

Rhino

How to *Market* Rhino

Agenda

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

1/

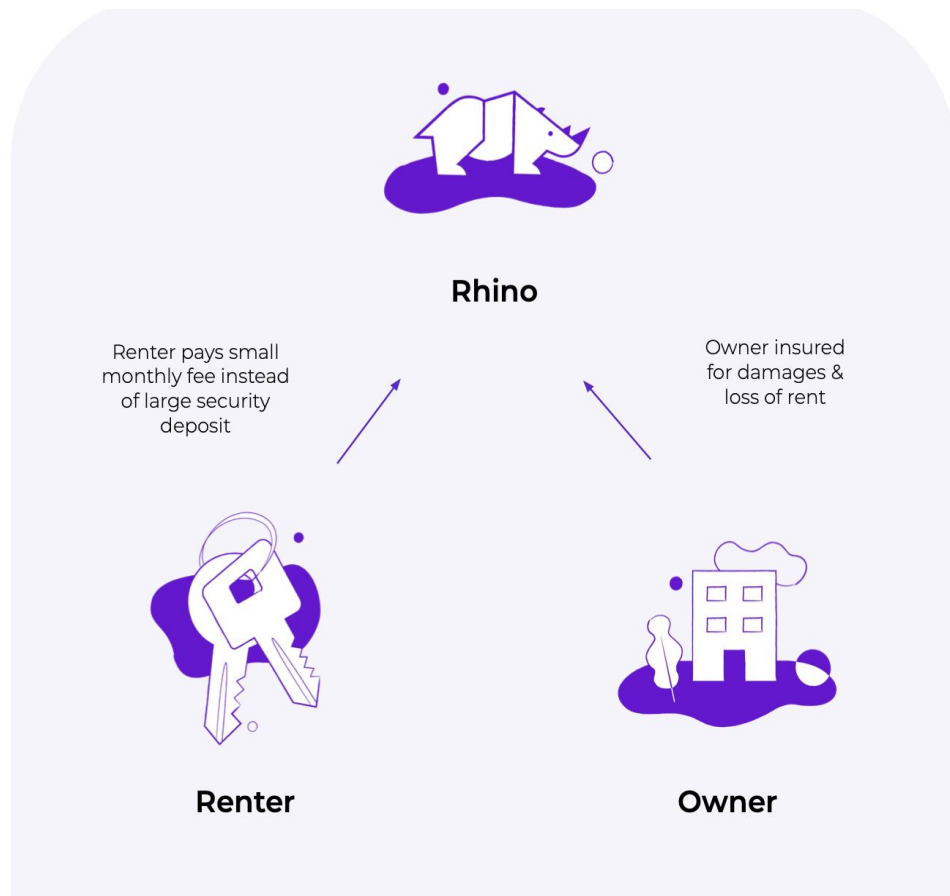
Intro to Rhino

Our Mission

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

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.



