

ASSET MANAGEMENT PRE-CONFERENCE WORKSHOP



THE HABITAT COMPANY®

EXPERIENCE OUR COMMITMENT TO EXCELLENCE



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EXCELLENCE

The Habitat Company was founded in 1971 on the premise that no project is only an investment in real estate – it is an investment in the future of the community and in the lives of the people who will live and work there.

For over 46 years, our team members have taken great pride in providing residents of every Habitat community with the same, excellent level of service, regardless of region, community type or economic status.

One of our first developed and managed communities was an affordable community.



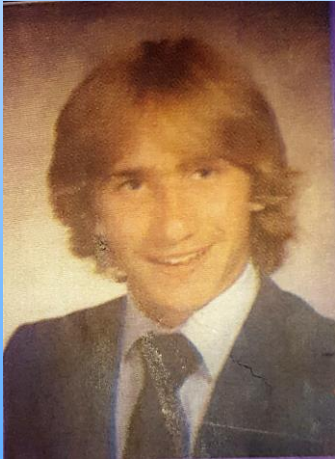
EXCEEDING YOUR EXPECTATIONS

Integrity, innovation and customer service excellence are at the heart of all we do. In our 46 years, we have successfully delivered management services in markets as both a property manager of approximately 23,000 units consisting of affordable, market rate, condominium, public and senior housing and a developer of more than 17,500 residential units.

We currently manage approximately 75 communities across six states, including Florida, Illinois, Michigan, Minnesota, Missouri and Wisconsin, and have more than \$2.0 billion in assets under management of which fifty percent are fee managed.

The Habitat Company proudly employs nearly 800 team members.

Change is Difficult, Change is Disruptive, Change
is Inevitable But **CHANGE IS GOOD**



PRODUCT FEATURES

Digital Marketing

- Flexible and customizable website designs
- Interactive floor plans
- Resident reviews and reputation management
- Social media integration, newsfeeds and blogs
- Nudge marketing
- Classifieds tool
- CRM services

Online Leasing Functionality

- Online leasing workflow
- Unit-level pricing, amenity, specials and location selection
- Rentable items and additional services selection
- Online applications
- Online payment for deposits and fees
- Online lease execution with electronic signatures

