

# Rhino

## How to *Market* Rhino

# Agenda

1. Intro to Rhino
2. Marketing Material Options
3. Guidelines

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# Intro to Rhino

## Our Mission

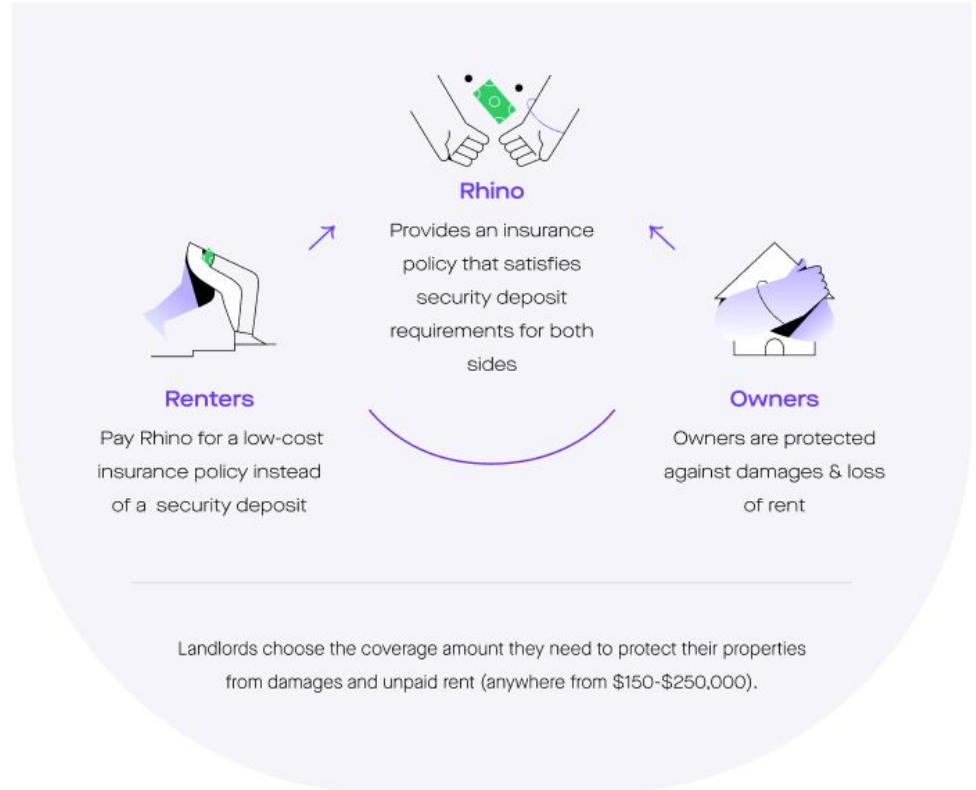
**Rhino offers renters a security deposit replacement.  
Our mission is to make renting affordable for  
everyone, everywhere.**

Rhino New York LLC (Rhino Insurance Agency in California) (Rhino) is a licensed insurance agency. Coverage is subject to actual policy terms, conditions and exclusions and is currently not available in HI, MT, ND or WY. Coverage is subject to underwriting approval and may not be available to all persons, even if offered in your state. Rhino acts as a general agent for various insurance carriers. In AK, CT, DE, IN, KY, MD, ME, NY, OH, PA, SD, TN & WV, insurance is underwritten by carriers with an A.M. Best rating of "A- (Excellent)" or better. In the remaining states, insurance may be underwritten by a nonadmitted, excess/surplus lines carrier that is not licensed in that state.

**Rhino**

# How it Works

The renter buys Rhino, an insurance policy, for the landlord to cover their property/ unit of excessive damages and unpaid rent/ instead of paying a cash security deposit.



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# Marketing Material Options

# Communication Touchpoints with Renters

1. You can add Rhino to your website so applicants can be greeted with the message that your units are deposit-free
2. Send renters to Rhino's website or send digital flyers so they can learn more.
3. Keep printed flyers and postcards handy in your leasing office for prospective renters that come in. (Postcards are also great to have handy in a briefcase or bag if you move between properties often!)
4. Once renters have expressed interest, we'll provide email communications you can use to explain the enrollment process and get them signed up

# Homepage

Add a static slide out that follows the user on the page to attract attention to Rhino's offering.

