## PRODUCT SPECIFICATIONS FOR
## LEASESTAR LEAD2LEASE

### 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 LEASESTAR LEAD2LEASE

   LEASESTAR LEAD2LEASE is a web-based Customer Relationship Management ("CRM") application that is tailored to the rental housing management industry. The two functional aspects to Lead2Lease are (1) lead capture and tracking and (2) lead management and follow-up. Lead2Lease captures leads, and tracks and uses pertinent lead information to create activity reporting. Lead2Lease then uses the lead data to populate a guest card, which is stored in the Product for future management and follow-up. Lead2Lease responds to email leads with an automated SmartResponse email message, and provides access to partially populated guest cards for phone leads in real time. SmartAlert provides desktop notification when a new lead arrives. Lead2Lease provides multiple views of the leads queue inside the Product, and provides follow-up reminders, along with the daily appointment calendar, for organization and collaboration. Lead2Lease integrates with OneSite®, Yardi®, MRI®, and AMSI™, keeping prospects current in both systems.

   Note: The LEASESTAR LEAD2LEASE 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 LEASESTAR LEAD2LEASE Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR LEASESTAR LEAD2LEASE

This section outlines the major capabilities of LEASESTAR LEAD2LEASE:

3.1. Phone Lead Capture

a. Site Owner must purchase call tracking phone numbers in addition to the standard Lead2Lease application in order for Lease2Lease to track phone leads.

b. Lead2Lead 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.

c. Site Owner may access a new guest card by clicking the Click-On-Call button at the top of the screen, or by clicking a SmartAlert notification (if installed).

d. Lead2Lease tracks calls and makes call statistics available in reports.

e. Lead2Lease has special settings to remove calls that are less than a certain length of time, in seconds as specified by Site Owner, from the lead data.

3.2. Email Lead Capture

a. Upon set up, Lead2Lease assigns a special email address to online marketing sources that have a contact form on their web site.

b. Lead2Lease receives inbound email leads, extracts the data from these leads, and populates the data into a guest card.

c. Lead2Lease receives and tracks email (Web) leads and makes statistics available in reports.

(i) Note: Lead2Lease does not accept free text email messages. Web leads can come from structured email leads, like those from national Internet listing services, or Web forms including the Hosted Guest Card (described below).

d. Lead2Lease will enter email leads into the Site's PMS when integration is installed.

3.3. Hosted Guest Card

a. For advertising sources that do not have a Web form for contacting the Site, Lead2Lease will provide a contact form that is hosted on Provider's system. A link is inserted into the advertisement, which pops up the hosted contact form.

b. Lead2Lease makes numerous contact forms available, each having the ability to track the source on which it is placed.

c. Contact forms are branded to Site.

3.4. Walk-In Leads and Manual Lead Entry

a. Site Owner may manually enter walk-in leads, or any other lead that is received from a channel that has not been tracked by Lead2Lease, by clicking the "New Lead" button to bring up a blank guest card.

b. Manually entered leads are tracked and reported the same as the leads captured from other sources by Lead2Lease.

3.5. Third Party Lead Capture

a. Lead2Lease has the 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.

3.6. SmartResponse Email

a. Lead2Lease responds to inbound email leads with a template and content insertion.

b. Upon the receipt of an email lead, Lead2Lease searches the data fields, including text comments, for key words that are assigned in the Site's account. These key words trigger the insertion of marketing paragraphs drafted by Site Owner about the Site.

c. Lead2Lease inserts an "Availability" link into each SmartResponse email lead for Site Owners that use a Unit availability content provider, such as LeaseStar Pricing and Availability.

d. Lead2Lease inserts a "Set Appointment" link into each SmartResponse email lead, which allows the prospective resident to schedule an appointment on the Site's Lead2Lease appointment calendar.

3.7. SmartAlert Notification

a. SmartAlert provides a pop-up notification on the computer desktop when leads arrive by phone, email, or Web form.

b. SmartAlert requires a personal computer with Microsoft® Windows XP® SP 3.0 or higher with the SmartAlert application installed (by Site Owner).

c. Additional personal computer requirements for SmartAlert:

(i) Intel Pentium® 4 2.33GHz, Athlon® 64 2800+ or faster processor (or equivalent).

(ii) Outbound Port 5222 and 8080 opened on computer and network firewall.

(iii) Microsoft .NET 4 framework (client profile). This will be automatically downloaded if not already installed. Note that Microsoft .NET 4 has additional system requirements regarding memory and available drive space as specified by Microsoft.

3.8. Call Recording

a. Lead2Lease records inbound calls received on tracking numbers.

b. Site Owner may access recordings from the lead history section of the guest card, or from a special inbound call list.

3.9. Lead Queues

a. Lead2Lease 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:

(i) Unmanaged Leads

(ii) My Leads

(iii) All Property Leads

(iv) Leads Needing Management

(v) PMS Integrated Leads

b. Site Owner may sort lead queues by column header and Site Owner may filter leads by time range and lead status.

c. Clicking a lead name takes the Site Owner directly to the lead detail page.

