PRODUCT SPECIFICATIONS FOR REALPAGE SENIOR LIVING PROSPECT MANAGEMENT

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 SENIOR LIVING PROSPECT MANAGEMENT

REALPAGE SENIOR LIVING PROSPECT MANAGEMENT is a web-based Customer Relationship Management ("Senior CRM") application that is focused on the sales segment of the customer lifespan and is tailored to the senior living industry. The three functional aspects to Senior CRM are: 1) lead capture and tracking, 2) prospect management and follow-up and, 3) referrer management and follow-up. Senior CRM captures leads, and tracks the progression of prospects through the sales lifecycle up to the point of application. It uses pertinent prospect information to create activity reporting.

Senior CRM uses the lead data to populate a prospect guest card, which is stored in the Product for future management and follow-up. Senior CRM responds to email leads with an automated SmartResponse email message, and provides access to partially populated guest cards for phone leads in real time. Senior CRM provides multiple views of the prospects queue inside the Product to facilitate follow-up. The CRM's email builder tool enables communication with prospects, and the action logging feature documents prospect touch points such as outbound phone calls, thank you cards, and tours. Follow-up reminders and appointments can be scheduled directly from the Guest card page

Note: The REALPAGE SENIOR LIVING PROSPECT MANAGEMENT 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

SENIOR LIVING PROSPECT MANAGEMENT Product Center to upload or to store any electronic protected health information.

3. DETAILED SPECIFICATIONS FOR REALPAGE SENIOR LIVING PROSPECT MANAGEMENT

This section outlines the major capabilities of REALPAGE SENIOR LIVING PROSPECT MANAGEMENT:

3.1. Phone lead capture

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

b. Senior CRM 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 Take-Call button in the right Action Column of the screen while the phone is ringing, or if the call is not answered, the prospect guest card will be displayed in the Unmanaged Prospect List.

d. Senior CRM tracks activities performed on inbound calls and makes call statistics available in reports.

e. Senior CRM 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, Senior CRM assigns a special email address to online marketing sources that have a contact form on their web site.

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

c. Senior CRM receives and tracks activities on email (Web) leads and makes statistics available in reports.

(i) Senior CRM does not accept free text email messages. Web leads can come from structured email leads or other structured Web forms such as from Property web sites.

(ii) Senior CRM allows vendors to direct leads to the CRM application, including leads with HIPAA data.

3.3. Hosted guest card capture

a. For advertising sources that do not provide a web form for contacting the Site, Senior CRM will provide a contact form that is hosted on Provider's system. The hosted contact form is accessed through a link inserted into the advertisement.

b. Senior CRM makes numerous contact forms available, each capable of tracking the source on which it is placed.

3.4. Walk-in Leads and manual lead entry

a. Site Owner may manually enter a lead that is received from a channel that has not been tracked by Senior CRM, including walk in leads, by clicking the Add prospect 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 Senior CRM.

3.5. Third-party lead capture

a. Senior CRM has an API that is available to third-party vendors to insert new prospects. The third party is responsible for any development work needed to engage this API.

3.6. SmartResponse email

a. Senior CRM responds to inbound email leads with a graphic-enabled template and content insertion. Upon the receipt of an email lead, Senior CRM 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.

3.7. Prospect queues

a. Senior CRM 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 prospects

(ii) My active prospects

(iii) All active prospects

(iv) All successful prospects

(v) All concluded prospects

(vi) Today's appointments

(vii) All appointments

(viii) All follow-up reminders

(ix) All my follow-up reminders

(x) All follow-up reminders for today

(xi) All my follow-up reminders for today

(xii) View inbound calls

b. Site Owner may sort lead queues by column header of key columns.

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

3.8. Prospect Guest card page

a. Senior CRM collects information for each prospective resident in an electronic guest card, which includes inquiry comments (if available), prospect preferences, lead progress documentation, and lead activity history.

b. Senior CRM allows an unlimited number of prospects to be added to the guest card and an unlimited number of contracts.

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

d. Site Owner may close leads from the lead detail page and Site Owner can document the reason for closure. Site Owner may preview email leads previously sent through Senior CRM by clicking the Email link in the lead history section.

3.9. Referrer queues

a. Senior CRM provides a variety of ways to view the leads received by the Site. The following views are available and enable organization of leads and workflow:

(i) Active referrers

(ii) Inactive referrers

(iii) Today's appointments

(iv) Follow-up reminders for today

3.10. Referrer

a. Senior CRM allows users to collect information for each referrer in an electronic guest card, including contact information, inquiry comments, referral statistics, detailed referral history and activity history.

b. Senior CRM allows an unlimited number of contacts to be added to the referrer record.

c. Site Owner may perform and document lead follow-up by clicking the Email lead button, or by selecting "log follow-up action" and adding the appropriate details.

d. Site Owner may mark the referrer as inactive and later reactivate that referrer.

e. Site Owner may preview email leads previously sent through Senior CRM by clicking the Email link in the lead history section.

3.11. Set follow-up reminder

a. Site Owner can set multiple reminders to perform follow-up on each prospect or referrer. This reminder is accessed from the Guest card page.

b. Site Owner can see a list of all prospects or referrers with follow-up reminders due today by using the "Follow up reminders scheduled for today" filter on the prospect list page or Referrer list page.

c. When a prospect has a past, current, or future follow-up reminder, a button will appear in the Action button column, alerting Site Owner to that reminder.

d. Reminders can be dismissed, edited, or marked as done by Site Owner.

