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PRODUCT SPECIFICATIONS FOR LEASESTAR PROSPECTOR (RENTSENTINEL®)

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 PROSPECTOR (RENTSENTINEL®)

LEASESTAR PROSPECTOR (RENTSENTINEL®) ("Prospector") is a web-based Customer Relationship Management ("CRM") application that is tailored to the apartment management industry. There are two principal aspects to Prospector: (1) lead capture and tracking, and (2) lead management and follow-up. Prospector captures leads, and pertinent information is tracked and used to create reporting. Prospector then populates a guest card with the lead data, which is stored in the CRM application for future management and follow-up. Prospect email messages receive an automated reply email message confirming that the Site has received the email message and will get back to them as soon as possible. A partially populated guest card is created by Prospector from caller ID data and Site Owner can access the leads as the phone rings. Multiple prospect activity queues are available inside Prospector, allowing Site Owner to see guest cards that are unassigned, recently managed, or recently lost. Follow-up task and appointment lists are available to assist with leasing activities. LeaseStar Prospector can insert guest cards into OneSite®, Yardi®, MRI®, and AMSI™.

Prospector performs the following tasks for each Site:

- Phone Lead Capture
- Email Lead Capture
- Hosted Contact Form
- Walk-In Leads and Manual Lead Entry
- Third-Party Lead Capture
- Auto-Response Email
- Call Recording

- Prospector Home Page
- Calendar
- Lead, Task, and Reminder Lists
- Hosted Guest Card / Lead Detail Page
- Set Follow-up Reminder
- Email Tools
- Activity Log
- Search
- Reporting
- Training
- Integration

Note: The LEASESTAR PROSPECTOR (RENTSENTINEL®) 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 PROSPECTOR (RENTSENTINEL®) Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR LEASESTAR PROSPECTOR (RENTSENTINEL®)

This section outlines the major capabilities of LEASESTAR PROSPECTOR (RENTSENTINEL®):

3.1. Phone Lead Capture

a. For an additional charge, Site Owner may purchase tracking phone numbers to support phone lead capture, tracking features, and phone lead management within Prospector:
   - (i) Prospector captures caller ID data on inbound calls and populates the data into a guest card in real time.
   - (ii) Site Owner can access the new guest card by clicking the over announcement that appears on the screen when the phone rings.
   - (iii) Prospector tracks calls and displays call statistics in multiple reports.
   - (iv) Prospector sends verified phone leads to the Site's property management system ("PMS") as guest cards when integration is installed.
   - (v) Prospector provides notification of missed calls.

3.2. Email Lead Capture

a. Upon setup of Prospector, the Product:
   - (i) Assigns tracking email addresses to online marketing sources.
   - (ii) Receives inbound email messages, including free text email messages, extracts the data from these leads, and populates the data into a guest card.
   - (iii) Receives and tracks email leads and displays statistics in multiple reports.
   - (iv) Accepts free text reply email messages.
   - (v) Sends email leads to the PMS when integration is completed.

3.3. Hosted Contact Form for Web Lead Capture

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

3.4. Walk-In Leads and Manual Lead Entry

a. Site Owner may create a new lead in Prospector to enter walk-in leads, or any other lead that is received from a channel that has not been tracked by Prospector.

b. Clicking the “New Prospect” button brings up a small quick entry form where Site Owner enters the prospect's name, phone number, and email address. LeaseStar Prospector suggests possible duplicates and if none are found, Site Owner may continue to the guest card to complete the prospect record.

c. Prospector tracks and reports these manually entered leads the same as Prospector captured leads.

3.5. Third-Party Lead Capture

a. Prospector captures leads sent from a variety of third-party vendors, including LeaseStar Level One®. Please contact Customer Service for availability of this function per specific vendor.

3.6. Auto-Response Email Message

a. Prospector responds to inbound email messages with an auto-response template chosen by Site Owner.

b. Prospector can insert select information from the Site or prospect into email templates.

3.7. Call Recording

a. Prospector records inbound calls received on tracking numbers.

b. Site Owner can access these recordings for review at a later time and add comments to the record.

3.8. Prospector Home Page

a. Site Owner can access prospecting information and features on the Prospector home page, including:

(i) Calendar snapshot of tasks assigned to Site personnel for “today” and the ability to navigate the calendar forward or backward by day.