Recommended copy includes:

- *Rent deposit-free with Rhino*
- *Save on upfront costs with Rhino*
- *Satisfy your deposit requirement with Rhino*
- *Ask us how you can skip your security deposit*
- *Skip your security deposit with Rhino*
- *Use Rhino to keep save cash when you move in*

The screenshot shows the homepage of the Oak Creek Crossing Apartments website. At the top, there is a navigation bar with a green 'APPLY NOW' button, the company logo, and the phone number '(309) 200-8944'. Below the navigation bar is a horizontal menu with links: HOME, FLOOR PLANS, AMENITIES, GALLERY, MOVING IN, CONTACT, and MOVE IN SPECIALS. A purple sidebar on the left features a rhinoceros icon and the text 'Skip your security deposit with Rhino'. The main visual is a large photo of a modern apartment building with the text 'Apartment living... Reimagined.' overlaid. Below the photo is a dark blue banner with the text 'Welcome to Oak Creek Crossing' and a 'PROPERTY MAP' link. The content area below the banner describes the location in Bloomington and lists amenities. At the bottom, there is a dark blue section for 'Rates and Floor Plans' with buttons for '1 BEDROOM' and '2 BEDROOM'. The footer partially visible at the bottom shows the date 'MARCH 2'.

APPLY NOW

OAK CREEK CROSSING APARTMENTS

Call Us Today (309) 200-8944

HOME FLOOR PLANS AMENITIES GALLERY MOVING IN CONTACT MOVE IN SPECIALS

Skip your security deposit with Rhino

Apartment living... Reimagined.

Welcome to Oak Creek Crossing

PROPERTY MAP

A vibrant living destination. Right in the heart of Bloomington.

Oak Creek Crossing is a dramatically reimagined apartment complex in Bloomington located near State Farm Park. With upgraded outdoor and living spaces throughout, Oak Creek Crossing features 166 total units, with both one- and two-bedroom configurations.

Located at the corner of Veterans Parkway and 51 South, a vibrant living destination with amenities like dining, golfing, shopping, public transportation and entertainment nearby.

Rates and Floor Plans

1 BEDROOM 2 BEDROOM

MARCH 2



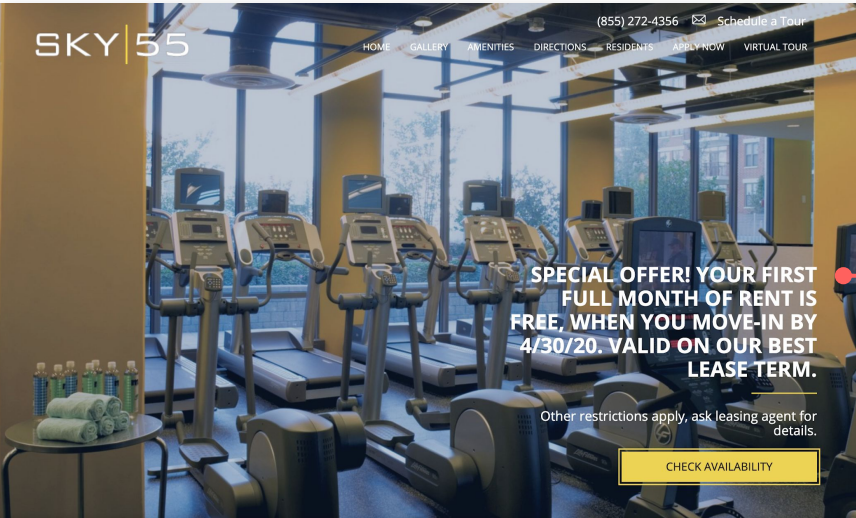
## Website

# Homepage

Add language to the homepage to emphasize deposit-free as an offering that sets your properties apart from other properties.

Suggested copy includes:

- *{insert property here} residents can use Rhino to skip their security deposit and save cash*
- *{insert property here} uses Rhino to help residents save cash when they move in*
- *{insert property} stays ahead of the game with Rhino, the deposit alternative that lets residents keep their cash at move-in*
- *{insert property} uses Rhino to protect their properties better than a security deposit and lower upfront costs for residents*