2/

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*

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

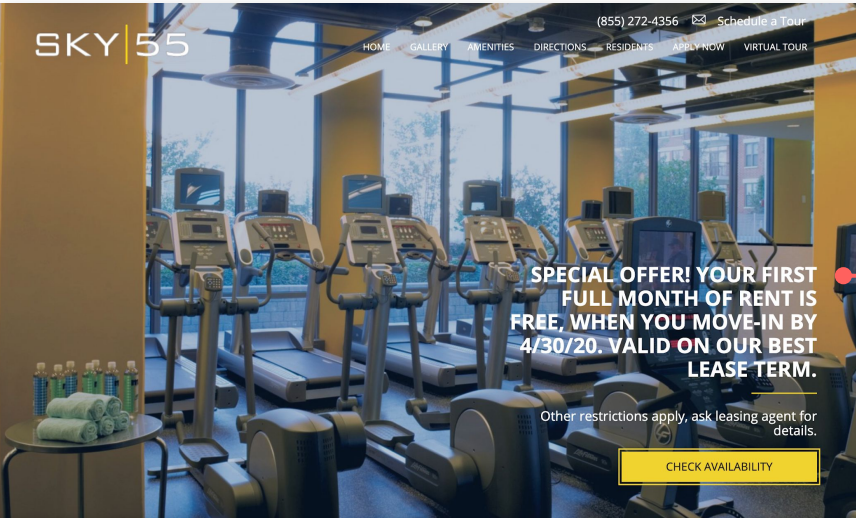
Website

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*

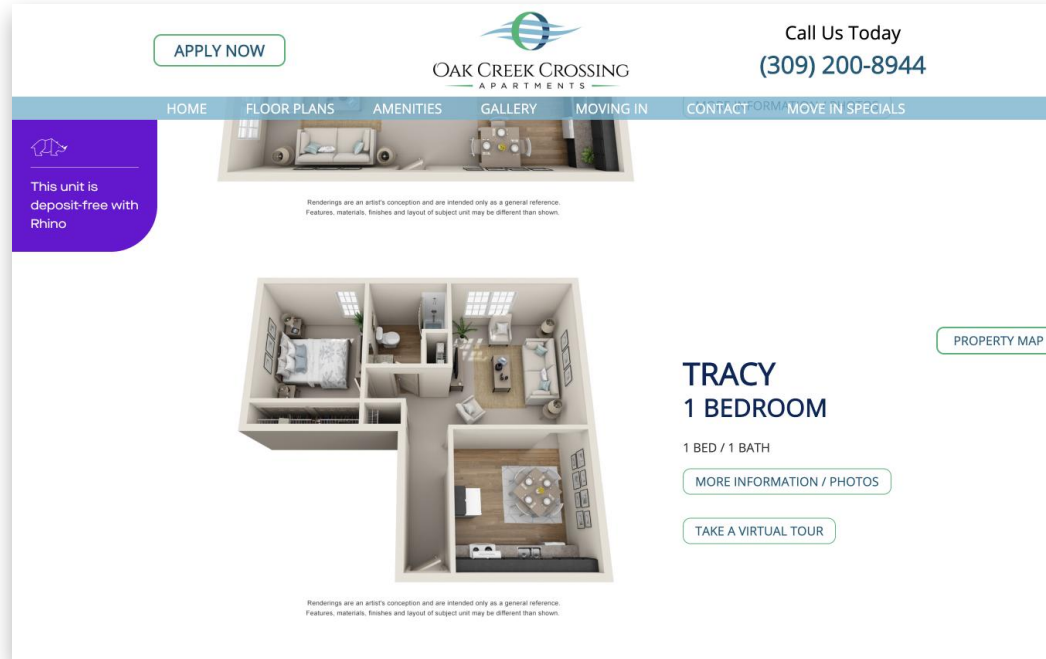


Rental Unit page

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*



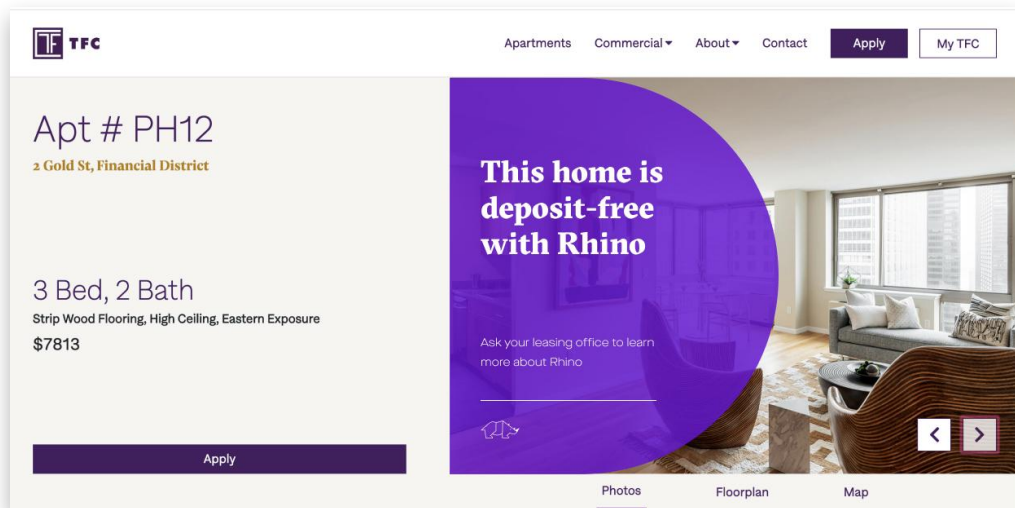
Rental Unit page: Image on gallery carousel

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. You can 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.

