

INSTRUCTION BOOKLET

RENT RUSH

BY second nature



*This shiny seal means Second Nature poked,
prodded, and played this thing until we were sure
it was amazing. Certified fun. Might cause work
procrastination though...*

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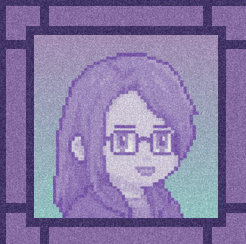
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WELCOME TO THE GAME!

You are a property manager serving single-family homes in a small city. Your goal is to fill vacancies while also handling resident requests.



Accumulate revenue by completing tasks and moving residents in. Each level, you'll have to hit your goal to move on.



BE CAREFUL!

If you miss too many tasks, your residents will become unhappy & move out, leaving you with more vacancies than you started with.

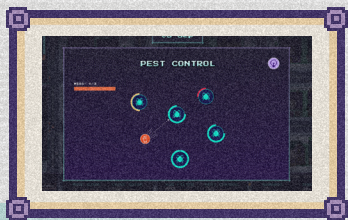
ONGOING TASKS

Part of being a property manager is handling things like maintenance requests, late rent payments, and insurance compliance issues.

When a resident has an issue that needs your attention, you'll see an icon pop up above their home. Your goal is to get to the property and resolve the issue before time runs out.



To resolve each task, you'll have to complete a quick minigame. For example, with pest issues, you'll have to click the moving bugs on the screen to squash them. For air filters, you'll have to align the filter with the slot in the HVAC system.



Completing tasks earns you revenue, but failing them will make your residents unhappy, and cause them to move out.

MOVING IN RESIDENTS

When a new resident needs to be moved in, they'll arrive at your office at the center of town. Your job is to show them to their new home.

When you meet them at the office, they'll need to sign a lease.

Complete the mini-game to get their signature.

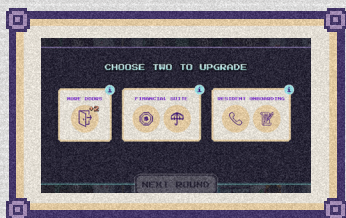


Once the lease is signed, you'll walk them over to the property, where you'll have to

complete the move-in tasks: connecting internet and utilities. ***Complete the minigame to get them connected.***

GROWING YOUR BUSINESS

When you advance to the next level, you'll automatically bring one new door under management. Then you'll be offered three choices:



1.

Upgrade your team:

Move faster around the city and skip checking in at the office between every task. Complete tasks faster so you miss fewer resident requests.

2.

Add more properties:

Bring two additional properties under management. More properties under management means more revenue opportunity.

3.

Unlock benefits:

Resident benefits make your job easier by automatically handling tasks and collecting revenue. Streamline the

move-in process, handle maintenance requests, and avoid late rent payments.

HINT! 💡

Adding properties can make you more revenue, but if you add too many properties too quickly, you won't be able to keep up with move-ins and maintenance!

UNDERSTANDING YOUR UNLOCKABLE BENEFITS

When you unlock benefits, you start building a Resident Experience Platform for your business. *Here are the three key parts you can unlock:*

RESIDENT ONBOARDING



MAINTENANCE SUITE



FINANCIAL SUITE



RESIDENT ONBOARDING

Resident Onboarding delivers Lease Guide, giving your residents an unskippable, mobile-first workflow where they can understand their lease requirements, customize their living experience, and sign their lease.



It also brings them Move Guide, which helps residents activate their utilities and more on day one. That includes Group Rate Internet, which provides gigabit internet at below market price, included with the lease.

Unlocking Resident Onboarding allows you to skip the leasing minigames and just bring your residents directly to their new home.

HINT!

Resident Onboarding is great to upgrade early, so you can make the most of it as you bring more properties under management.

MAINTENANCE SUITE

With the Maintenance Suite, your residents get On-Demand Pest Control. Instead of calling you with a complaint about pests, they can directly request pest services from a vetted local provider, with no cost at point of service. Pest issues handle themselves, removing them from your plate.



They also get enrolled in Air Filter Delivery, where Second Nature ships an HVAC filter directly to their door, exactly when it needs to be changed. Fresh filters reduce HVAC maintenance calls, so you'll no longer have to go out to homes for repairs or replacements.



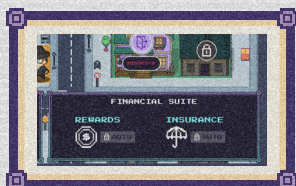
HINT! 💡

Maintenance Suite is great to add as your portfolio grows and maintenance issues start to pop up more frequently.

FINANCIAL SUITE

The Financial Suite includes two key benefits:

- Credit Building
- Resident Rewards



With Credit Building, on-time rent payments are automatically reported to all three major credit bureaus, helping your residents improve their scores by 64 points on average.

With Resident Rewards, they earn points when they pay on time, which they can cash in for prizes, gift cards, and more.

When you incentivize residents to pay on time, you eliminate delinquencies and don't have to chase down late rent.

HINT!

The Financial Suite is a great late-game addition when your properties are already filled. With more residents moved in, late rent starts to become a bigger problem.

BRINGING THE RESIDENT EXPERIENCE PLATFORM TO LIFE

Second Nature can deliver the Resident Experience Platform to your real-life business, too. From leasing to move-out, we're here to help you bring a living experience that residents pay and stay for.

LEASES UNLOCKED:

LEASE GUIDE

This cheat code is a single tool that transforms boring leases into an interactive, mobile-first walkthrough.

How to unlock the power-up:

1. Upload your lease into the platform
2. Customize the walkthrough
3. Share with residents for instant lease clarity

UTILITIES SIMPLIFIED:

MOVE GUIDE

This upgrade gives residents a single place to enable all their utilities, find movers, and more, all customized to their new home.

How to activate this upgrade:

1. Build your move-in guide template
2. Add local utility links, vendor contacts, and reminders
3. Send it to every new resident before move-in day

CONNECTIVITY SPEED RUN:

GROUP RATE INTERNET

This hack connects your residents to the internet at unbeatable rates. An extra revenue stream for you and happier, always-connected residents.

How to sideload this boost:

1. ISP gets each property internet-ready
2. Include the service in your leases
3. Residents agree and enroll
4. Automatically activate internet and enjoy new income

LIVING STEADY:

MORE RESIDENT BENEFITS TO INCLUDE

Everyday convenience with built-in retention.



AIR FILTER DELIVERY

Power-up: Delivers air filters to every door like magic.

Effect: 38% fewer HVAC repairs, lower utility bills, and cleaner air for residents.



CREDIT BUILDING

Power-up: Reports positive rent payments to build resident credit.

Effect: Reduces late payments and helps set residents up for future homeownership.



RENTERS INSURANCE PROGRAM

Power-up: Builds renters insurance coverage right into the lease, with compliance guaranteed.

Effect: 100% insurance coverage without the admin work.



\$1M IDENTITY PROTECTION

Power-up: Shields every adult on the lease with automatic coverage.

Effect: Total peace of mind and no identity theft excuses for missed rent.



RESIDENT REWARDS PROGRAM

Power-up: Rewards on-time payments with points for overpowered prizes.

Effect: Residents feel appreciated and stay longer.



ON-DEMAND PEST CONTROL

Power-up: Residents summon pest service when they need it.

Effect: Bugs are vanquished, responsibilities get met, and complaints are avoided.

THE POWER IS IN YOUR HANDS

This strategy keeps residents delighted,
makes properties easier to manage, and
helps investors see consistent returns.

READY TO UPGRADE YOUR
RESIDENT EXPERIENCE?



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