



**CRISIS RESPONSE**

Another way RealPage is helping to protect your residents and employees while ensuring your business continuity.

# Protect Your Residents with Text Messaging

OneSite Leasing and Rents continues to improve the property management experience and maximize opportunities for increasing NOI with integrated SMS (Short Message Service) and MMS (Multimedia Messaging Service) text messaging—the most widely preferred form of communication by residents.

Independent studies report texts have consistent and substantially higher open rates than emails—often as high as 98%.\* Property staff can “connect with effect,” responding to applicants and residents faster and streamlining communications in real time.

**REDUCE RISK. INCREASE REVENUE.**

OneSite’s integrated two-way text messaging reduces risk by providing FCC and TCPA compliant opt-in/out options and automatically storing all text conversations. It also helps increase revenue opportunities as an effective tool for:

- Accelerating the lease paperwork process with applicants
- Upselling residents on community amenities and services
- Advocating online reviews that can generate qualified leads

*Integrated two-way text messaging increases efficiency and resident satisfaction while reducing risk.*



\*Source: <https://www.slicktext.com/blog/2018/11/44-mind-blowing-sms-marketing-and-texting-statistics/>

**TEXT MESSAGING FAQ**

Question	Answer
Who can receive OneSite one-on-one text messages?	This feature is available for all OneSite Leasing and Rents asset types including Affordable, Military, Rent Stabilization, Senior and Student. Applicants, residents and non-residents can communicate via OneSite text messaging. (Prospect text messaging should be handled with our prospect management solutions: Lead2Lease®, Contact Center, On-Site®, etc.)
How does OneSite text messaging work with Lead2Lease text messaging?	It does not work with Lead2Lease at this time. Lead2Lease texting is for prospects. OneSite text messaging is for texting applicants, residents and non-residents.
What are the OneSite text messaging functionalities?	Texting access is controlled via setup and rights and accommodates active links and the standard maximum of 160 characters. It DOES NOT support bulk/group texting (however, you can do this through ActiveBuilding® Resident Portal). It DOES have the ability to block recipients.
Does OneSite text messaging meet federal compliance rules for texting?	Yes. It complies with FCC regulations for texting, TCPA (Telephone Consumer Protection Act) and CAN-SPAM Act. Therefore, it requires proactive contact consent. The default setting is “opt out.” Applicants, residents and non-residents must opt in. Contacts can opt out at any time after opting in.
Where are the text messages stored?	Text messages can be reviewed via the Text Messaging snapshot and in the resident’s activity log.
Can I add an attachment to a OneSite text message?	Yes. You can attach an image, video or other media to a text message in OneSite.