R E A L P A G E®

Outperform
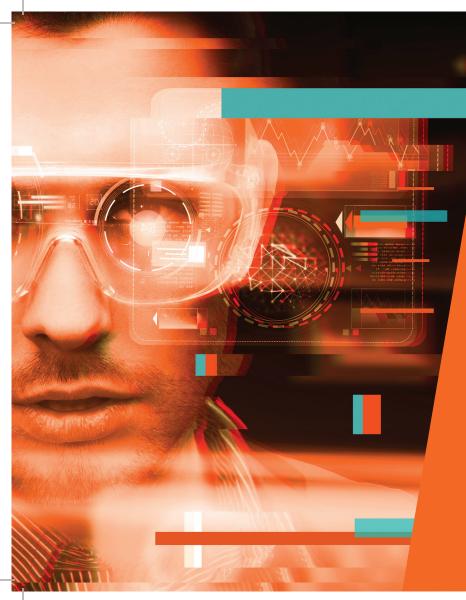
PROPERTY
MANAGEMENT SOFTWARE

EXPERIENCED.
PROVEN.
BTR READY.

SOURCES:
1. RealPage proprietary data and analytics
2. https://www.propertyweek.com/comment/uk-needs-to-cherry-pick-the-best-of-us-build-to-rent/5089221.article
3. https://www.propertyweek.com/professional/2019-a-year-of-change-for-property-management/5100492.article
4. RealPage proprietary data and analytics
5. RealPage proprietary data and analytics

REALPAGE®
Outperform

BUILD-TO-RENT
IS HERE TO STAY

———

There are more tenants now than ever before but there is no guarantee that they will all just flock to BTR buildings. With nearly 100,000 BTR homes complete or in planning, your schemes must walk the walk and talk the talk. You must have a way to put yourself ahead of the competition even before it starts.

Proptech at its core is all about information, transactions, and management. It provides infinite possibilities for the new BTR industry. You need a proptech partner that can provide you with a portfolio-wide view, so you can spot trends and make sure you're positioning your schemes to truly capitalise on real-time market conditions, as well as better retention, growth and customers.

And while the proptech industry might be in its infancy, your proptech provider shouldn't be. You need breadth, depth, and decades of expertise. You need RealPage.

We offer the most advanced, comprehensive, customisable, cloud-based property technology platform in the market. Our integrated solutions can help improve performance across property portfolios, addressing all accounting, operations, maintenance, and marketing needs, as well as your customers'.

Over the past two decades, we have been field tested and proven through upturns and downturns in the rental housing cycles. We can provide you with insights into operational efficiency and effective NOI critical to helping the UK BTR market grow and thrive.

REALPAGE
PROPERTY MANAGEMENT SOFTWARE

PROFILE:
78:54:64

VOICE:DIAGRAM

PROJECT:

VOICE:DIAGRAM

MISSION

06:54:30
POWER:ON:OFF

ONLINE:USER A
08:54:30

VOICE FEED:NETWORK:12.38.73

Profits:

ANALYTICS DASHBOARD

Evolution:

SECURITY

Actual vs Target

Data Availability

KPI:Product
FRONT-CAMERA-IP:143.453.00

01:43:55

CONTROL

ADDRESS:

