



# The CrossFire<sup>→</sup> System

## **Product Specifications:**

---

CrossFire Leads

April 2009

Version 4.0

Highly Confidential

# The CrossFire System

## Contents

---

- 3 Introduction
- 4 User Authorization
- 5 CrossFire Leads
- 6 Detailed Specifications

## **Introduction**

Access and use of CrossFire<sup>®</sup> product centers at a particular site is governed by a CrossFire Product Center Use Agreement. The Use Agreement contains a Product Center Warranty that states that each product center will perform the functions applicable to the product center set forth in the then most current version of these specifications.

Thus, the most current version of these specifications is an integral part of the overall agreement between RealPage, Inc., and Licensees of CrossFire product centers.

---

## **User Authorization**

---

### Authorized Users

Site Owner's access to and use of the CrossFire System shall, at times, be limited to employees and agents of Site Owner, each of whom shall have been identified by the Site Owner to Provider as an authorized user (an "Authorized User"). Site Owner shall permit only Authorized Users to access and use the CrossFire System. Site Owner must not permit any other entity to access and use the CrossFire System without the permission of Provider. Site Owner shall ensure that all Authorized Users of Site Owner's passwords comply with these terms and conditions of use. Site Owner shall not permit anyone who has not been designated as an Authorized User to obtain or use an assigned password, nor permit anyone who has ceased to be an Authorized User to continue to use an assigned password.

### Site Owner's Agents

Any agent of Site Owner accessing and using the CrossFire System on behalf of Site Owner shall, prior to such access and use, agree to be bound in its individual capacity to all of these terms and conditions of use by means of acceptance of a CrossFire System Agent's Master Agreement.

### Passwords

Site Owner will be solely responsible for the confidentiality of the passwords used to access the CrossFire System and will be solely responsible for any and all losses and damages to either Party resulting from the loss, theft, or misuse thereof, or from Site Owner's failure to maintain, the confidentiality of Site Owner's passwords.

### On-Demand Learning User Access

Access to CrossFire On-Demand Learning requires activation within CrossFire Setup options. Once CrossFire On-Demand Learning has been activated for a property, all users assigned a CrossFire role within the property will be able to access CrossFire On-Demand Learning web-based training courses. Authorized users may easily access the menu of available CrossFire product center courses by selecting the Learning tab. Selecting the desired class launches the user's web-based learning experience.

---

## SPECIFICATIONS

### Overview

---

CrossFire Leads is a software application that provides properties with more visibility into the leads they generate by providing real-time, 24/7 access to lead generation tracking services. CrossFire Leads offers apartment leasing professionals a simple method to register all leads regardless as to whether they originate from a telephone call, e-mail, or visit to the apartment community. CrossFire Leads encourages timely follow up of those leads through an on-screen lead management window and reporting tools. CrossFire Leads also offers call routing, call recording, and access to advanced reporting on all of their lead generation to help improve advertising source effectiveness. CrossFire Leads is tightly integrated with OneSite Leasing & Rents.

### CrossFire Leads

---

CrossFire® Leads is a software application designed to provide apartment communities more visibility into lead generation tracking services. It helps the property to capture prospect information, prioritize prospects, adhere to proscribed sales activities, and have access to advanced reporting on lead tracking. The major capabilities of CrossFire Leads include:

- Lead Generation Tracking by Advertising Source
- Call Routing
- Call Recording
- Lead Generation Reporting
- Lead Follow-Up Reporting
- CrossFire Leads Desktop Application
- Prospect Follow-up Prioritization (Heat Index)
- Outbound Call Tracking
- E-mail Tracking
- Virtual Agent IVR (Interactive Voice Response System)
- Automated E-mail Response
- Virtual Agent Reporting
- Leads Online

---

## Detailed Specifications

---

### Lead Generation Tracking by Advertising Source

- Provides the ability to track and measure the activity on a property's lead tracking e-mail address(es). All e-mails sent to a property's lead tracking e-mail address are logged to measure the amount of lead generation from a particular advertising source and for overall reporting purposes.
- Provides the ability to track and measure the activity on a property's lead tracking toll-free numbers. All calls to a property's lead tracking toll-free numbers are logged to measure the amount of lead generation from a particular advertising source and for overall reporting purposes.

### Call Routing

- Allows all the calls to be forwarded to the property's leasing office line.
- Ability to set the number of rings that are attempted at the leasing office line before the call is forwarded.

### Call Recording

- Gives the ability to record each and every call that comes in through a lead tracking toll-free number.

### Lead Generation Reporting

- Complete suite of reports showing critical points such as overall call summary reports for a property, detailed call reports with access to call recordings, answered and abandoned calls volumes, average hold and talk times, call traffic by day of the week, call traffic by hour of the day, abandoned calls by day of the week, and abandoned calls by hour of the day.

### Lead Follow-Up Reporting

- Complete suite of reports showing follow-up performance such as turnaround time, leases resulting as a result of follow-up, remaining open leads, etc.

### CrossFire Leads Desktop Application

- Provides the leasing agent a convenient way to capture information from the prospect while on the line or off-line.
- When off-line, the guest card entry form can be used to input prospect information by listening to the recorded sound files that the prospect has left on the Virtual Agent IVR.
- Guest card entry form can be used to collect basic contact information with the option to collect more detailed contact information.
- Provides real-time streaming information on prospects that are in the queue, waiting for follow up.
- Information such as the prospect's name, priority (Heat Index), lead source, contact type, and elapsed time since the prospect's initial contact are shown on this desktop window.
- Includes incoming call alert so that leasing agents can effectively service prospects who are currently calling in.

