



The CrossFire[→] System

Product Specifications:

CrossFire Contact Center – Leasing Calls

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Version 3.1

Highly Confidential

The CrossFire System

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Introduction

Access and use of CrossFire[→] 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 – VERSION 3.1

Overview

CrossFire Contact Center – Leasing Calls automates and enhances the processes of entering captured leads into a lead management system and tracking them through to lease. The system prompts leasing professionals to apply customer relationship management methods, while tracking leads and related activities throughout the leasing cycle. Additionally, CrossFire Contact Center – Leasing Calls equips on-site leasing professionals with powerful sales tools that include customizable marketing collateral. CrossFire Contact Center – Leasing Calls enables sites to quantify and hone their marketing efforts by providing detailed reports that show statistics from most effective lead sources to agent closing ratios. With CrossFire Contact Center – Leasing Calls, your sites should experience an increase in revenue and a decrease in vacancy loss.

CrossFire Contact Center – Leasing Calls also includes features that facilitate interaction between apartment communities and the public. For example, the system manages the task of preparing content for inclusion on a property web site or brochure. Also, this content can be extracted and used to update information on multiple Internet Listing Services (ILSs). All of this is possible through the use of a single repository of information.

CrossFire Contact Center – Leasing Calls

CrossFire® Contact Center is a suite of property marketing products that offers full life cycle prospect management and functions in tandem with the OneSite property management system. The major capabilities of CrossFire Contact Center include:

- Contact Center agents (call center)
- Prospect management application
- Prospect email capture

CrossFire Contact Center can be integrated with the following RealPage products:

- CrossFire Leasing Portals
- CrossFire Living Portals
- OneSite Leasing & Rents
- OneSite Facilities (with optional CrossFire Contact Center – Service Calls)

Detailed Specifications

Contact Center

- Toll-free numbers are contracted by the PMC for each of their CrossFire properties.
- Guest cards for prospects receive a Prospects ID in order to be associated with specific call data.
- Call recordings for all toll-free number calls are either answered by the site or the Contact Center and are available through the CrossFire application.
- The call center setup pages can be accessed from the CrossFire tab.

Contact Center Online

- Offered via the property web site in the “Contact Us” and “View a Floorplan” sections, also offered through the prospect’s e-mail reply template, and through listings with certain ILSs.
- Guest cards for prospects receive a prospect ID site when the “Tell Us About You” section is submitted by the prospect.

E-Mail Response

- The call center User Interface includes an e-mail queue that allows CrossFire staff to respond to prospect e-mails.
- Captured e-mail addresses are provided to the site and are used with any ILS currently contracted for marketing.
- CrossFire Contact Center agents have the ability to respond to e-mails with an eBrochure offering customers more information about a specific property.
- The eBrochure offers the customer links to check on the availability of a unit by linking to CrossFire Leasing Portals if it has been contracted.
- CrossFire has the ability to forward e-mails to the property.
- Setup pages are created in order to set up a property’s incoming and outgoing e-mail addresses and to assign a predefined eBrochure template.

3rd Party Integration

- Clients who use other systems (such as Yardi or MRI) for their property management system may have the option of “Guest Card Insertion” that allows guest cards created within the CrossFire system to be inserted into their third-party property management system.
 - E-mails are sent to the pre-defined e-mail address when new guest cards are created.
 - An additional interface (third-party robot or web service interface) is activated and will insert the guest card into the third-party property management system.

Types of Calls

- Leasing inquiries.
- Service requests (with optional Contact Center – Service Calls).
- General messages related to site business (with optional Local Office Line Rollover).

Interactive Voice Response System (IVR)

- Phone calls that are sent to a forwarding number will be processed by an automated Interactive Voice Response (IVR) system.

- The IVR will offer the following options:
 - By selecting “1,” callers will be sent to the leasing queue and will follow the call routing rules outlined above.
 - By selecting “2,” callers will be sent to the service call queue. If customers have not purchased CrossFire Contact Center -- Service Calls, callers will be automatically forwarded to voicemail.
 - By selecting “3,” callers will be sent to the emergency service call queue. If customers have not purchased CrossFire Contact Center -- Service Calls, callers will be automatically forwarded to voicemail.
 - By selecting “4,” callers will be sent to voicemail.

