

Onboard Annual Price Increase Process

Approximately 1 Year
from go-live or every
January thereafter,
depending on the provider

Account Manager:
Due diligence on
provider increases,
taxes/fees, Onboard
increases, market
comps

Account Manager:
Compiles data
and runs various
financial projections
to determine
recommended
resident amenity fee

New resident amenity
fee rates proposed to
ownership

Account Manager:
Implements
approved resident
amenity fee rate
changes with site
team

Onboard Charge Audits:
Ensure new fees are
charged upon renewals
and new move-ins
over the course of
the year until the
next price
increase is due

Purpose of Price Increases

- ✓ Lower enrollment friction at rollout
- ✓ Scales with external and contractual economics
- ✓ Maintain healthy margins throughout the life of the amenity program for owners (vs. front-loading revenue)