---

**Prospect Follow-up Prioritization (Heat Index)**

- Prospects in the CrossFire Leads desktop queue are sorted by priority so that leasing agents can prioritize follow up tasks.
- The Heat Index is determined by looking at factors such as contact type, elapsed time since the prospect's initial contact, and the amount of information left by the prospect.

**Outbound Call Tracking**

- The property will contact the prospect via phone by dialing an 800 number and a unique extension code instead of dialing the prospect's actual phone number.
- Once the call is placed to the 800 number and extension, CrossFire Leads records the call, logs that follow up has happened, and then transfer the leasing agent to the prospect's actual phone number to connect the two parties.

**E-mail Tracking**

- The property will contact the prospect via e-mail by sending an e-mail to a tracking e-mail address that is unique to the prospect instead of e-mailing their actual e-mail address.
- Once the e-mail is sent to the tracking e-mail address, CrossFire Leads logs that follow up has happened and then forwards the e-mail to the prospect's actual e-mail address.
- When prospects reply to the property, they will be replying to a tracking e-mail address unique to the property so that any correspondence from them is logged.

**Virtual Agent IVR (Interactive Voice Response System)**

- Automated system that collects prospect guest card information.
- Prospects can provide key data elements needed by the property to create a guest card (name, phone number, e-mail, move in date, and number of bedrooms).
- Data prospects leave will be a combination of recorded sound files, as well as anything that is inputted via the telephone keypad or automatically interpreted into data by the voice recognition system.

**Automated E-mail Response**

- Allows the property to automatically respond back to prospects who have sent e-mail inquiries without the need for an agent to manually read or respond to the message.
- General information about the property as well as specific answers to the prospect's questions are included in the e-mail response.
- Keywords identified in the prospect's original e-mail are used to determine the information that will be sent to them.

**Virtual Agent Reporting**

- Complete suite of property- and PMC-level reports showing critical points such as total incoming leads, completed guest cards, abandoned guest cards, completed guest cards vs. abandoned, call back response time, conversions to lease, and conversion percentage.

**Leads Online**

- Tracks the performance of ad sources by associating a toll-free number with each source.
- Includes up to 20 toll-free numbers.
- Extensive reporting capabilities give the ability to track leads and calculate the effectiveness of each ad source.

- Supports up to several dozen ad sources
- Tracks the performance of ad sources by tracking e-mail origination.
- Included with all leads products.

---

## California Consumer Privacy Act of 2018 (“CCPA”) Data Processing Statement

This CCPA Data Processing Statement applies to “Personal Information” of a “Consumer” as those terms are defined under the CCPA (referred to hereafter as “Personal Data”) that RealPage processes in the course of providing services under the Product Center (“Services”) governed by the Agreement to Customer.

RealPage understands the terms in this CCPA Data Processing Statement and agrees to comply with them. The terms of this CCPA Data Processing Statement will prevail in connection with the purpose and scope of this CCPA Data Processing Statement over any conflicting terms in the Agreement.

- **Customer’s Role.** The Customer is a for profit entity that determines the purpose and means of processing Personal Data. Customer will provide Personal Data to RealPage solely for the purpose of RealPage performing the Services.
- **RealPage’s Role.** RealPage shall provide the Services and process any Personal Data in accordance with the Agreement. RealPage may not retain, use, or disclose Personal Data for any other purpose other than for providing the Services and in performance of the Agreement.
- **Data Processing, Transfers and Sales.** RealPage will process Personal Data only as necessary to perform the Services, and will not, under any circumstances, collect, use, retain, access, share, transfer, or otherwise process Personal Data for any purpose not related to providing such Services. RealPage will refrain from taking any action that would cause any transfers of Personal Data to or from RealPage to qualify as “selling personal information” as that term is defined under the CCPA.
- **Sub-Service Providers.** Notwithstanding the restrictions in Section 2.3, Customer agrees that RealPage may engage other Service Providers (as defined under the CCPA), to assist in providing the Services to Customer (“Sub-Service Providers”). RealPage carries out appropriate due diligence on each Sub-Service Provider and the arrangement between RealPage and each Sub-Service Provider is governed by a written contract which includes terms substantially equivalent to those set out in this CCPA Data Processing Statement.
- **Security.** RealPage will use commercially reasonable security procedures that are reasonably designed to maintain an industry-standard level of security, prevent unauthorized access to and/or disclosure of Personal Data.
- **Retention.** RealPage will retain Personal Data in accordance with Customer instructions, the terms of the Agreement, or any applicable law(s), whichever requirement is controlling under the circumstances. At the termination of this CCPA Data Processing Statement, or upon Customer’s written request, RealPage will either destroy or return Personal Data to the Customer, unless legal obligations require storage of the Personal Data.
- **Assistance with Consumers’ Rights Requests.** If RealPage, directly or indirectly, receives a request submitted by a Consumer to exercise a right it has under the CCPA in relation to that Consumer’s Personal Data, it will provide a copy of the request to the Customer. The Customer will be responsible for handling and communicating with Consumers in relation to such requests.
- **Enforceability.** Any provision of this CCPA Data Processing Statement that is prohibited or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof. The parties will attempt to agree upon a valid and enforceable provision that is a reasonable substitute and shall then incorporate such substitute provision into this CCPA Data Processing Statement.