

PRODUCT SPECIFICATIONS FOR REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS

UPDATED: March 5, 2020

These Product Specifications describe the current functionality and certain dependencies of the above-referenced product center (the “Product Center”). Access to and use of the Product Center is governed by an underlying agreement and, as applicable, addendum (collectively, the “Agreement”) with RealPage, Inc. and, as applicable, its affiliates (collectively referred to herein as the “Provider” “we” or “us”). Capitalized terms used in these Product Specifications have the meanings provided in the Agreement unless otherwise defined herein.

Subject to the terms of the Agreement, these Product Specifications may be modified at any time. If we modify these Product Specifications, we will post the updated version at <http://www.specifications.controls.realpage.com> and update the “Updated” date above. We recommend that you review these Product Specifications periodically for any changes. Your continued access to or use of the Product Center will constitute your acceptance of the updated Product Specifications.

1. AUTHORIZED USERS AND PASSWORD

Provider will provide the licensee under the Agreement (“Licensee”) with a user name and password permitting Authorized Users to access the Product Center. Licensee is responsible for the protection and dissemination of such user name and password and for any activities or actions occurring under Licensee’s account or log-in credentials—including, without limitation, for any losses or damages resulting from the loss, theft or misuse of or failure to protect any such user name or password. Licensee will permit only Authorized Users to access the Product Center, will ensure that all Authorized Users comply with the terms and conditions set forth in the Agreement and herein, and will not permit any person that ceases to be an Authorized User to continue to use a user name or password.

2. OVERVIEW OF REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS

REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS helps property managers see and manage leasing performance. ILM Leasing Analytics and Lead Manager solutions enable users to understand and control the variables impacting leasing performance. ILM consists of two separate solutions that can be contracted together or separately:

- ILM Leasing Analytics – This leasing analytics solution allows customers to dissect and analyze multiple elements of each lead.
- ILM Lead Manager – This solution allows multifamily organizations to manage leasing activities.

Note: The REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS Product Center was not designed to store electronic protected health information, as defined by Section 160.103 of the HIPAA Regulations, 45 CFR Parts 160, under the Health Information Portability and Accountability Act Omnibus Final Rule released on January 17, 2013. Users should not use any feature of the REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS

This section outlines the major capabilities of REALPAGE ILM INTELLIGENT LEAD MANAGEMENT SOLUTIONS:

3.1. ILM Leasing Analytics

- a. ILM Leasing Analytics is a predefined set of core reports and dashboards that provide Site Owner (or a Manager acting as authorized agent for Site Owner) with information about how its portfolio is performing in various specific business functions.
 - (i) A user interface allows Site Owner to locate reports by category and run the report at any time, selecting specific report parameters (such as date range).
 - (ii) ILM Leasing Analytics will data mine every inbound lead through a series of automated and manual processes, including a live agent listening to every prospect phone call.
 - (iii) Weekly color-coded notifications with 1-2 sentence descriptions are provided for each community on the metrics listed below.
 - 1. Advertising Effectiveness
 - 2. Answering Effectiveness
 - 3. Sales Effectiveness
 - 4. Floorplan Exposure (if used with a compatible revenue management product)
 - (iv) Notifications are visible in compatible revenue management products, providing a single point of notification.
 - (v) Automated HTML reports can be scheduled to deliver on a weekly or monthly basis to any valid email address.
 - (vi) Scorecards can be exported by the Site Owner in CSV, Excel, PDF, or Print format.
 - (vii) The ILM database is updated each week with new revenue management and leasing communication data.
 - (viii) Site Owner can group communities into Regions to compare performance of like communities.
 - (ix) ILM Leasing Analytics is web-based and does not require any software installation.
 - (x) Training videos are available within the user interface.

3.2. ILM Lead Manager

- a. Phone Lead Capture
 - (i) Up to 20 call tracking phone numbers are provided to track phone leads.
 - (ii) Captures caller ID data on inbound calls and populates the data into a guest card in real time when used in conjunction with tracking phone numbers.
 - (iii) Site Owner may access a new guest card by clicking the pop-up provided during the call or the guest card icon on the Leads tab.
 - (iv) Tracks calls and makes call statistics available in reports.
 - (v) Can automatically remove vendors, residents, and other non-prospects from the lead data when combined with ILM Leasing Analytics.
 - (vi) Integrates phone leads into the Site's property management system ("PMS") when integration is installed.
- b. E-mail Lead Capture
 - (i) Upon setup, ILM Lead Manager assigns a special email address to online marketing sources that have a contact form on their website.
 - (ii) Receives inbound email leads, extracts the data from these leads, and populates the data into a guest card.
 - (iii) Receives and tracks email (web) leads and makes statistics available in reports.
 - (iv) Will enter email leads into the Site's PMS when integration is installed.
- c. Walk-In Leads and Manual Lead Entry

