The CrossFire→ System

Product Specifications:

Self-Hosted Leads OnCall—Leasing Prospects

April 2009   Version 1.0

Highly Confidential

The CrossFire System

Contents

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

Overview

Self-Hosted Leads OnCall—Leasing Prospects is a VOIP- (voice over Internet protocol) and web-based system that allows a property management company to use its own employees as contact center agents, taking calls and e-mails on behalf of the properties that the company manages.

These "OnCall Agents" use the CrossFire Leads OnCall—Leasing Prospects application and its supporting systems as if they are part of the regular CrossFire agent pool, with two notable exceptions:

- All calls and e-mails for the company's properties are preferentially routed to the company's OnCall Agents
- OnCall Agents are never presented calls or e-mails for properties managed by other companies

OnCall Agents have full access to CrossFire's powerful marketing information and CRM system, which offers detailed information about each property and real-time integration with OneSite Leasing & Rents, OneSite Facilities, and YieldStar Price Optimizer.

The system is based on the Avaya telephony platform, Verint's Workforce Optimization suite, and CrossFire's agent application.

RealPage acts as a service provider, and access to the Avaya and Verint systems are provided as part of the service.

Self-Hosted Leads OnCall—Leasing Prospects

Self-Hosted Leads OnCall—Leasing Prospects gives property management companies access to a powerful contact center hardware and software platform without the costs of deploying state-of-the-art VOIP telephony and contact center management tools.

The major capabilities of Self-Hosted Leads OnCall—Leasing Prospects include:

- Access to the CrossFire Leads OnCall—Leasing Prospects application
- Access to certain contact center management systems and reports
- Access to RealPage's Avaya-based VOIP system
- Optional use of Contact Center management services

Detailed Specifications

Self-Hosted Leads OnCall—Leasing Prospects Application
- Ability for customer's employees to sign onto the Self-Hosted Leads OnCall—Leasing Prospects application and take calls and e-mails on behalf of customer's properties
- Call routing
  - Calls are preferentially routed to customer's OnCall Agents
  - When OnCall Agents are logged in and available to take calls, calls will first be offered to the OnCall Agents.
  - If OnCall Agents are logged in but busy, calls will rollover to CrossFire Agents
  - If all CrossFire Agents are busy, the call will be offered to the next available agent, either CrossFire or OnCall
  - If no OnCall Agents are logged in, calls will be offered to CrossFire Agents
  - If desired, calls can be offered to the property first, and if the call is not answered within a specified number of seconds, routed to an OnCall Agent
- E-mail routing
  - E-mails are handled by OnCall Agents when they are not busy with calls
  - E-mails are initially made available only to OnCall Agents. E-mails that have aged more than one hour are then made available to CrossFire Agents as well as to OnCall Agents
- Automated e-mail parsing
  - E-mails from known ILSs are automatically parsed so that guest cards can be created in OneSite Leasing & Rents
  - For e-mails that cannot be parsed, OnCall Agents have the ability to create a guest card if needed
  - Responses to e-mails are HTML-formatted e-mails that contain robust information about the property. The responses can be customized on either a company or property basis for an additional fee
- OnCall Agents have access to property marketing content specific to each property. Property marketing content includes:
  - Property description
  - Amenities
  - Floor plan brochures
  - Pet policy
  - Map and driving directions
  - Photographs
- OnCall Agents have access to additional content useful when handling a call:
  - Answers to common questions
  - Notes to agent from property manager
  - For emergency service requests, agents see emergency escalation procedures
  - Unit pricing and availability, including detailed information about specials available on specific units. This real-time data comes from OneSite Leasing & Rents
- For Guest Card calls, OnCall Agents have the ability to set appointments for callers to visit the property