Market Share

PLAYBACK

TIME-DATE 00:38:29

Customers Satisfaction

BTR IS RENTING REDEFINED

In the new BTR world, you have to deliver the best resident experience to maximise appeal and rents and reduce customer attrition by presenting a professional experience that starts with the initial investment, development, lease-up, and property operations of every BTR building you own or operate.
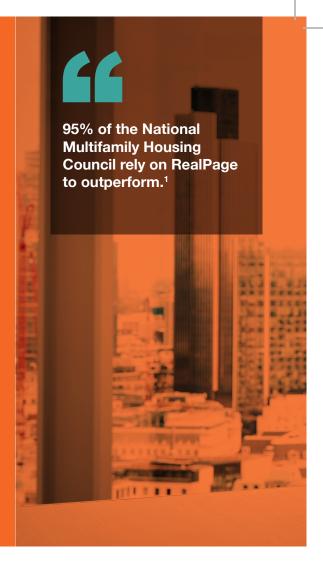
The RealPage Property Management platform deliver the solutions and services you need to capture more customers and make better business decisions now and in the future. RealPage is proven and BTR ready. Find out how we can help you outperform.
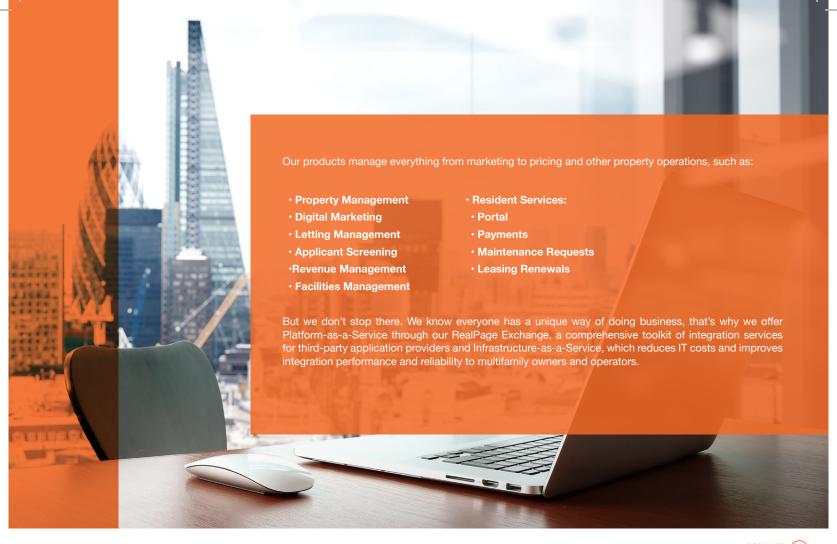
LEARN
AND PARTNER
WITH THE BEST

RealPage was started in 1998, and now currently serves nearly 12,500 clients worldwide from offices in North America, Europe, and Asia. These professionals use our platform to improve operating performance and increase capital returns time and time again even in a down market.

Our commitment to your businesses and the rental housing industry has taken us from being completely based in the U.S. with 300 employees and about $40 million of revenue, to a global business with more than 5,500 employees and over $800 million in revenue this year.

Our suite of integrated solutions benefits owners and managers of all rental property types, including conventional, affordable, military, student, single-family, senior, and vacation housing. We also provide commercial and mixed-use property management solutions. We've evolved our products from the desktop to the cloud, with many available both online and for mobile devices.

"

95% of the National Multifamily Housing Council rely on RealPage to outperform.[1]

Our products manage everything from marketing to pricing and other property operations, such as:

- **Property Management**
- **Digital Marketing**
- **Letting Management**
- **Applicant Screening**
- **Revenue Management**
- **Facilities Management**

- **Resident Services:**
- **Portal**
- **Payments**
- **Maintenance Requests**
- **Leasing Renewals**

But we don't stop there. We know everyone has a unique way of doing business, that's why we offer Platform-as-a-Service through our RealPage Exchange, a comprehensive toolkit of integration services for third-party application providers and Infrastructure-as-a-Service, which reduces IT costs and improves integration performance and reliability to multifamily owners and operators.

IT ALL STARTS WITH REVENUE MANAGEMENT

Knowing the right price at the right time whether it's on a building or rent—is key to ultimate success in the BTR industry.
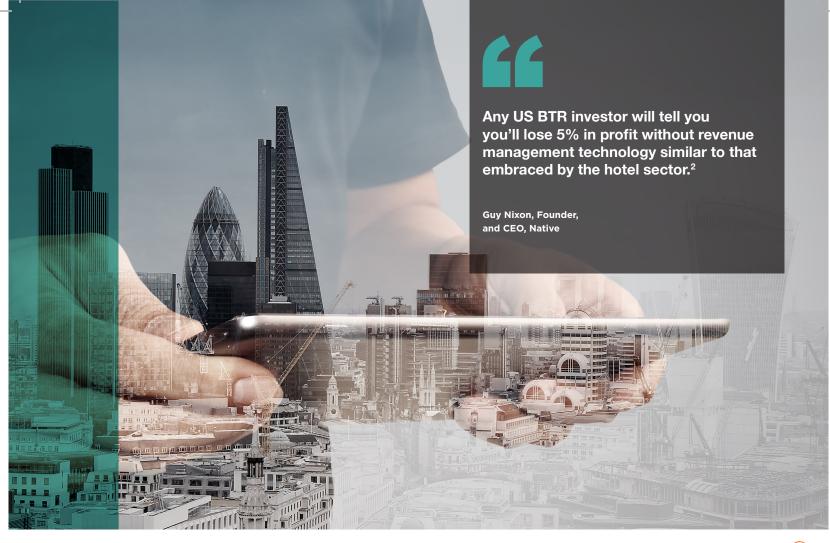
We've spent decades perfecting our Asset & Investment Management platform and Portfolio Asset Management solution, so they can function with any property management system you may already be using.

