

# 11 Benefits Our Customers Experience Using



# An Introduction to



# What is PooPrints?

- PooPrints uses DNA technology to identify who left un-scooped dog waste. Dog-owners now pick up to avoid paying a fine. Your dog waste issues disappear.



DNA Helix

# How Do You Register a Dog?

- The resident swabs the dog's cheek with a cotton swab in the presence of your staff.
- The resident attaches a unique PooPrints tag to dog's collar.
- Your staff mails the swabs to our lab in the envelope provided.
- PooPrints lab analyzes the DNA and puts it into a database for your community.



NoVacancy.net

# Why PooPrints Works So Well?

- Once residents have swabbed their dog's mouth they realize they can be identified by their un-scooped dog waste, they now pick up to avoid paying a fine.



# How Did We Learn Our Customer's Reasons for Using PooPrints?

# Surveying Our PooPrints Customers



- Each month, we send out a monthly reminder to our customers to check their PooPrints supply levels. In that email, we ask one Net Promoter Score (NPS) survey question. The question is:
  - “Based on your experience, how likely are you to recommend PooPrints to a friend?”
- They can choose from 10 to 1 (10 is extremely likely, and 1 is not likely). The survey form is shown at right.



Your answer won't affect your chance of winning,  
so please answer honestly. Thank You!

Email \*

ntboosalis@NoVacancy.net

Based on your experience,  
how likely are you to  
recommend PooPrints to a  
friend?

- ☐ 1 - Not Likely  
☐ 2  
☐ 3  
☐ 4  
☐ 5  
☐ 6  
☐ 7  
☐ 8  
☐ 9  
☐ 10 - Extremely Likely

Care to Share Any  
Comments?

Submit Response



# NPS Survey Results and Comments

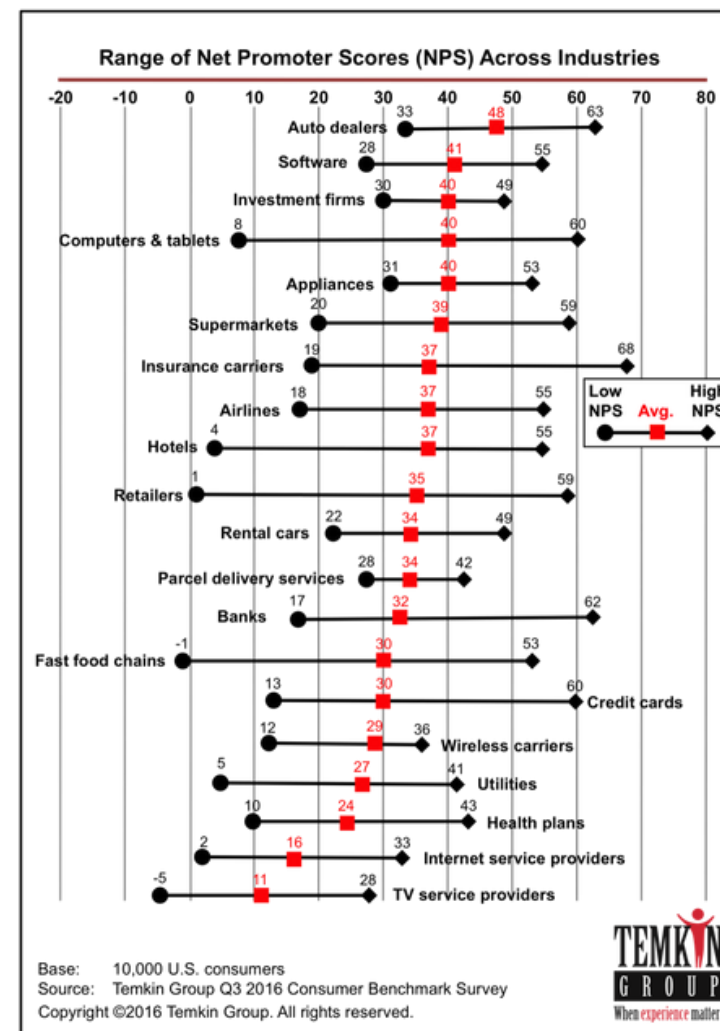
- The table at right shows the scores we received during a 3 month period.
  - 89.4% Promoters (Scored a 10 or 9)
  - 10.6% Passives (Scored a 8 or 7)
  - 0% Detractors (Scored 6 or less)
- The link below is a complete list of unedited survey scores and comments for the time-period shown.
  - [NPS Survey Comments](#)