Toll-Free Number Usage

- Toll-free numbers are provided to properties to use for ad sources and service requests.
- Alternate numbers can be given to callers for non-contracted types of calls.
- Additional toll-free numbers can be purchased for marketing uses.

Call Routing

- During office hours, incoming calls on the toll-free numbers will route to the property first.
 - Minimum time limit is set for 15 seconds to ring at the property, but may be adjusted upwards.
 - Properties can optionally arrange for “All Calls” to flow to the CrossFire Contact Center (“All Calls” as defined in the Dependencies and Uses for CrossFire Contact Center).
- CrossFire setup designates how many seconds to allow at the property before rolling to the CrossFire Contact Center.
- Customized greetings can be set up for use by the CrossFire Contact Center agents.

Leasing Calls

- CrossFire Contact Center Agents will attempt to gather as much information from the calling prospect in order to facilitate the leasing process. The recordable information on the guest card format is as follows:
 - Name
 - Phone numbers
 - E-mail address (if available)
 - Lead source
 - Date needed
 - Apartment size
 - Number of occupants
 - Lease term
 - Maximum rent
 - Square footage desired
- An acknowledgement e-mail will be generated and sent to the e-mail recipient list in CrossFire setup for guest cards.
- Fax numbers can be set up in place of e-mail addresses in CrossFire setup in order to provide a hard copy fax of the guest card call.

Reports

- A suite of reports present a variety of information, available at both the site and portfolio level. Several of the key performance reports are:
 - Leasing emails performance by traffic source
 - Leasing emails performance
 - Contact center leasing calls conversion by traffic source
 - Contact center leasing calls conversion by property
 - Traffic source report

Content Management

- Reusable content
- Streamlined distribution
- Data accuracy
- Data exchange
- Self-management of content

Contact Information

- OneSite marketing platform stores profile information that includes address, phone number, fax number, e-mail address, URL address and office hours.
- Ability to modify information captured during initial setup for display on the web site.

Floor Plans

- Ability to add, edit, and delete floor plans from the site.
- Manage floor plan names, bedrooms, bathrooms, square-foot ranges, price ranges, deposit amounts and availability.
- Includes floor plan descriptions and images.
- Ability to generate brochures from floor plan content that can be printed or e-mailed.

Tour Items

- Manage images used to create online tours and other enhancements.
- Manage images and descriptions for all photos in the library, including image names and captions.

Amenities

- Selection of unit-level and property-level amenities to display on the site.
- Manage property and unit photos for the page.

Guest Cards

- Capture prospective resident names, addresses, phone numbers and email addresses.
- Capture the best day and time to call, the anticipated move date, and other information using a free-form text field.
- CrossFire users have guest cards inserted into the CrossFire application as new prospects.
- OneSite Leasing & Rents users have guest cards inserted into OneSite, under the Prospects tab, as new prospects.
- 3rd party integration users can have guest cards inserted into their application.

- Guest cards can be received via e-mail for up to three e-mail addresses.
- Agents have the ability to set appointments for callers to visit the site
 - Appointment settings for each site determine at what times the site staff is available to accept appointments, and how many concurrent appointments the site staff is able to handle

Site Plan

- Store an image of your site plan.
- The setup fee covers scanning services for the site plan (no larger than 8.5 x 11”).
- Site plan descriptions can be added

Maps and Driving Directions

- Supports Microsoft Map Point to generate electronic maps and driving directions to the site.
- Supports the placement of static maps and driving directions.

E-mail Setup

- Allows management of e-mail addresses for all prospect forms used by the site.
- E-mail addresses are used to determine who receives requests initiated by prospects.

Marketing Updates

- Allows managers to add, edit or delete Internet marketing sources capable of receiving content updates.
- Supports on-demand e-mailing and/or faxing of updates to specified ILSs.
- Supports the printing of content updates on a formatted page ready for faxing to ILSs that don't support e-mail updates.

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.