

PRODUCT SPECIFICATIONS FOR SENIOR LIVING CONTACT CENTER—LEASING CALLS

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 SENIOR LIVING CONTACT CENTER—LEASING CALLS

SENIOR LIVING CONTACT CENTER—LEASING CALLS offers the benefits of the RealPage conventional multi-family solution with an added focus on the unique requirements of the senior living industry. Given that senior living communities typically represent a large financial investment compared to conventional properties, the prospect or family may often be very detail-oriented and highly motivated to find a community that fits all of the prospect’s needs. The Senior Contact Center successfully addresses this need by providing a consistent, high-quality, prospect-focused approach, which is focused on gathering the desired information during the initial interaction, with emphases on addressing questions and setting a visit.

The Senior Contact Center is the senior leasing component of the RealPage leasing product suite. The major capabilities of the SENIOR LIVING CONTACT CENTER—LEASING CALLS include:

- Answer and respond to inbound senior leasing calls, 24 hours a day, seven days a week (depending on call option selected).

Note: In addition to inbound calls, Senior Contact Center can answer and respond to web chats, emails with instant call reply, and email.

- Process inbound phone calls through an automated Interactive Voice Response (IVR) system
- Send a standard template email message to the prospect with property details and visit confirmation.

- Provide third-party integration (when available) to allow users to insert guest cards directly into certain supported property management systems.
- Ensure inquiries are received and answered with a specific senior focus.
- Create a positive first impression through compassion and competence.
- Obtain as much contact information from the prospect as possible.
- Schedule an appointment or tour with a community care advisor, when possible.
- Use available property knowledge (PK) information to address prospects' questions.
- Provide dedicated phone numbers and email addresses for tracking and reporting purposes.
- Summarize prospect information and inquiry into a standardized guest card format.
- Provide on-demand reporting.

3. DETAILED SPECIFICATIONS FOR SENIOR LIVING CONTACT CENTER—LEASING CALLS

This section outlines the major capabilities of SENIOR LIVING CONTACT CENTER—LEASING CALLS:

3.1. Call Routing and Provisioning

Call Routing and Provisioning features include:

- a. Call routing based on the senior leasing call product purchased (see Call Product Options later in this document).
- b. Optional email routing to the Senior Contact Center.
- c. Up to five toll-free numbers for marketing purposes, with an option to use more toll-free numbers at an additional charge.
- d. Transmission of a guest card email, or, when integrated, a guest card entry into a property management system.

3.2. Guest Card Information

The Guest Card Information feature provides access to the following information, when provided by the prospect:

- a. Contact type
- b. Lead type
- c. Advertising source
- d. Name
- e. Phone number(s)
- f. Email
- g. Address (if available)
- h. Move-in date
- i. Home size
- j. Number of occupants
- k. Lease term
- l. Desired rent
- m. Visit set (date/time)
- n. Miscellaneous associate notes related to specific prospect needs
- o. Current living situation
- p. Primary funding source
- q. Pets

- r. Estimated monthly budget

3.3. Call Product Options

Call Product Options permit Site Owners to select call handling and routing options based on their unique needs:

- a. All Calls
 - (i) Route all incoming calls directly to the Senior Contact Center.
 - (ii) Allow calls to be routed back to the leasing office or voice mail, depending on the IVR option selected by the prospect.
 - (iii) Allow “All emails” or “No emails” as an additional product option breakout.
- b. Missed Calls
 - (i) Routing calls
 - 1. Route only those leasing calls that are missed by the leasing office to the Senior Contact Center.
 - 2. Route calls initially to the leasing office and back to the Senior Contact Center when the on-site team does not answer the phone.
 - (ii) Allow “All emails” or “No emails” as an additional product option breakout.
- c. After Hours
 - (i) Routing calls
 - 1. Route only those leasing calls that come in after the leasing office is closed to the Senior Contact Center.
 - 2. Route leasing calls to the leasing office during normal office hours and to the Senior Contact Center only after the leasing office is closed.
 - (ii) Allow “All emails” or “No emails” as an additional product option breakout.

3.4. Additional Add-On Options

Additional add-on options permit the Site Owners to further customize their product options based on their unique needs:

- a. Instant call reply (with the “all emails” option): Provides the capability for the Senior Contact Center associate to make an outbound call in response to an inbound prospect email message.
- b. Click to chat
 - (i) Allows online chat through the internet.
 - (ii) Requires the chat logo to be placed on websites where a chat call may have originated.
- c. Access call recordings (charged per Authorized User)
 - (i) Allows access to call recordings of inbound calls.
 - (ii) Access recordings for up to 90 days.
- d. Additional toll-free tracking phone numbers: Allows additional lines (beyond the five toll-free numbers included with the call product) to be obtained for unique marketing needs.
- e. Local line rollover with voice mail
 - (i) Provides local-line backup support for a property.
 - (ii) Routes local property number missed calls, regardless of time of day, to the Senior Contact Center.
 - (iii) Includes the capability to send the call to voice mail, accessible by the leasing office.
- f. Custom call greeting: Allows the call greeting to be customized to a customer’s needs.

- g. Custom email response template: Allows a customized email response to be sent to prospects, rather than the standard format used by the Senior Contact Center

3.5. Reporting

The Reporting features permit an Authorized User to:

- a. Access a suite of reports through the RealPage Portal that offers a variety of information, available at both the property and portfolio level.
- b. Review contact volume and Guest Card information.
- c. Review advertising source metrics and contact type (phone, chat, or email).
- d. Assess inbound leasing inquiries to determine success of advertising efforts.

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.