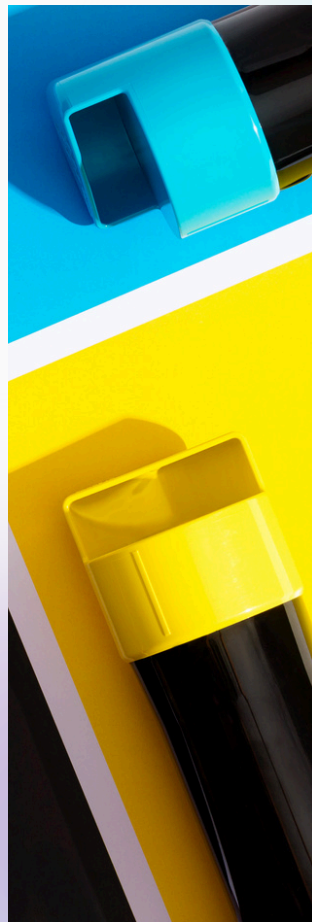
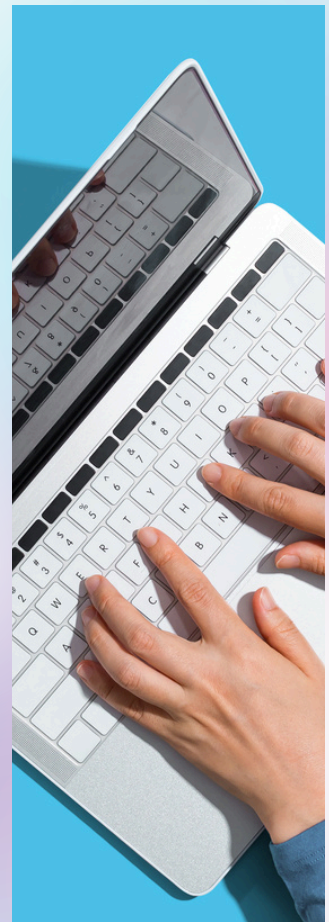


The Shocking Reason Multifamily Operators Lose Six Figures Every Year



In leasing offices across the country, one **ordinary piece of equipment** is costing owners and operators far more than they realize in **money, time, and sanity**.

- ✗ **It disrupts productivity.**
- ✗ **It chips away at NOI.**
- ✗ **It creates avoidable headaches, week after week.**

But it rarely gets treated like the real problem it is.

What's wreaking havoc on budgets and operational efficiency while everyone looks the other way?



Printers.

Most owners and operators assume the cost is simple.
Paper. Toner. Maybe a monthly service fee.



In reality, printing is often one of the **least transparent vendor categories** in a property's operating budget. Contracts are dense, pricing varies wildly and service terms are rarely standardized across a portfolio. **When printing is decentralized, and managed property by property, the results are predictable:**



You overpay.



You stay locked in.



You carry more liability than you realize.

Exposing the True Cost of Printing in Multifamily

Printers may seem harmless, but lurking behind many machines are business models designed to extract profit through complexity.

Across the industry, the language changes, but the tactics are consistent.

Contract Complexity

Traditional printer and copier dealers intentionally issue dense, jargon-heavy contracts that make it difficult to compare vendors, challenge line items, or even understand what is included. Long-term agreements and auto-renewals keep properties locked into outdated and overpriced agreements.

Hidden Fees

Ancillary charges are routinely buried in the fine print and disguised as standard administrative costs. The impact often goes unnoticed until the costs have already compounded.

Print Minimums

Many contracts include monthly minimums that properties must pay for regardless of actual usage. If usage is low, you still pay. If usage spikes, you pay overages.





Liability & Data Risk

Modern multifunction printers process highly sensitive information, and much of that data can live on internal storage. Properly clearing it requires steps most teams do not know exist. Many dealers respond to this risk by shifting responsibility to the customer through liability clauses and insurance requirements. You inherit exposure while the vendor collects predictable recurring revenue.

Inconsistent Pricing

When each property manages its own printing decisions, pricing varies widely, even for identical equipment and similar service levels. Fragmentation makes it easier for vendors to dictate terms.

The printer industry was built to protect manufacturers and dealers, not owners and operators. That structure works because most teams don't have time to audit contracts, compare pricing or challenge the fine print. So the cycle continues.

It's not just money at stake.

