

CASE STUDY

HOW VALIANT RESIDENTIAL IS TRANSFORMING RESIDENT LOYALTY WITH BILT

Resident satisfaction | Digital payment growth | Delinquency reduction

Valiant Residential, with over 36 years in the industry and 35,000 units nationwide valued at over \$6B, has long been committed to innovative property management. **In spring 2023, Valiant partnered with Bilt Rewards to enhance the living experience across their 150 assets in 10 markets.**

At launch, residents seamlessly transitioned to making monthly rent payments through Bilt and began earning rewards on their largest monthly expense.

Residents not only earn points and access exclusive benefits on every rent payment, but also in the neighborhood at local restaurants, fitness studios, on Lyft rideshare, and more. **This allows residents to now earn rewards and benefits just for living at a Valiant Residential managed property.**

Recently, Valiant has leveraged the Bilt Rewards ecosystem to create its own resident loyalty program, offering exclusive benefits specifically for its residents and utilizing Bilt currency in place of traditional incentives.

In under a year, Valiant Residential has been able to:



Increase resident satisfaction



Drive digital payments



Decrease delinquency



Open up new revenue streams through the Bilt Neighborhood Rewards Network



“The Bilt program has **profoundly enhanced our residents' satisfaction**. The ability to earn and use points has transformed their experience, leading to **higher engagement and a more rewarding living environment.**”

Craig Lashley

President & CEO, Valiant Residential

1. Increase in Resident Satisfaction

Valiant Residential has seen a notable boost in resident satisfaction since partnering with Bilt. Residents now earn rewards and access exclusive benefits **when using any linked debit or credit card on rent and spend in their neighborhood** – in addition to their usual card rewards. Residents can **redeem those points towards travel with hundreds of airlines and hotels, fitness, and shopping, and even future rent payments.**



With Bilt, we can offer financial incentives, enhanced amenities, and personalized offers. This **drives community engagement and leads to higher resident satisfaction** and retention.

Jake Lindahl

Director of Strategic Partnerships, Valiant Residential



75%

OF RESIDENTS HAVE
CARDS LINKED TO EARN REWARDS ON
RENT AND IN THE NEIGHBORHOOD

65M

BILT POINTS EARNED
BY VALIANT RESIDENTS



“We often hear **residents express excitement about redeeming their points** earned on rent. In addition to wanting to reward our residents, we believe **happier residents will ultimately lead to higher renewals and fewer leasing costs.**”

Jake Lindahl

Director of Strategic Partnerships, Valiant Residential

2. Growth in digital payments

The adoption of Bilt has significantly boosted digital payments at Valiant, with more residents shifting away from traditional methods and a notable increase in digital payment usage compared to their previous processor. **This shift has streamlined financial operations by automating payment processes, reducing errors, and integrating with Valiant's account systems.**

This digital payment growth aligns with Valiant's goal of modernizing payment processes across their properties.



+30%

OF RESIDENTS MOVED FROM
PHYSICAL TO DIGITAL PAYMENTS

<0.5%

OF RESIDENTS MADE CASH OR
CHECK PAYMENTS IN THE PAST 6 MONTHS

“Residents now have access to a **diverse range of digital payment options on a user-friendly interface**. There are also plenty of educational resources that help them understand their options, leading to a high percentage of residents moving exclusively to digital payments in a very short time.”

“Bilt saves us time and lowers our administrative costs, while also **improving resident satisfaction** through convenient payment options.”

Jake Lindahl

Director of Strategic Partnerships, Valiant Residential

-12%

DELINQUENCY RATE DECREASE
IN ONE YEAR OF USING BILT

15.9M

BILT POINTS REDEEMED TOWARDS
RENT PAYMENTS

25%

OF VALIANT RESIDENTS ENROLLED IN
FREE RENT REPORTING THROUGH BILT

3. Reduction in delinquency

The convenience of digital payments and rewards for on-time rent payments, funded entirely by Bilt at no cost to Valiant, has led to a noticeable reduction in resident delinquency. This supports Valiant's broader efforts to maintain consistent cash flow and minimize financial risk.



Our partnership with Bilt has not only elevated resident satisfaction but also **positively impacted our financial operations**. The reduction in delinquency and increased use of digital payments are clear indicators of the program's success.

Craig Lashley

President and CEO, Valiant Residential



Conclusion

Valiant Residential's collaboration with Bilt has set a **new industry standard for the resident experience**. Valiant Residential continues to lead by example, demonstrating the transformative impact of innovative rewards programs in property management.

The Valiant team looks forward to continued operational efficiency through automated payment processes, enhanced resident loyalty through creating personalized resident rewards, and access to valuable data insights that will inform strategic decision-making.