3.12. Set appointments

a. Site Owner can set multiple appointments for each prospect and referrer, accessible from the Prospect page or the Referrer page.

b. Site Owner can see a list of prospects or referrers with appointments due today by selecting that filter on the Prospect list page or the Referrer list page.

c. When a prospect or referrer has an appointment set, a button will appear in the Prospect or Referrer page alerting Site Owner to that appointment.

d. Appointments can be dismissed, edited or marked as done by Site Owner.

3.13. Email composer

a. Senior CRM'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 Senior CRM policy manager contains marketing and policy-related verbiage chosen by Site Owner specific to the Site, which can be inserted into an email message.

3.14. Calendar

a. Senior CRM calendar feature contains appointments for prospects and referrers scheduled for today and the next 6 days.

b. Senior CRM allows Site Owner to set the maximum concurrent appointments allowed per day.

3.15. Reporting

a. Senior CRM provides the following report types:

(i) Call Tracking reports (optimized for tracking numbers)

(ii) Agent Performance reports

(iii) Source Performance reports

(iv) Prospect Inquiry Follow-up reports

(v) Referrer Marketing Activity reports

(vi) Referrer Performance reports

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

3.16. Consultation wizard

a. Consultation wizard is a small expandable panel, displayable at the top of the Prospect Guest card page and the Add prospect page.

b. Consultation wizard contains questions, or hints and tips, to prompt the user while working with the prospect.

c. The panel is also capable of containing various data fields used to document the conversation with the prospect.

d. The panel is available in a full view mode with printable content.

e. Senior CRM provides an Admin tool to add fully customized content and fields to the Consultation wizard.

f. Senior CRM includes a setting enabling the user to show or hide this panel by default on page load of the Guest card page or the Add prospect page.

3.17. Advanced search

a. Senior CRM provides users with an Advanced Search feature, enabling them to use multiple search parameters to identify prospects.

b. Prospects identified through the Advanced Search feature are shown onscreen, and the user can click on a prospect name to be taken to the related Guest card page.

c. Screen results can be saved as a PDF document.

d. Mailing labels can be printed for prospects identified through a search. Search results will produce one prospect, one primary contact and one other contact.

e. Prospects identified through a search may be exported to a CSV document containing the following fields:

Occupant First Name	Occupant Last Name	OccContactHomePhone	OccContactCellPhone
OccContactWorkPhone	OccContactEmail	OccAddress	OccAddress 2
OccCity	OccState	OccZip	Pri First Name
Pri Last Name	PrimaryContactGroup	PrimaryContactType	PriContactHomePhone
PriContactCellPhone	PriContactWorkPhone	PriContactEmail	PriAddress
PriAddress 2	PriCity	PriState	PriZip
Oth First Name	Oth Last Name	OtherContactGroup	OtherContactType
OthContactHomePhone	OthContactCellPhone	OthContactWorkPhone	OthContactEmail
OthAddress	OthAddress 2	OthCity	OthState
OthZip	MoveIn	LivingSituation	ReasonForMoving
ServiceGroup	WillingToShare	Ambulatory	Assistance
Dogs	Cats	Beds	Baths
Category	Priority	LeadType	Source
CreatedDate	OwningAgentName	Status	StatusDate
LastAction	LastActionUser	LastActionDate	LastActionNotes
LastAction2	LastAction2Date	LastAction2Notes	LastAction3
LastAction3Notes	LastAction3Date	PMProspectId	Days Since Last Action
ProspectComments			

3.18. Manage users

a. Senior CRM has a feature to create/modify users.

b. Users must be assigned Superuser permissions to access this tool.

c. Superusers can manually change passwords for their users and, if the user has an email address, automatically reset the password and have it sent to the user via email. The automatic process masks the password from the Superuser, whereas the manual process does not.

3.19. CSV prospect import

a. Senior CRM provides a customer-facing CSV prospect import tool accessible from the Settings page, limited to users with appropriate permissions ("Perform CSV Prospect Import").

b. This tool allows customers to simultaneously import large numbers of prospects, thus assisting them in switching from a third-party CRM or other record systems.

c. Senior CRM provides a template file including explicit instructions on required data and formatting requirements.

3.20. Integration

a. Senior CRM offers a bi-directional data exchange with Community Management.

3.21. Training

a. Provider offers training, including online video training through Provider's Learning Management System, instructor-led webinar instruction, and user guide documentation for various specific components.

4. LeaseStar Senior CRM User Access Testing ("UAT") Environment

4.1. RealPage Senior CRM—UAT

a. Site Owner must purchase separately the Senior CRM Product to be eligible to purchase the Senior CRM—UAT Product.

b. The Senior CRM—UAT Product includes the same features as the Senior CRM 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 Senior CRM—UAT Product. The Senior CRM—UAT Product cannot make a permanent connection to the Community Manager—UAT Product (if purchased separately by Site Owner).

(iii) If Site Owner desires to integrate toll free tracking numbers, Site Owner must purchase them separately.

5. 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.

5.1. <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.

5.2. <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.

5.3. <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.

5.4. <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.

5.5. <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.

5.6. 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.

5.7. 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.

5.8. 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.