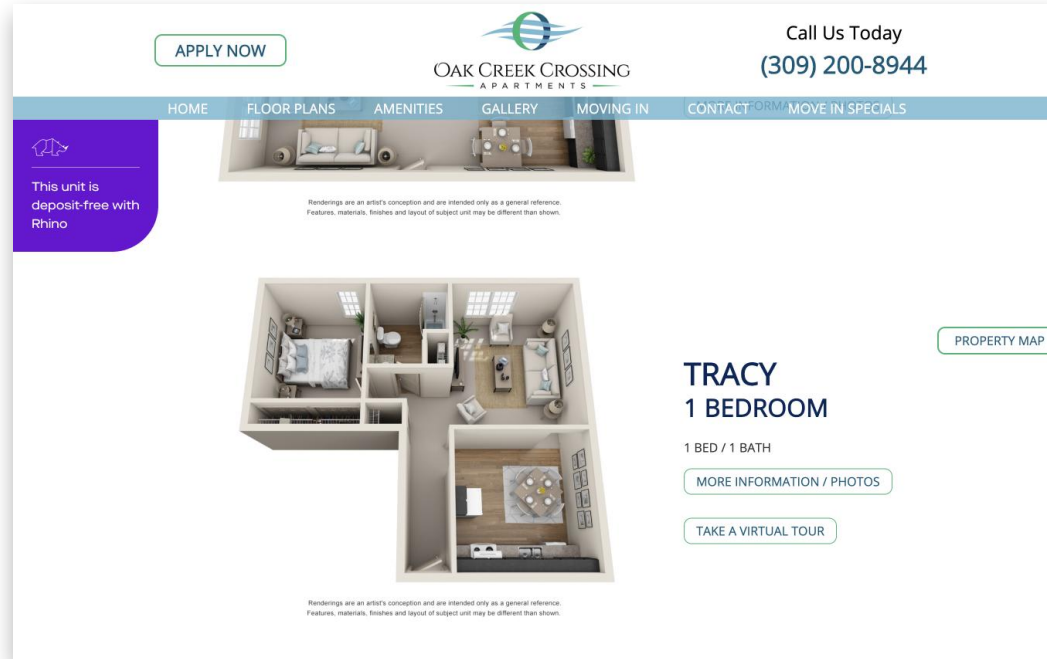


# Rental Unit page

Add Rhino to specific unit pages so they don't miss the added amenity.

Suggested copy includes:

- *This unit is deposit-free with Rhino*
- *Move in and save cash with Rhino*
- *This unit offers reduced upfront costs with Rhino*
- *Ask us how you can save cash when you move in*



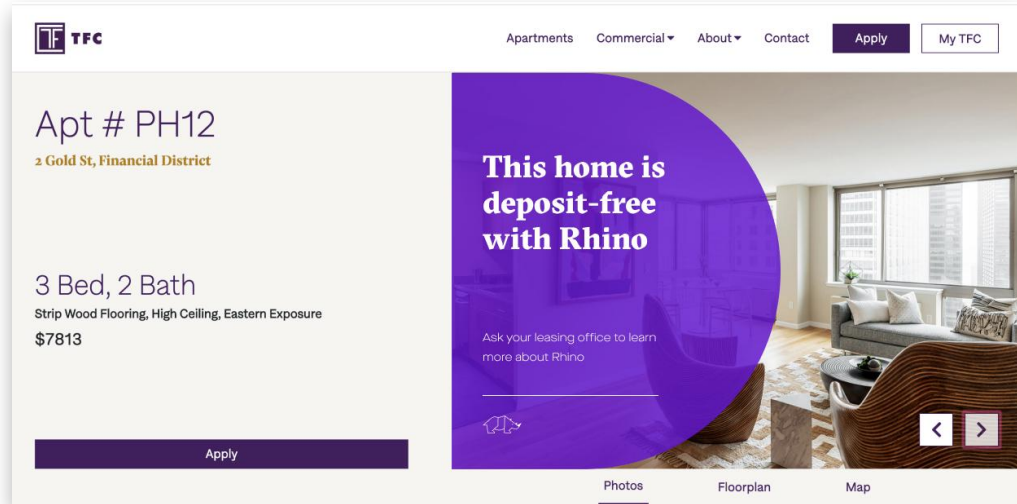
# Rental Unit page: Image on gallery carousel

Add an image to the gallery carousel of the unit to remind renters that they can save upfront on their security deposit requirement and put it towards their monthly rent. [Download media assets here](#).