Leasing offices process sensitive documents every day. IDs. Tax forms. Employment paperwork. Resident applications. Many printers store that data internally, and most on-site teams are never told what it takes to properly clear it.

That means printing isn't simply an equipment decision. It is a cost, control and data risk issue.

To see how widespread the problem really is, **WithMe, Inc.** conducted an office printer fleet analysis for a well-known **NMHC Top 50 Manager.**

What we found
was staggering.



A \$200,000 Portfolio Wake-Up Call

Across many multifamily portfolios, including the fleet we analyzed, **printer oversight is decentralized**. Individual properties are responsible for selecting equipment, negotiating contracts, and managing service, often because ownership wants to be involved.

On the surface, letting teams pick what works for them seems efficient. But in practice, decentralized printing creates **a fragmented landscape of contracts, pricing, and service levels**. Some properties **pay for services they don't need**. Others are **locked into restrictive multi-year agreements**. Hidden fees **inflate monthly costs**, and **inconsistencies go unnoticed** because no one is looking at the fleet as a whole.



To quantify the impact, WithMe carefully analyzed each and every contract. The results revealed misalignment that will shock you.

- ➔ The property management company was unknowingly juggling **103 contracts** across **49 vendors**, to the tune of **\$30,896.25** per month.
- ➔ Contract terms were equally varied, spanning **short-term agreements, multi-year commitments and month-to-month arrangements**. In some cases, **contracts were missing basic details**, like pricing and term length, altogether.
- ➔ Cost-per-print rates varied dramatically. **Black-and-white pages ranged from just \$0.0065 per page up to \$0.05 per page**, while color printing climbed even higher. At one property, **color prints were being billed at \$0.15 per page, three times the black-and-white rate**.
- ➔ **Identical devices** carried **wildly different cost-per-print rates, lease costs and page inclusions** across properties. For example, the Ricoh MPC4504 had monthly lease costs ranging from \$138.45 to \$261.23. Similarly, the Canon C356IF varied from \$60 to \$149.32 per month for lease fees and \$60 to \$209.32 for total monthly spend.
- In the **most extreme instance**, two properties with almost identical equipment and contract terms were being charged **\$165 per month** and **\$1,100 per month**, respectively.
- ➔ **Decade-old printers remained tied to long-term contracts**, locking properties into rates that **ignored both the equipment's age and current market value**. In some cases, contracts had expired years ago, yet billing never stopped.

**This isn't normal market variation.
It's an industry intentionally structured to keep you in the dark.**



The wild cost variations couldn't be justified by usage, performance or service quality. Individually, each contract seemed insignificant. Collectively, it was a **six-figure problem hiding in plain sight.**

Based on this analysis, transitioning the fleet to PrintWithMe's all-inclusive, flat-rate model would **lower the company's monthly printing cost to \$14,418.97,**

Total Potential Cost Savings

\$16,477.28

Per Month

\$197,727.36

Per Year

But, due to long-term commitments and auto-renewals, the path to change will take time. Because the problem is not printing itself. The problem is how printing is managed, contracted and maintained.

When printing stays decentralized, costs climb quietly and inconsistently, and the portfolio keeps paying without realizing what it's funding.

Breaking the Cycle

The right printing partner can replace unpredictable expenses and constant vendor management with a standardized approach built for multifamily operations.

PrintWithMe was designed specifically for multifamily owners and operators who want visibility, consistency and control.

- ✓ **Centralized Management & Oversight**
Track usage, performance and costs across the portfolio through a single platform.
- ✓ **Simple 12-Month Contracts**
Avoid multi-year commitments and lengthy auto-renewal cycles.
- ✓ **Flexible, Adjustable Terms**
Adjust package options as needs evolve or discontinue when it no longer makes sense.
- ✓ **Transparent Pricing**
Flat-rate, all-inclusive pricing without fine print or surprise fees.
- ✓ **Equipment, Support & Service Included**
Monthly fee includes a brand new multifunction machine supported by an award-winning Client Experience department.
- ✓ **Data Security**
Machines intentionally lack internal hard drives, SSL and TLS encryption ensures all data is protected, and all documents are deleted within 24 hours. PrintWithMe also handles software updates and security patching to support compliance with even the most stringent data privacy laws.



Curious to see how much time and money *you* could save by centralizing your portfolio's printer fleet? Let WithMe provide you with a FREE contract and cost analysis just like this one!

 withme.com

 [**sales@withme.com**](mailto:sales@withme.com)