Score	# of	% of Total	% of Each	
10	139	73.5%		
9	30	15.9%	89.4%	Promoters
8	15	7.9%		
7	5	2.6%	10.6%	Neutral
6	0	0.0%		
5	0	0.0%		
4	0	0.0%		
3	0	0.0%		
2	0	0.0%		
1	0	0.0%		
0	0	0.0%	0.0%	Detractors
	189	100.0%		



# 89 Net Promoter Score for PooPrints

- An 89 Net Promoter Score beats the high scores of many industries.
- Here's why:
  - Once you take away the ability of a dog-owner to leave dog waste behind, they simply pick up to avoid paying a fine.



# Using Our Customers' Comments from our NPS Surveys, We'd Like to Highlight The 11 Benefits They Experience

Please note most of the comments come from property managers.

PooPrints NPS Ratings and Comments			
Contact Name	Comments	Date	Score
Alice J.	Poo Prints is a wonderful Program! Our residents really like the program, because they don't have to worry about stepping in a doggy surprise when they are in the grass.	1/12/2017	10
Amber G.	N/A	1/12/2017	10
Amber S.	I have recommended, and will continue too!	1/12/2017	10
Andi B.	I love Poo Prints and so does my residents and prospective residents.	1/12/2017	10
Andrew D.	The log in process is a bit difficult, however this has service has been good for our building!	1/12/2017	8
Angela L.	We love the program.. keeps the property clean and residents like it too!	1/12/2017	10
Angela W.	N/A	1/12/2017	10
Angie J.	Love the service! I have referred the service to a few other properties!!	1/12/2017	9
Annmarie V.	Poo prints is an easy program for the community to enforce and it help hold the residents accountable.	1/12/2017	10
Ashlee J.	N/A	1/12/2017	10
Ashley S.	Nick is always so helpful when we need information transferred!	1/12/2017	10
Carl V.	N/A	1/12/2017	10
Cassie H.	N/A	1/12/2017	10
Chanci R.	Nick is always so helpful and available to answer any question I have. thank you for such wonderful customer service.	1/12/2017	10
Connie W.	We recommended more properties for your service.	1/12/2017	10
Corrin S.	This program pays for itself! The perfect deterrent!	1/12/2017	10
Cory H.	Our registered dogs are NO problem in having any abandoned droppings.	1/12/2017	9



# Our Customers Tell Us PooPrints Increases Resident Satisfaction



Alice J.	Poo Prints is a wonderful Program! Our residents really like the program, because they don't have to worry about stepping in a doggy surprise when they are in the grass.
Angela L.	We love the program.. keeps the property clean and residents like it too!
Brenna S.	Poo Prints is a wonderful Program! Our residents really like the program, because they don't have to worry about stepping in a doggy surprise when they are in the grass.
Jill F.	We implemented this program at Deer Ridge/Raspberry Woods Townhomes in March of 2014 and we received more positive feedback than expected from our residents. The program works well if you present it as a positive program that is required at no cost to your residents for the initial start kit. It will help to keep your community clean and pet owners responsible.
Kim M.	<p>LOVE LOVE POO PRINTS. We have been using Poo Prints for a few years now and are 100% happy with the results. We were the first community in our area to start using the program, now multiple properties in the area start using poo prints as well.</p> <p>The feedback from our residents and prospects is always positive and everyone embraces the program. We also received excellent customer service from Nick. I have referred several other properties!!</p>

# Our Customers Tell Us PooPrints Improves Property Appearance



Gail R.	Love how it keeps our property clean.
Jessica A.	This program is an effective way to ensure our property stays clean and helps us to hold those that refuse to clean up accountable. I love it!
J R.	Love how it keeps our property clean.
Matthew K.	You guys are doing great helping us keep the community ckean.
Regina R.	Love how it keeps our property clean.
Shelby F.	Great way to make pet owners responsible for their pets and to keep the property clean. Highly recommended!