(ii) Calendar snapshot of tasks assigned to the Site for “today“ and the ability to navigate the calendar forward or backward by day.

(iii) Calendar snapshot of appointments for “today“ and any that are overdue.

(iv) Creating a new appointment.

(v) Creating a new prospect.

(vi) Searching Units.

(vii) Searching prospects.

(viii) Viewing and configuring Recent Activity Lists.

3.9. Calendar

a. Site Owner can set appointments for a prospect using a calendar-like date selection feature.

b. Prospector includes the following calendar formats: Day, Week, Month, Timeline, Multi-day.

3.10. Lead, Task, and Reminder Lists

a. Prospector provides multiple views of the leads and related activities contained in Prospector. These views are provided to allow for organization of leads and to provide a workflow:

(i) People Viewed

(ii) Applications Viewed

(iii) My Recent Visitors

(iv) My Newest Guestcards

(v) My Recently Active Guestcards

(vi) My Recently Lost Guestcards

(vii) My Recently Leased Applicants

(viii) Unassigned Guestcards

b. Lead lists show 30 days' worth of leads, after which time they can be found in various reports.

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

3.11. Hosted Guest Card / Lead Detail Page

a. Site Owner can view each prospect as an electronic guest card, which includes prospect information, third-party comments, prospect preferences, lead progress documentation, and lead history.

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

c. Site Owner can close leads from this page and document the reason for non-rental.

d. Site Owner can reference all previous prospecting activities in a historical digest view, and the details are accessible by clicking the selected record in the history section in the guest card.

3.12. Set Follow-up Reminder

a. Prospector allows for a custom set regimen of follow-up reminders which are automatically presented to the user when they are due.

b. Site Owner can assign a custom follow-up reminder or task. These tasks and reminders are all shown in their own list widgets on the home page.

3.13. Email Tools

a. Prospector's email composer tool allows Site Owner to build an outbound email message from within the Product.

b. Site Owner can copy HTML code from any existing template and paste the HTML code into the email tool for current and future use.

c. The email composer tool supports the addition of attachments directly from the desktop.

d. Outbound email messages have a reply-to address allowing for prospect replies to come directly to Prospector instead of an external email client.

e. Prospector allows Site Owner to create and use multiple email templates.

3.14. Activity Log

a. Site Owner generated prospecting activities that are logged are available to view as a historical reference.

b. Site Owner can view the history of logged activities in a summary digest view, or Site Owner may drill in to view the details of the activity.

c. Site Owner may switch between Sites.

d. Logged activities may be filtered by one or multiple filters, which include:

(i) Show all

(ii) Emails

(iii) Quotes

(iv) Phone

(v) Notes

(vi) Visits

(vii) Tour

3.15. Search

a. Site Owner can search for prospects, quotes, or applicants by keyword.
b. Site Owner can view the results of a search and click into a result item to access the detail and take further action.
c. Site Owner can create a new guest card from the search screen.

3.16. Reporting

a. Prospector makes a variety of report types available, which include:
   (i) Guest Card Activity
      1. List of all prospects/guest cards in the Product.
   (ii) Property Activity Comparison Report
      1. Breakdown of total activity generated for each Site.
   (iii) Leasing Stats by Agent
      1. Leasing ability by Site and Site personnel.
   (iv) Leasing Agent Lead Response Times
      1. Breakdown of activity for Site personnel from initial inbound activity.
   (v) Walk-In Traffic to Quote Ratio
      1. Count of walk-in visits, quotes, and quotes per walk-in/visit.
   (vi) Leasing Activity Summary by Date
      1. Summary of leasing activity by region and Site.
   (vii) Leasing Stats by Marketing Source
      1. Count of walk-in visits, phone leads, Internet contacts, total leases for the specified date range and YTD, and charts for the top 10 sources within that date range and YTD.
   (viii) Guest Card Statuses Snapshot
      1. For each Site, lists the prospects' names, sources, statuses of the guest cards, and dates created.

3.17. Training

a. Provider offers initial free training during setup and configuration including several types of sessions.
b. Provider may give specialized training upon special request.

3.18. Integration

a. Prospector has a lead insert data exchange for OneSite, Yardi, MRI, and AMSI.

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 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.