- (i) Site Owner may manually enter walk-in leads, or any other lead that is received from a channel that has not been tracked by ILM Lead Manager, by clicking the “New Lead” button to bring up a blank guest card.
 - (ii) Manually entered leads are tracked and reported the same as the leads captured from other sources.
- d. Third-Party Lead Capture
 - (i) Ability to capture leads sent from certain third-party vendors, which includes call tracking and caller ID data in some cases. For a list of third-party vendors for which this functionality is offered, please contact your Sales Representative.
- e. Lead Prioritization
 - (i) ILM Lead Manager will analyze each prospect to evaluate its priority score.
 - (ii) Lead Scores are represented with visual symbols on both the Leads and Prospect pages.
 - (iii) Lead quality metrics are available at-a-glance on the Analytics tab (if enabled) and Reports tab.
 - (iv) Lead prioritization is supplemented using exposure data if the community uses a supported Revenue Management solution. For a list of products for which this functionality is offered, please contact your Sales Representative.
- f. Call Recording
 - (i) Records inbound calls received on tracking numbers and outbound calls placed through the product.
 - (ii) Site Owner may access recordings from the lead history section of the guest card, or from a special inbound call list.
- g. Lead Queues
 - (i) Provides a variety of views of the leads received by the Site. The following views are available and provide for organization of leads and workflow:
 1. Unassigned Leads
 2. My Leads
 3. All Property Leads
 4. Priority leads for follow-up
 5. PMS Lead Deduplication
 6. Prospects
 - (ii) Site Owner may sort lead queues by column header and filter leads by time range, lead status, ad source, type, or assigned agent.
 - (iii) Clicking a lead name takes the Site Owner directly to the lead detail page.
- h. Lead Detail Page
 - (i) Collects information for each prospective resident in an electronic guest card, which includes comments, prospect preferences, lead progress documentation, call recordings, and lead history.
 - (ii) Automatically populates Lead information when the Site is also using ILM Leasing Analytics.
 - (iii) Site Owner may perform and document lead follow-up using the guest card by clicking the “Follow-up” dropdown, or by selecting a follow-up action and adding the appropriate details.
 - (iv) Site Owner may close leads from the lead detail page and Site Owner can document the reason for closure.
 - (v) Site Owner may preview email leads previously sent and received through ILM Lead Manager by clicking the “Related Activities” button on the lead detail page.

- (vi) Site Owner may print a graphic rendering of the Site's paper guest card with digital information from the lead detail page.
- (vii) Lead Status is updated nightly via an update from the PMS.
- i. Set Follow-Up Reminder
 - (i) Site Owner can set a reminder to perform follow-up on leads. This reminder is accessed from the lead details page.
 - (ii) Displays reminders on the lead detail page, the Leads tab, the Prospect Board, and in the Priority Tasks section of the Snapshot tab.
- j. Email Composer
 - (i) Allows Site Owner to create an outbound email message.
 - (ii) This generates an email message in a customizable template.
 - (iii) The email composer tool supports the addition of attachments directly from Site Owner's desktop computer.
- k. Calendar
 - (i) The calendar contains information on prospect appointments and other custom office events.
 - (ii) The following views are available:
 1. Monthly
 2. Weekly View
 3. Daily View
 - (iii) Prospective residents can set an appointment and request a reminder to be sent by email and/or text via a custom landing page.
 1. Allows Site Owner to set the maximum concurrent appointments allowed perday.
 - (iv) Site Owner can schedule office events and closings and block off the spots in the calendar to help prevent over-booking of these times.
- l. Reporting
 - (i) Provides the following report types (not all inclusive):
 1. Conversion Reports
 - Advertising Source Conversions
 - Advertising Source Cost of Conversions
 - Leasing Agent Conversions
 - Floor Plan Conversions
 2. Activity Reports
 - Leasing Agent Activity Reports
 - Guest Card Comment Reports
 - Follow Up Reports
 - Show Reports
 - Leasing Agent Process Conformance Metrics
 - (ii) Reports are visible within ILM Lead Manager, can be exported (CSV, Excel, PDF, or Print), and can be emailed to any user with permission to the Site.
- m. Data Export Capabilities
 - (i) Site Owner can export leads and certain related data to a file (CSV, Excel, or PDF) by using the Guest Card Export feature on the Reports page, which includes the following data:
 1. Complex Name
 2. First Name

3. Last Name
 4. Status
 5. Type
 6. Phone Numbers
 7. Email Addresses
 8. Desired Lease Term
 9. Max Rent
 10. Unit Type
 11. Desired Move-in
 12. Pets
 13. Last Contacted Date
- n. Training
- (i) Provider offers training, which includes several options:
 1. Live on-site or webinar training is offered to every community prior to going live.
 2. Weekly live basic and advanced training webinars are offered to all users.
 3. Training videos and infographics are available within ILM Lead Manager.
 - o. Integrations
 - (i) Bi-directional data exchanges for OneSite, Yardi, MRI, and Resman, keeping prospects current in both systems.
 - (ii) Integrations vary from one implementation to another depending upon the hosting environment and the available functionality of the PMS technology.
 - (iii) Details of integrated data points are available upon request.
4. 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.

- 4.1. 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.
- 4.2. 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.
- 4.3. 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.
- 4.4. 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.

- 4.5. 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.
- 4.6. 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.
- 4.7. 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.
- 4.8. 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.