# Our Customers Tell Us PooPrints Saves Staff Time From Dealing with Complaints and Clean Up



Corrin S.	This program pays for itself! The perfect deterrent!
Galila G.	Made it easy to start the program
Megan P.	Smooth & easy system to use
Nate S.	Still in the early stages, but the process has been smooth so far!
Nicole H.	Made it easy to start the program
Sandy D.	Easy to register
Stephanie S.	We are excited to get onboard and see great results. :)

# Our Customers Tell Us PooPrints Helps Them Gain a Competitive Advantage



Andi B.	I love Poo Prints and so does my residents and prospective residents.
Gina B.	Poo Prints is a wonderful program! Even our non-pet owners love to hear about it.
Kai O.	we love this program! it made a huge difference at the last property I managed, and we are implementing here at One Southdale Place to avoid potential issues! thank you! - Kai
Kimberly K.	Everyone I tell about the program seems to be very impressed by our successes here! Its been a great marketing tool for dog owners, and non-owners that our grounds are so clean! We LOVE IT!
Stacey M.	We have great success with Poo Prints. It has cut down our pet waste dramatically. They are very accurate in dna recognition. We have been pleased. Many of our new renters who are pet owners love this program and think it's an awesome program.

# How Does the Owner Benefit By Using PooPrints?



# Hear from a CEO and Customer of PooPrints



- I 'd like to share Lisa Moe's experience with PooPrints. Lisa is President and CEO of StuartCo, a regional multifamily owner/manager in the Midwest with over 5,000 rental units. They were an early customer and have all of their dog friendly communities using PooPrints.

# Save Money, Higher Resident Satisfaction



**From:** Lisa Moe [lmoe@stuartco.com]  
**Sent:** Tuesday, April 15, 2014 8:28 AM  
**To:** Nick T. Boosalis  
**Subject:** RE: Lisa would you...

Hi Nick

Sorry for the delayed response – I am glad to provide a couple comments for your use. See below.

At Stuart Co, we have been implementing PooPrints at our communities that do accept dogs over the last couple years. The rollout has been very easy for the staff to handle and administer. Our residents are not inconvenience – which was one of our goals. Our results once this program has been implemented have been tremendous. The damage to the common areas (interior and exterior) have dramatically decreased and the satisfaction from all residents (dog owners and non-dog owners) have increased! We are very pleased to have found this program and will continue to use this at all of our dog friendly communities.

Thanks

**Lisa Moe**  
**President and Chief Executive Officer**



© 2017 No Vacancy, All Rights Reserved  
StuartCo named Top Workplace 2011, 2012 & 2013



# Need More Reasons to Use PooPrints?

# Our Customers are Raving Fans!



Jordan E.	I think this program is great!
Karen H.	People laugh, but it works!
Kim L.	I think they do a fantastic job!
Lana J.	Love the program!!!
Michelle N.	It has been a wonderful and successful program! Works every day for us!
Morgan S.	We love poo prints!
Nate S.	Been great so far!
Sharon L.	Everyone needs to HAVE this!!! Solved our problems at Valley View!
Tammy S.	I have nothing but good things to say about my experiences.
Trish V.	Great Program!!!

# How Do Our Customers Rate Our Service?



Ashlee J.	Very quick response time!
Ashley S.	Nick is always such a big help!
Chanci R.	Nick is always so helpful and available to answer any question I have. thank you for such wonderful customer service.
Jacey K.	Nick is always very quick to reply!
Laura C.	Nick has always been such a help with all questions, as well as replying quickly.
Lera A.	Nick B. is an awesome rep!
Melanie M.	Got our large order in a timely manner and over the holidays. Thanks!
Taneighsha B.	Great service!
Therese Z.	Very quick service!

# The Best Reason of All

To Add PooPrints to Your Dog Friendly Communities

# Our Customers Keep Referring PooPrints



Amber S.	I have recommended, and will continue too!
Angie J.	Love the service! I have referred the service to a few other properties!!
Connie W.	We recommended more properties for your service.
Dana S.	I gave your contact information to our sister community Stoneleigh - I hope you hear from them if you haven't already. It would be helpful if the letter we receive with lab results has a date on it. Thanks!
Jessica P.	Just gave your info to a sister community, The Chelsea :)
Jessica S.	Love this program! Would recommend to anyone!
Josh W.	I have recommended, and will continue too!
Madison S.	I think this program is great! I recommended it to the property that I live at!
Michal R.	I have already shared with fellow property managers about how easy and efficient your system is. Well worth it. Plus the ease of getting all of our supplies from you for our pet stations is amazing!