3.10. Lead Detail Page

a. Lead2Lease collects information for each prospective resident in an electronic guest card, which includes third-party comments if available, prospect preferences, lead progress documentation, and lead history.

b. Site Owner may perform and document lead follow-up using the guest card by clicking the "Email Lead" button, or by selecting a follow-up action and adding the appropriate details.

c. Site Owner may close leads from the lead detail page and Site Owner can document the reason for closure.

d. Site Owner may preview email leads previously sent and received through Lead2Lease by clicking the "View Email Communication" button on the lead detail page.

e. Site Owner may print a graphic rendering of the Site's paper guest card with digital information from the lead detail page.

3.11. Set Follow-Up Reminder

a. Site Owner can set a reminder to perform follow-up on leads. This reminder is accessed from the lead details page.

b. Lead2Lease displays reminders on the home tab and in the weekly and daily calendar views.

3.12.    Email Composer

a. Lead2Lease's email composer tool allows Site Owner to create an outbound email message.

b. This generates an email message in a graphical template. Template customization is available with a per-template fee.

c. The Lead2Lease policy manager contains marketing and policy related verbiage chosen by Site Owner specific to the Site, which can be inserted into an email message.

d. The email composer tool supports the addition of attachments directly from Site Owner's desktop computer or from the tool's internal attachment manager.

e. The attachment manager is a library that stores the Site's most frequent attachments.

f. Attachments are scanned for viruses prior to being sent.

3.13.    Calendar

a. The Lead2Lease calendar feature contains information on scheduled follow-up actions, prospect appointments, other custom office events, and Lead2Lease training events.

b. The following views are available for the calendar:

(i)   Monthly

(ii)  Weekly Digest View

(iii) Daily digest view with calendar page view

c. Prospective residents can access the appointment calendar from a link in the SmartResponse email message, which allows them to set an appointment and request a reminder to be sent by email and/or text.

d. Lead2Lease allows Site Owner to set the maximum concurrent appointments allowed per day.

e. Site Owner can schedule office events and closings, send an email reminder to the staff, and block off the spots in the calendar to avoid double-booking of these times.

3.14.    Reporting

a. Lead2Lease provides the following report types:

b. Call Tracking Reports (optimized for tracking numbers)

(i)   Leasing Performance Reports

(ii)  Source Performance Reports

(iii) Prospect Inquiry Follow-Up Reports.

c. Site Owner can generate most reports for a single Site or for Site Owner's complete portfolio of Sites.

d. Lead2Lease can send certain information in a weekly summary report to Site Owner.

3.15.    Data Export Capabilities

a. Site Owner can export leads and certain related data to a .csv file by using the Lead Export feature on the Leads page and the Regional Export page in the Product, which includes the following data:

- PropertyId
- Complex Name
- LeadId
- Last
- First
- Address
- City
- Cats
- Beds
- Baths
- Catgry
- Lead Category Id
- Priority
- Lead Priority ID
- Last Action Date
- Last Action Notes
- Last Action2
- Last Action2 Date
- Last Action2 Notes
- Last Action3
- Last Action3 Date

- State
- Zip
- Home Phone
- Cell
- Work Phone
- Email
- Move In Date
- Desired Lease Term
- Dogs

- Type
- Source
- Create Date
- Status
- Status User
- Status Date
- Description
- Last Action
- Last Action User

- Last Action3 Notes
- PM Prospect ID
- PM Prospect Code
- Viewed
- Name
- Days Since Action
- Social Friends On Site

3.16.   Training

a. Provider offers training, which includes several types of classes. The Lease2Lease Training tab allows Site Owner (or an Authorized User) to find the class that it wishes to attend and to register for the class online.

b. Once scheduled, Lead2Lease will display the class in the calendar view and on the home page.

3.17.   Integration

a. Lead2Lease offers bi-directional data exchanges for OneSite, Yardi, MRI, and AMSI, which vary from one implementation to another depending upon the hosting environment and the available functionality of the PMS technology. Details of integrated data points are available upon request.

4. Special Considerations

4.1. The Lead2Lease Product 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 Heath Information Portability and Accountability Act Omnibus Final Rule released on January 17, 2013. Users should not use any feature of the Lead2Lease Product Center to upload to or store any electronic protected health information.

5. LeaseStar Lead2Lease User Access Testing ("UAT") Environment

5.1. LeaseStar Lead2Lease – UAT

a. Site Owner must purchase separately the LeaseStar Lead2Lease Product to be eligible to purchase the LeaseStar Lead2Lease – UAT Product.

b. The LeaseStar Lead2Lease – UAT Product includes the same features as the LeaseStar Lead2Lease Product, with the following exceptions:

(i) Site Owner must enter all leads and lead-related data in the new UAT environment.

(ii) Site Owner must direct Provider as to what available Products and account to integrate with the LeaseStar Lead2Lease – UAT Product. The LeaseStar Lead2Lease – UAT Product cannot make a permanent connection to the OneSite – UAT Product (if purchased separately by Site Owner).

(iii) If Site Owner desires to integrate LeaseStar Toll Free Tracking Numbers, Site Owner must purchase them separately.

6. 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.

6.1. <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.

6.2. <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.

6.3. <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.

6.4. <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.

6.5. <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.

6.6. <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.

6.7. <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.

6.8. <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.