Suggested copy includes:

This home is deposit-free with Rhino

1. Replace your upfront deposit requirement with an affordable insurance alternative
2. CTA: Ask your leasing office to learn more about Rhino



# Amenities Page

Present Rhino as an amenity in your vacancy advertising to unlock the marketing power of Rhino's deposit-free offering. Renters everywhere love Rhino and word spreads fast.

(Suggested copy included in the example)

## AMENITIES

Whether you're a fitness buff or a cultural maven, SKY55 has you covered. From the fitness center, pool and bike storage to the rooftop grilling area and concierge service, we cater to everything our residents could want and need.

### Community Amenities

- Parcel Pending package acceptance and Pressbox valet dry cleaning lockers with 24/7 access
- Complimentary coffee bar
- 24-hour fitness center with cardio and strength equipment
- Billiards and game rooms
- Conference room
- Bike storage
- Catering kitchen
- Complimentary WiFi in common areas
- Extra storage available
- Landscaped rooftop sun deck and garden courtyard
- Rooftop entertainment terrace with fireplace lounge, grilling, and outdoor dining
- Rooftop pool and hot tub
- Stunning panoramic city and lake views
- 24-hour emergency maintenance
- Curbside public transportation
- Minutes to restaurants, shops and nightlife
- One block to the Roosevelt L Station and Grant Park
- On-site grocery store
- On-site garage parking
- 100% smoke-free community
- **Deposit Free with Rhino**

### Apartment Amenities

With open layouts, spacious rooms and upgraded appliances and finishes, each SKY55 apartment home has been designed to meet the needs of today's sophisticated apartment renter. Call 866-792-1894 to setup your personal tour.

- Floor-to-ceiling windows
- Hardwood flooring in main living areas
- Open kitchens with granite countertops, glass backsplashes, and wood and glass front cabinetry
- Stainless steel appliance package
- Kitchen islands available
- 
- Spacious baths feature ceramic tile flooring and tub surrounds, vanities with built-in storage, and separate shower options
- Large walk-in closets with built-in organizers
- Individually controlled heat and air conditioning
- Penthouse and signature suites options
- Balconies available

[HOME](#)[ABOUT](#)[INVESTORS](#)[CAREERS](#)[RESIDENTS](#)

# UDR APARTMENTS

## FIND YOUR APARTMENT

YOUR HOME:

Additional Search Criteria


Price (min)	MIN	▼
Size (sqft)	MIN	▼
Age (min)	MIN	▼

## Skip your security deposit with Rhino!


We're teaming up with Rhino to offer you a new way to satisfy your upfront deposit requirement. Below is some information from Rhino about their program.

If you enroll with Rhino, **you don't have to pay a cash deposit.** Instead, you can buy security deposit insurance, which protects your home from damages and unpaid rent, like a cash deposit.


[Get a quote](#)



**Costs as little as \$4 per month\***  
Save hundreds at move-in and get in the door faster.



**Enrolling is fast and easy**  
Find out if you're eligible and enroll in about 60 seconds.



**Flexible payment options**  
Pay for Rhino month-to-month or all upfront.

\*Pricing will vary by individual renter. Example rates are based on limited information and are for informational purposes only. Actual rates determined based on the specific information provided to Rhino. Monthly payment plans may not be available to all renters.

## Website

# Slide-Out

Add Rhino information from the amenities page so renters can learn more about Rhino without being redirected elsewhere.