- o Appointment settings for each property determine at what times the property staff are available to accept appointments, and how many concurrent appointments the property staff are able to handle
- For Guest Card calls, Guest Cards are created in OneSite Leasing & Rents
- For Service Request calls, Service Requests are created in OneSite Facilities
- For Message calls, OnCall Agents will have the ability to transfer the caller into voicemail. Voicemail is delivered to the property by an e-mail message
- E-mail communications are sent to the property for every phone call handled by an OnCall Agent or a CrossFire Agent. The e-mail contains detailed information about the call:
  - o Caller's contact information
  - o Agent's notes about the phone call
  - o Details about the Guest Card / Service Request / Message
  - o Link to a recording of the call
  - o Call ID
- OnCall Agent workstation configuration requirements:
  - o Supported operating systems are Windows XP and Windows Vista
  - o A small, downloadable piece of software must be installed on each OnCall Agent workstation. This software provides data and voice integration with the Avaya telephony platform. RealPage will periodically update this software, and users will be prompted to install an updated version when the currently-installed version is out-of-date
  - o A high-quality USB headset of recent manufacture must be installed on each OnCall Agent workstation
  - o Microsoft Internet Explorer v. 6.0 or higher must be installed and configured with security settings specified by RealPage
  - o OnCall Agent workstations must be regularly monitored and cleaned of any viruses, spyware, or any other malware.
  - o OnCall Agent workstations must have Windows updates applied regularly

Contact Center management tools and reports
- RealPage licenses the Witness Impact 360 Workforce Optimization system. Certain reports and tools within this system are provided to Self-Hosted Leads OnCall—Leasing Prospects users
- OnCall Agents will have access to agent-specific tools:
  - o Scheduling system
  - o Quality scoring results
- Self-Hosted Leads OnCall—Leasing Prospects managers will have access to:
  - o Schedule details
  - o Agent performance reporting

Avaya VOIP telephony platform
- OnCall Agents will be set up by RealPage with credentials to be used for logging into RealPage's Avaya telephony platform
- All voice traffic will be delivered using VOIP, so no conventional phone lines will be needed or used
- Corporate networks must be set up to allow outbound VPN connections from OnCall Agent workstations to RealPage. The VPN connection will carry both voice and data traffic

- Customers will be provided with as many toll-free numbers as needed to assign a number for each traffic source on each property
- High-speed Internet connectivity is required. The total bandwidth requirement for a given office will vary based on the number of agents and the expected call volume. Typical bandwidth usage for VOIP is in the range of 24 Kbps per agent on an active call. The CrossFire contact center application will require additional bandwidth, but this is a web-based application and the bandwidth needs are relatively light
- Customers may choose to place agents in remote locations, such as "work-at-home" employees. These employees must have high-speed Internet connectivity. A typical residential DSL line providing 768 Kbps down / 128 Kbps up is sufficient bandwidth

RealPage contact center management services
- *Scheduling*
RealPage will manage the master schedule for all call agents, including both OnCall Agents and CrossFire Agents. It is critical that OnCall Agents actively participate in the scheduling process so that CrossFire Agents can be staffed to cover peak period activity
- *Training*
OnCall Agent training is available three ways:
  - RealPage can provide training materials to be used by customers for their own internal training
  - OnCall Agents can attend classroom training sessions in the RealPage offices for an additional fee
  - A RealPage training professional can provide classroom training at the customer's office
- *Quality management*
For an additional fee, RealPage can provide quality management services for OnCall Agents. The quality management service will consist of:
  - Listening to recordings of calls handled by each agent on a regular basis
  - Scoring the calls to RealPage quality standards
  - Providing the results of the quality scoring to both the agent and to Self-Hosted Leads OnCall—Leasing Prospects managers.
  - Providing feedback to agents on where they can make improvements in their call-handling skills

1. 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.

1.1. <u>Customer's Role.</u> 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.

1.2. <u>RealPage's Role.</u> 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.

1.3. <u>Data Processing, Transfers, and Sales.</u> 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.

1.4. <u>Sub-Service Providers.</u> 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.

1.5. <u>Security.</u> 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.

1.6. <u>Retention.</u> 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.

1.7. <u>Assistance with Consumers' Rights Requests.</u> 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.

1.8. <u>Enforceability.</u> 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 invaliding 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.