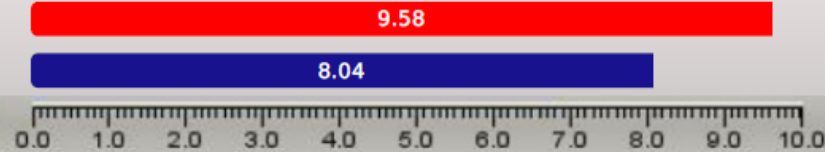
# Do Prospective Renters Lease Because of PooPrints?

# PooPrints, A Deciding Factor in This Lease



## PROPERTY INDEX

Pearl Woodlake  
Turner Average



## LEASING SITUATION

Leasing situation : I have decided to lease at this property

What was it about this property that made you decide to lease here? : location, yard, poop DNA

Which other properties did you seriously consider before leasing at this property? : None

PooPrints  
mentioned as one  
of the reasons  
why they rented!



NoVacancy.net



# Our Customers Use PooPrints To Get More Leases

Most renters in their past rental history have experienced dog waste issues.

# Need Even More Reasons to Use PooPrints?

# PooPrints Protects the Environment

- It's estimated that 8.4 billion pounds of dog waste each year goes unscooped each year.
- An average dog dropping has 3 billion fecal bacteria. That bacteria works it's way into the water table and nearby lakes and stream contaminating the water.
- The EPA puts dog waste in the same pollution category as Toxic Chemicals and Oil.
- EPA estimates 100 dogs can shut down a 20 mile watershed in just 2 to 3 days!
- [University of MN researchers found that 76 percent of the phosphorus, the nutrient that turns lakes green and scummy, comes from pet waste.](#)

STATE + LOCAL

## What pollutes the urban Mississippi? Lawns, dogs and lots of pavement runoff

Runoff into storm sewers, fertilizer among issues.

By Josephine Marcotty Star Tribune | APRIL 3, 2017 — 10:43PM



GLEN STUBBE, STAR TRIBUNE

Dogs fetch balls in the river at Hidden Falls Regional Park, St. Paul.

The major pollutants that flow from Twin Cities neighborhoods into the Mississippi River can be traced back to three of the characteristics that define cities: lawns, pavements and dogs.

In one of the most the most detailed studies yet of phosphorus and nitrogen in an urban area, researchers at the University of Minnesota tracked where the pollutants come from and where they go in the seven small watersheds that make up the Capitol Region Watershed district in St. Paul.

They found that 76 percent of the phosphorus, the nutrient that turns lakes green and scummy, comes from pet waste — a number they calculated by estimating the number of dogs that live in the area, how much they eat, and how much they leave behind. Leaves, clippings and yard waste provide much of the rest.



NoVacancy.net



# PooPrints Improves Health Safety

- The dog waste bacteria, if transferred, can cause medical problems, such as kidney disorders.
- There are reported cases where kids after handling dog waste, rubbing their eyes and have lost their eyesight.



# PooPrints is a Cost Effective Way to Obtain LEED Certification Credits



- The PooPrints DNA Dog Waste System can earn building owner's cost effective LEED Certification Credits for the following LEED Credit Categories:
  - Sustainable Sites: Site Development – Protect and Restore Habitat
  - Sustainable Sites: Rain Water Management
  - Innovation in Design: Outdoor Environmental Quality Maintenance
- These LEED Credits can be earned within a variety of LEED Project Categories, including:
  - -BD+C: New Construction
  - -BD+C: Multifamily Midrise
  - -BD+C: Core and Shell
  - -O+M: Existing Buildings
  - -O+M: Schools
  - -O+M: Hospitality
  - -O+M: Multifamily
  - -ND: Built Project

*Richard Andron, AIA, LEED AP*



# In Summary, Our Customers Tell Us PooPrints:



1. Increases Resident Satisfaction
2. Improves Property Appearance
3. Saves Staff Time From Dealing with Complaints and Clean Up
4. Helps Them Gain a Competitive Advantage
5. Saves Money
6. Creates Raving Fans and Is Worth Referring
7. Gives Great Customer Service
8. Causes Renters to Rent
9. Protects the Environment
10. Improves Human and Animal Safety
11. Earns LEED Certification Credits



We Look Forward to Working with You  
and Your Community

Nick T. Boosalis

Email [ntboosalis@NoVacancy.net](mailto:ntboosalis@NoVacancy.net)

Direct (612) 259-0702

[Click Here to Download My Contact Card For Your Contacts](#)