RealPage Revenue Management has proven invaluable to top investors in the build to rent sector by providing them with the ability to effectively manage financial reporting, management, and visibility into portfolio performance with all the scalability, ease of use, and functionalities needed to help you make better business decisions faster.

But we didn't stop with your investment. The ability to offer the right price at the right time under the right terms is crucial to ensuring your schemes are at capacity. RealPage Revenue Management will help you get the best rents for your apartments.

Our revenue management software also empowers your team to proactively adjust rent, modify concessions and help you forecast rents and seasonality in the renting cycles. We readjust our data to reflect the market throughout the year so the data you're using is always on point and current.
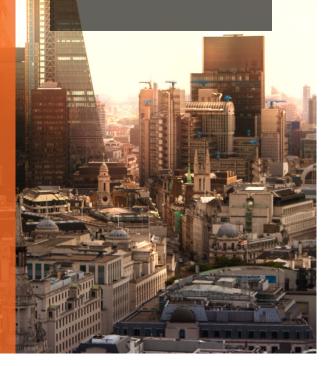
"

Any US BTR investor will tell you you'll lose 5% in profit without revenue management technology similar to that embraced by the hotel sector.[2]

**Guy Nixon, Founder,
and CEO, Native**

IT'S NOT A SINGLE RENTAL IT'S THE ENTIRE SCHEME

Collecting rent, managing large treasury functions, and delivering good management and maintenance is as important as any amenity you might offer your customers. Our Letting and Resident Management solution puts you in complete control and helps you stay competitive. We provide you with a fully integrated, end-to-end property management software solution you can customise to how you do business. Create the unique processes you need to manage your buildings while gaining insights into exactly what needs to be done and help you ensure it all gets completed.

You'll discover greater visibility into your rental property operations, allowing you to make adjustments that can save you time and increase customer satisfaction.

"

We have also learnt that in this market, 'customer experience' is as important as 'customer service'[3]

REALPAGE
PROPERTY MANAGEMENT SOFTWARE

> **We have helped our clients reduce their overall facilities labour costs by up to 20%[4]**

MAINTENANCE MEANS MORE THAN YOU THINK

You can't afford to wait to respond to a maintenance issue. Our Facilities Maintenance Solution with Mobile Facilities App keep your maintenance and grounds team out on the property fixing more issues and providing your renter with more responsive service for your residents.

You can quickly assign work orders and make-readies, view detailed reports, and perform move-in and move-outs lightning fast using your mobile. You can monitor open jobs, measure performance to make improvements, and shorten response times while cutting costs and pleasing your customers.

> **We have delivered a 3 to 4% lift in renewal rates while decreasing turnover by 2%.**[5]

BE MORE THAN A SCHEME,
BE A COMMUNITY

The RealPage Customer Engagement platform is a holistic solution designed to help you reach more qualified applicants, convert more to sign tenancy, and retain more customers. It covers the entire customer journey, so that letting is quick and simple for everyone.

Having a Resident Portal is key in helping you create that true sense of community. It allows your renters to talk to each other within your own unique messaging hub and personalised social community, so they can connect and share like they would on any social network. It also provides them with a place to pay rent, and place maintenance requests making everyone's life simpler.

Our Digital Leasing solution allows your customers to sign up or renew online at their convenience, 24/7, without ever leaving your website. Whether you offer fixed-term tenancies—e.g. 3, 6, 12 months periods, including inclusive accommodation packages—can present for "free-sale" via the online leasing function. Our highly stylised, online leasing process incorporates the offer, consideration, and acceptance stages required to complete a new lease online.

We also help you provide convenience through our Payments solution. It makes paying and processing—payments on-line—simple and seamless. Boost rent collection efficiency and eliminate the hassles and confusion of managing resident payment processing.

It's a true end-to-end solution built to help you establish the most effective leasing workflows for your business.

REALPAGE®

Outperform