
JOIN OUR MOVEMENT
RealPage® Student Renter Engagement
COMMUNICATE
CONNECT
CONVERT
MARKETING
LIVING
LEASING
REALPAGE
Outperform

RENTER ENGAGEMENT: PUTTING MORE HEADS ON BEDS

Reach more student prospects, capture more leads, convert more renters and retain more student residents next year, all while driving record performance from your marketing, leasing and community teams. RealPage Student Renter Engagement puts you front and center in the right places at the right times, arming you with the data you need to drive the most revenue, year after year.

MARKETING

Your command center for all marketing activities, RealPage Student Marketing Center manages, measures and executes all marketing activities for your student properties. By centralizing everything from ILS syndication to customized websites, all from one integrated platform, you'll save hours and dollars while capturing more qualified leads.

Marketing Center gives you access to capabilities including stunning, customized website creation with one source for photography, development, content services and virtual 3D tours, as well as traffic-generating SEO/SEM targeting. It also includes reputation, listing and review management.

By centralizing everything from ILS syndication to customized websites from one single platform, you'll save time and costs while capturing more qualified leads using a single, multichannel marketing tool.

- Leverage local, free classified listing sites to promote floorplan pricing
- Centralize all community data for posting across high-converting ILS partners
- Discover which marketing sources are converting best with analytics dashboards
- Centrally access online reviews to better manage your online reputation

Websites

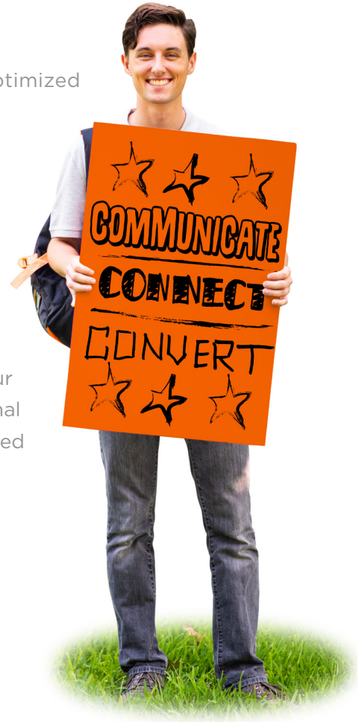
First impressions are everything, and RealPage's eye-catching, user-friendly, optimized websites will wow your students. Our sophisticated website themes offer:

- Mobile-first functionalities and conversion-centric tools that get results
- Powerful lead generation functionalities
- Consultative branding teams for companies who want to take their websites to the next level
- Flexibility to use with any property management software

Content Services

With RealPage Content Services, your websites will demand attention from your prospects, with rich, interactive content. And our nationwide network of professional photographers and videographers allows you to maintain branding with centralized content management for all your properties.

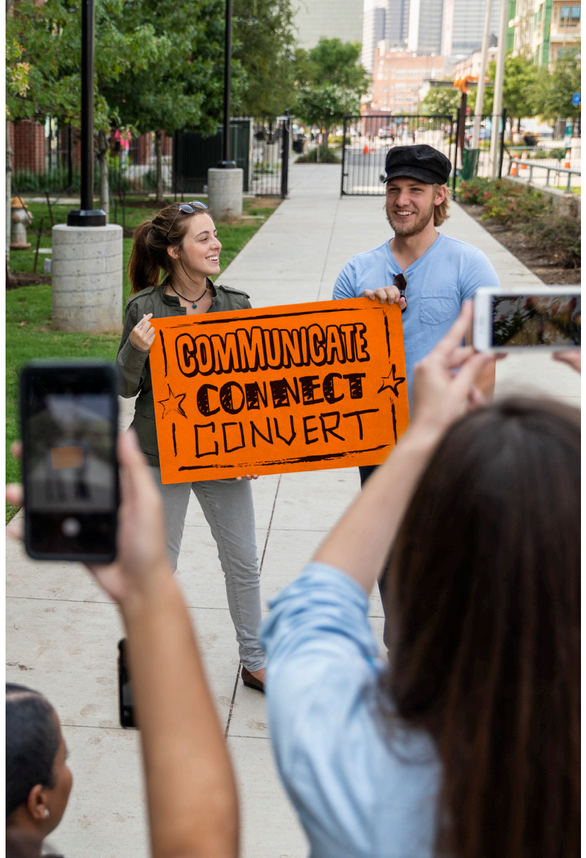
- High-end, 3D virtual tours for an immersive digital experience
- Interactive 3D floorplans explore rooms, furniture layouts, options and more
- Cinematic storybooks with a unique mix of motion, photography, and music
- Clear, concise, targeted copy that informs and persuades
- Professional photography to showcase properties in their best light



Business- and People-Friendly Marketing

With 24/7 marketing, you can reach your prospects and renewable residents when and where you'll get the best response.

- Bulk filters to email and text in mass with prospects, applicants and residents, as well as guarantors
- Schedule email and text for drip marketing campaigns with ease
- Geofencing—ad management based on your prospect's location
- 24/7 contact center to answer questions and set up visits



LEASING

With an industry-leading, end-to-end lease management platform considered to be the most flexible in the industry, you can't help but put more heads on beds. RealPage Student Leasing was built with 100% student operator guidance and provides a complete path to lease completion, with:

Screening

Conduct background checks on residents and guarantors with our data and your criteria, with a flexible scoring engine that lets you calculate the dollar value of risk associated with an applicant's unique score.

Certified Documents Team

Instead of wasting hours on compliance and lease reviews, let RealPage manage your leases in all 50 states with a $1-million-dollar lease guarantee.

e-Signature

Ensure security of your electronic leasing documents by enabling applicants to sign leases without stepping foot in the office.

Renters Insurance

Protect your property from student mishaps and damage.

Online Renewals
Renew students your way, with automated tiered pricing or a revenue management approach to automate your leasing ladders. Bulk features built for student operators by student operators saves your staff hours when extending offers.

24/7 Leasing
Empower your community with 24/7 leasing and maintenance calls with RealPage Student Contact Center. Missing calls due to business hours or a busy day are a thing of the past.

Flexible Terms
Set up multiple installment terms, move-in/move-out dates and floorplan styles, all on demand to cover all the different leasing scenarios found in Student Housing.

LIVING

Making stronger connections. It's the key to retaining more residents. You want to create the very best living experience from the moment they first contact you to move-in—and beyond. For students, this means consistent and simple communication with their community.

RealPage Student Living helps them connect with each other prior to move-in to establish potential roommates, connect with your leasing team and with the entire community once they're moved in and settled.

ActiveBuilding™ Concierge is the resident portal that serves as your community's central meeting point.

Residents can:

- Communicate with each other in the safety of their own community
- Make payments locally, domestically or internationally, parent or student
- Receive notifications on package deliveries
- Submit maintenance requests 24/7 via the ActiveBuilding™ App or website
- Pay on one integrated platform supporting all major payment options—credit, debit, checks, ACH, phone payments and money orders
- Save up to 29 hours per month managing maintenance requests
- Easily pay rent and utilities from one, itemized bill

Your team can:

- Offer a higher level of customer service than your competitors
- Increase collections 1-3% per property with unified resident billing
- Communicate with residents by email, phone or text with the option to contact everyone at once, specific groups, or individuals

Make the connection to improved resident retention, increased collections and better reviews with the RealPage Student Living solution.

READY TO JOIN THE MOVEMENT TO REALPAGE STUDENT?

VISIT: REALPAGE.COM/STUDENT OR CALL: 1-87-REALPAGE

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