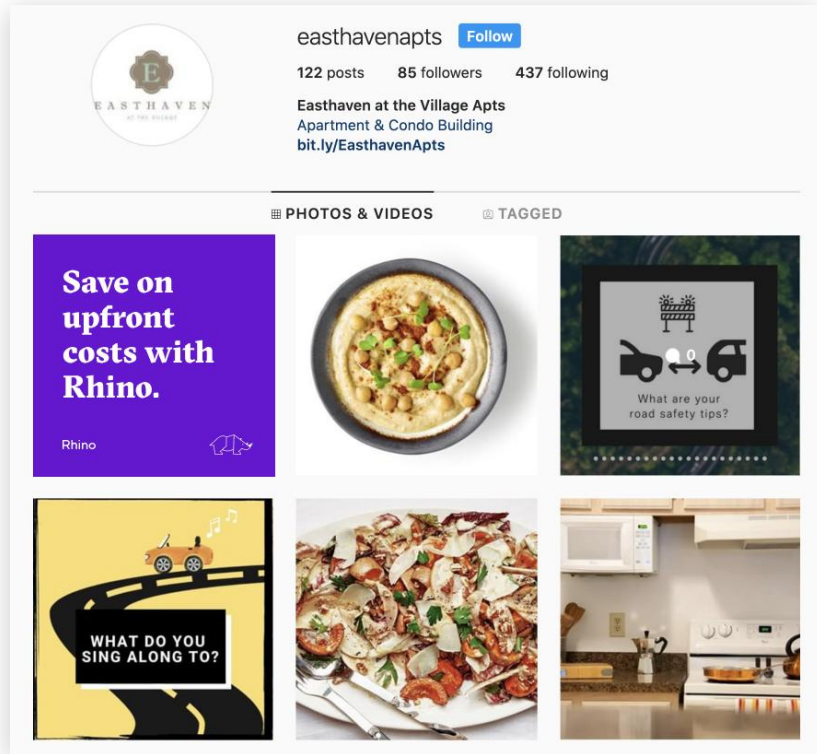
'Learn more' CTA leads to sayrhino.com

(Suggested copy included in the example)

Digital

# Social Media

Add Rhino to your social posts so your renters and prospective renters can learn more about Rhino.





highmarkres

Follow

190 posts 1,226 followers 251 following

Highmark Residential  
Property Management Company  
Official Instagram of Highmark Residential #HighmarkRes  
#HighmarkHighFive  
[www.HighmarkRes.com](http://www.HighmarkRes.com)



Atl→Na...



Southe...



Northe...



Southw...



Central



"Execut...



West

POSTS

TAGGED

**Teaming up  
to save you  
money.**

Rent deposit free with Rhino

Rhino /



Digital

# Social Media

Remind your leasing teams to mention Rhino to their prospective renters when making a leasing deal.

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# Guidelines



# Using our logo

Our wordmark can be used in different situations. Our wordmark comes in our brand purple, black, and white.

Rhino

Raptor on White



Rhino

Black on White



Rhino

White on Raptor



Rhino

White on Black



Rhino

Non brand color



Rhino

Stretched or distorted



Rhino

Angled



Rhino

Non brand color  
backgrounds



Rhino

Busy backgrounds



# Using our mascot

Our mascot can be used in different situations. Our mascot comes in our brand purple, black, and white.

[Download media assets here.](#)



Raptor on White



Black on White



White on Raptor



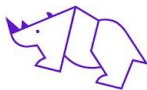
White on Black



Non brand color



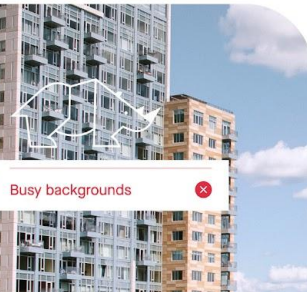
Stretched or distorted



Angled or flipped



Non brand color  
backgrounds



Busy backgrounds



# Using our brand colors

Our primary brand color is 'Raptor, #6318CE', and we use a lighter and darker version of it to create visual complexity.

We also use black, white, and grays as our base colors for text, background, and dividers.

Raptor

HEX #6318CE  
RGB (99, 24, 206)  
PMS 267 C

HEX #3D0094  
RGB (61, 0, 148)  
PMS Violet C

HEX #F5F4FB  
RGB (245, 244, 251)  
PMS 664 C

White

HEX #FFFFFF  
RGB (255, 255, 255)

Light Gray

HEX #F4F4F4  
RGB (244, 244, 244)

Gray

HEX #E3E3E3  
RGB (227, 227, 227)

Dark Gray

HEX #777777  
RGB (119, 119, 119)

Black

HEX #000000  
RGB (0, 0, 0)

# Insurance Do's and Don'ts

As an unlicensed party, stay compliant by avoiding these actions directly on your website, email communications and collateral that was not provided by or sent from Rhino directly.

- Do not advertise any coverage that is not provided under the insurance policy.
- Do not verbally guarantee a certain price level or quote.
- Do not use terminology that may be construed as soliciting (or appear to be soliciting) business on Rhino's behalf.
  - Instead of “offering” or “inviting” renters, use “introducing” or “making Rhino available”
  - Instead of “Ask our leasing team/property management team about Rhino” use “Ask how you can learn more about Rhino”
  - Instead of “sign up or enroll” use “learn more at sayrhino.com” or “satisfy your deposit requirement with Rhino”

# Questions?

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Rhino