOYEE JOURNEY

Related prepares the leasing office team with scripts and materials.

“Since our lobby teams are the first and last point of contact for our residents, **we’ve integrated Bilt into every interaction.** Concierges have a cheat sheet with the benefits our residents have through Bilt, new hires are assigned Bilt trainings as part of onboarding, and **we train staff to consistently reinforce how Bilt adds value when residents are considering renewals and signings.**”

Chris Schmidt

Executive Vice President, Related Companies

RENEWALS (LEASING/AGM) SCRIPT:

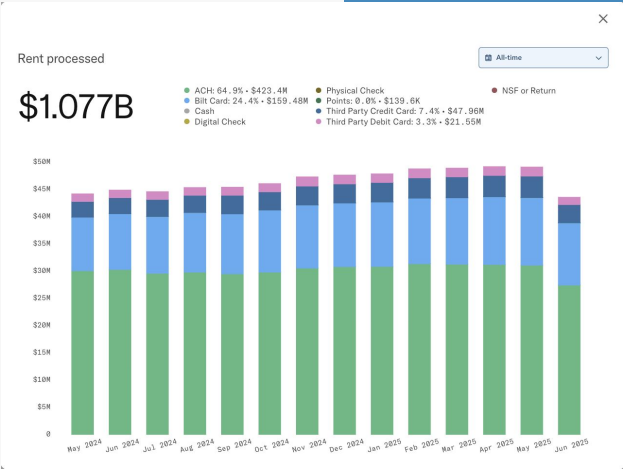
“Thank you for sharing your feedback at {building}. We’re constantly looking for ways to enhance the living experience for all our residents. Speaking of, have you been checking your Bilt Points?”

If yes: Great! Have you redeemed your points yet? You can redeem 1:1 for airline miles and hotel points, or use towards expenses like your next rent payment, student loans, and more. Also, have you linked your cards to your Bilt account? In doing so, you automatically earn Bilt Points when you spend in the neighborhood-on top of your usual card rewards.

If no: I’d be happy to help you check how many Bilt Points you have. You can also link your cards to your Bilt account to automatically earn Bilt Points when you spend in the neighborhood-on top of your usual card rewards. This is one of the many perks of being a Related resident, and I want to make sure you can take full advantage of this amazing opportunity!”

Related is driving on-time payments with rewards—and employees can track everything in the portal

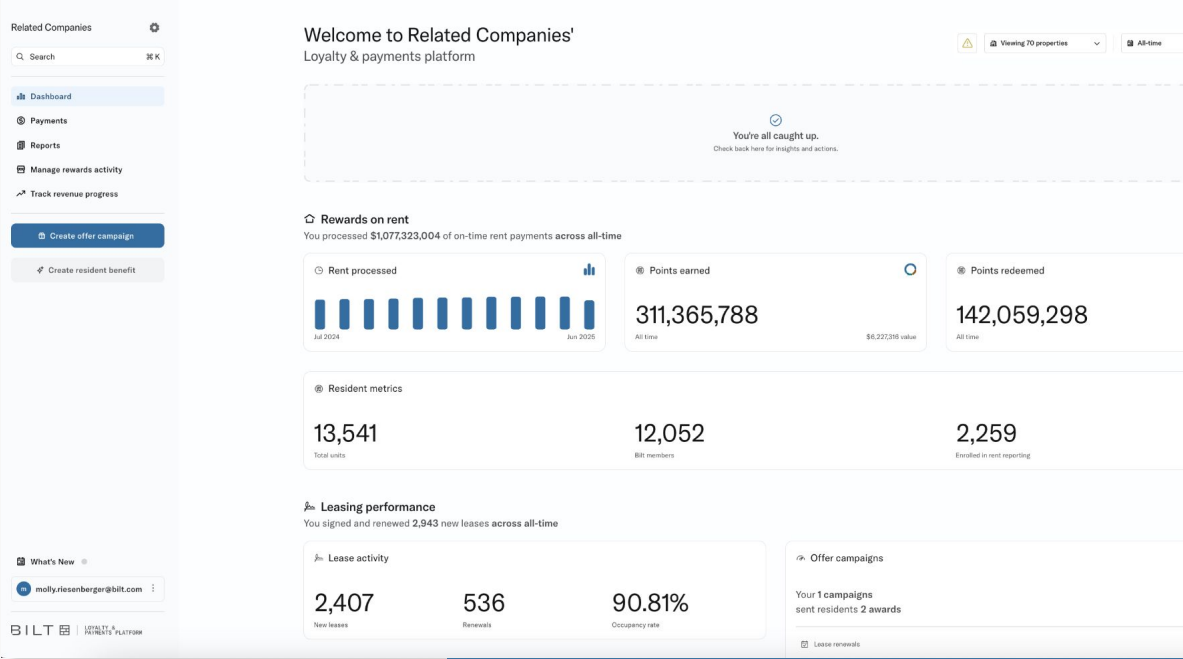
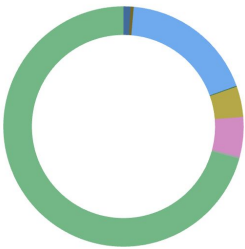
- ✓ Replaced Related’s legacy payment platforms at no additional cost
- ✓ Seamless integration with Yardi and accounting workflows
- ✓ Insights into resident earning and redemption data



Points earned

318.22M Bilt Points

\$6.36M value to residents



Earn new revenue connecting residents to their neighborhood

- ✓ Related generates revenue on all eligible spend from residents at merchants in the Bilt network
- ✓ Insights into resident spending habits, which helps Related become smarter about retail opportunities in buildings
- ✓ Earns additional revenue when onboarding merchants to the network



Drive cost savings on all leasing marketing spend

- ✓ Related employees seamlessly create offers and benefits for residents—in seconds—using their existing lease marketing and resident engagement budgets
- ✓ Bilt automatically generates rewards for customers of equal or higher value using AI-powered rewards-based offers, at a cost savings to property