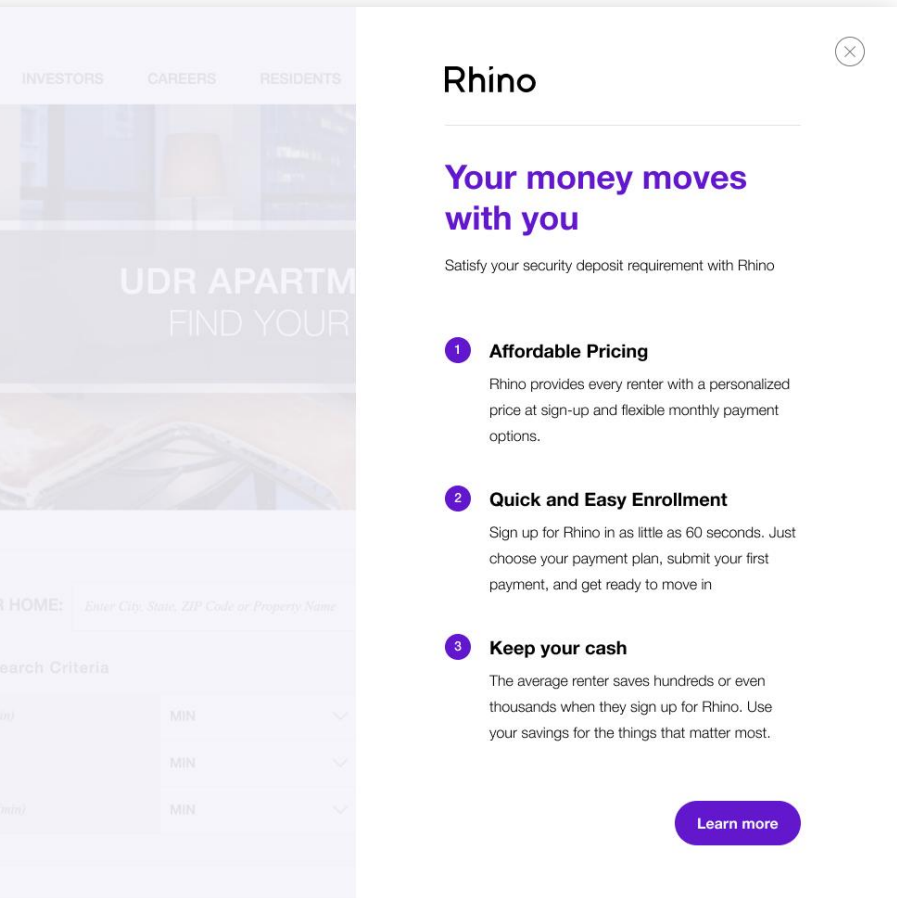
Community Amenities

- 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



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)

Print

Co-branded Flyers

Send your renters more information about Rhino with a co-branded flyer. Available for both digital and print use.

Rhino /  peak living

Enrolling with Rhino

Peak Living makes moving in affordable

Renters at this property can use Rhino to satisfy their security deposit requirement and save on upfront costs

1

Get in the door for as little as \$5/month

When you find a Rhino-partnered home we'll help you sign up quickly and easily.

2


Get your Rhino policy

Once you finish enrollment, we'll let your landlord know that the deposit requirement has been taken care of.

3

Your money moves with you

Spend your savings on things that matter today, or keep them for the things you may need tomorrow. Your money moves with you.



Next steps with Rhino

You get the best price

Any situation, information to speed, and

You get flexible payment

You can pay for your Rhino policy monthly or in full. When you make your first Rhino payment, we'll take the place of your security deposit and you're free to move in.

You have the same resident requirements

Rhino protects your home just like a security deposit does. If you cause excessive damage or don't pay rent, a claim can be submitted.

We protect the unit


Rhino isn't renters insurance. Renters pay for protection of their unit similar to a deposit, not for protection of their personal items.

You work with us if accidents happen

We work with both sides on every issue, but if a claim is submitted and accepted on your policy, you'll be responsible. We'll work together to find the best payment option.

Ask your landlord about Rhino

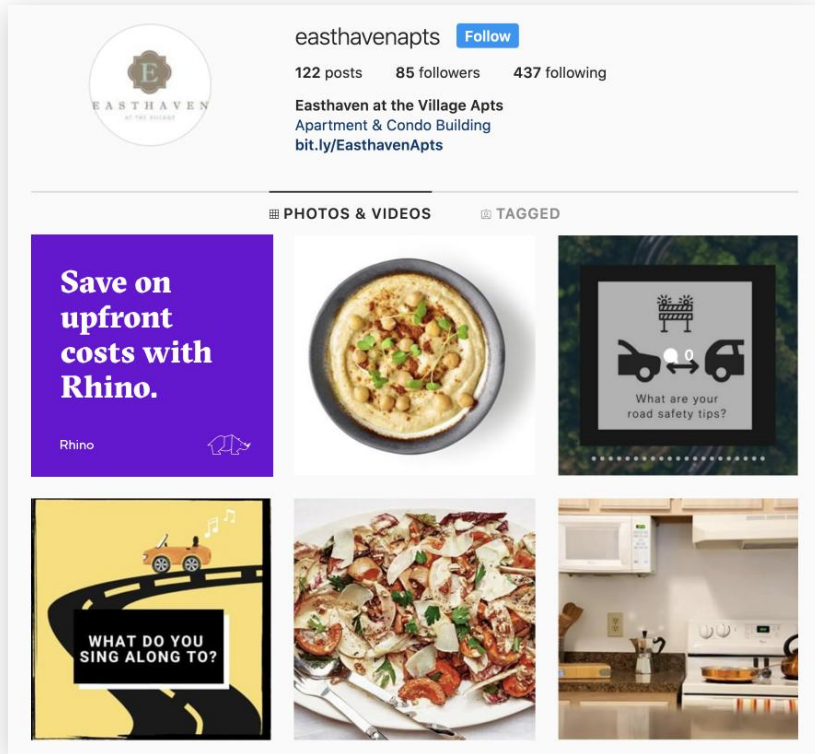
Learn more at sayrhino.com



Digital

Social Media

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



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

3/

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. You can access the log assets in the file titled [Rhino Logos.zip](#)



Raptor on White



Black on White



White on Raptor



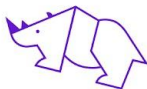
White on Black



Non brand color



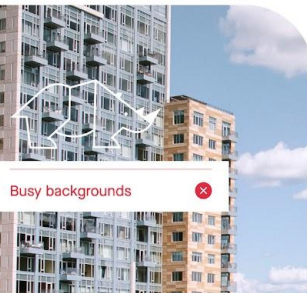
Stretched or distorted



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?