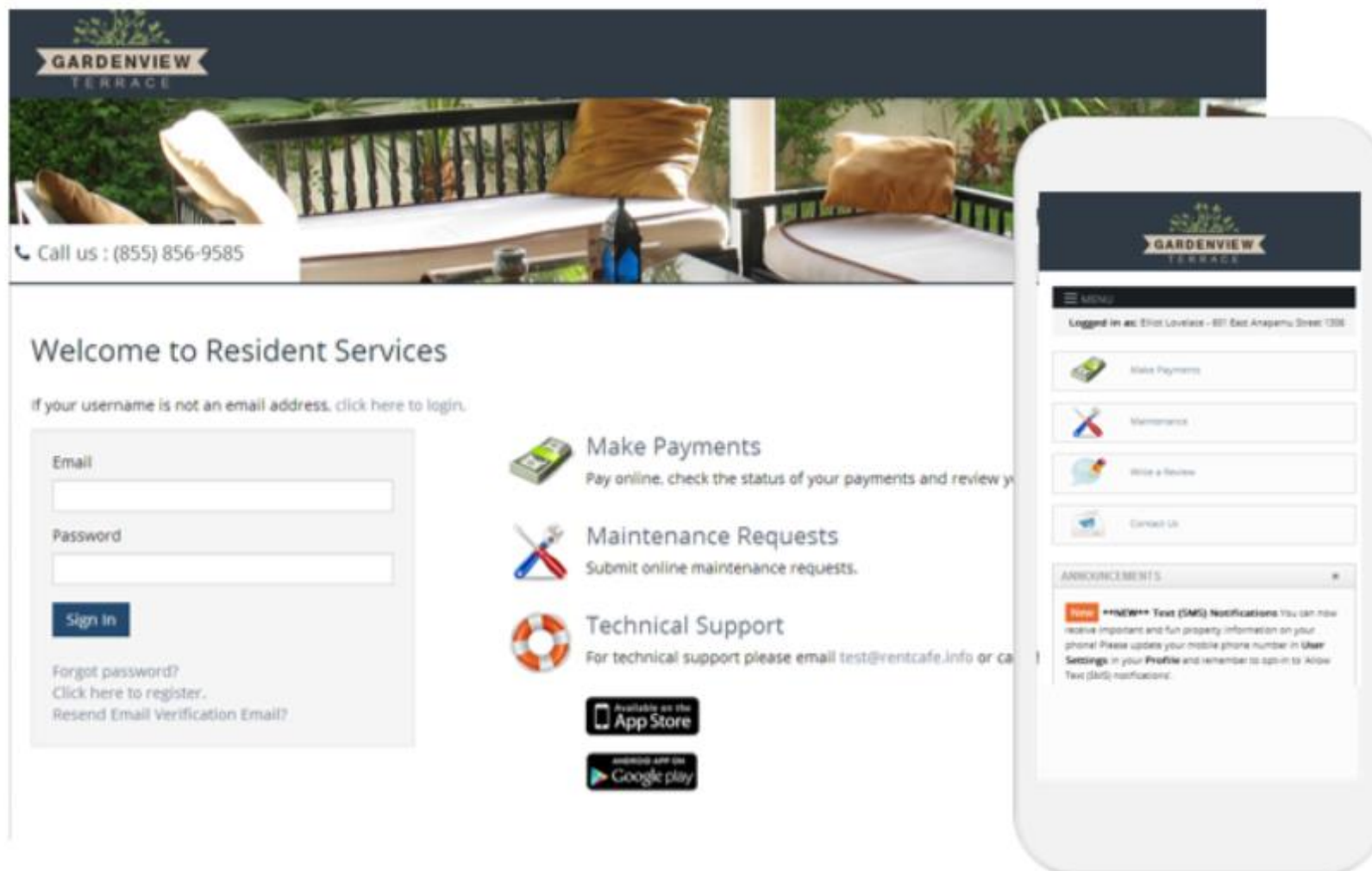
Resident Services

- Convenient mobile app
- Online text and rent payments
- Online maintenance requests
- Lease renewal execution with electronic signatures
- Surveys
- Social media referrals
- Email and text management
- Concierge services

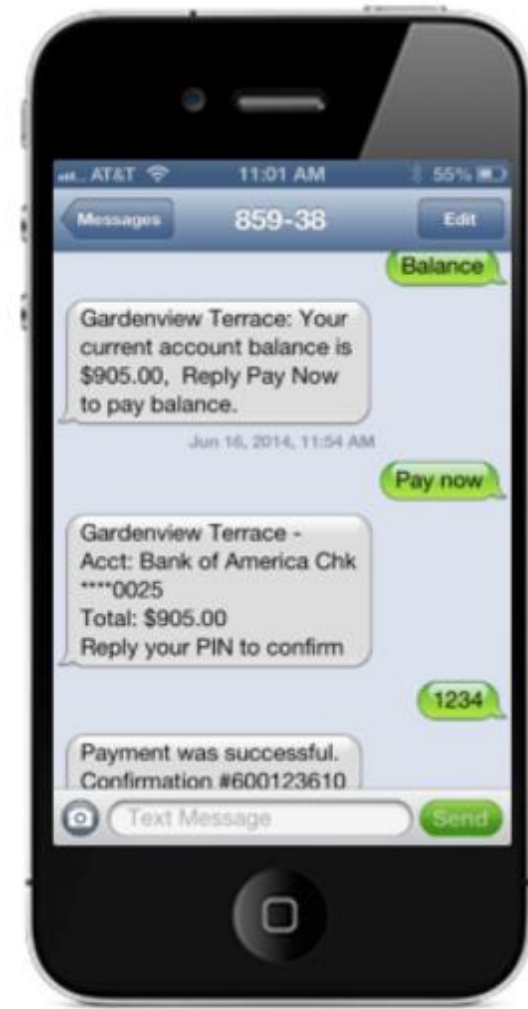
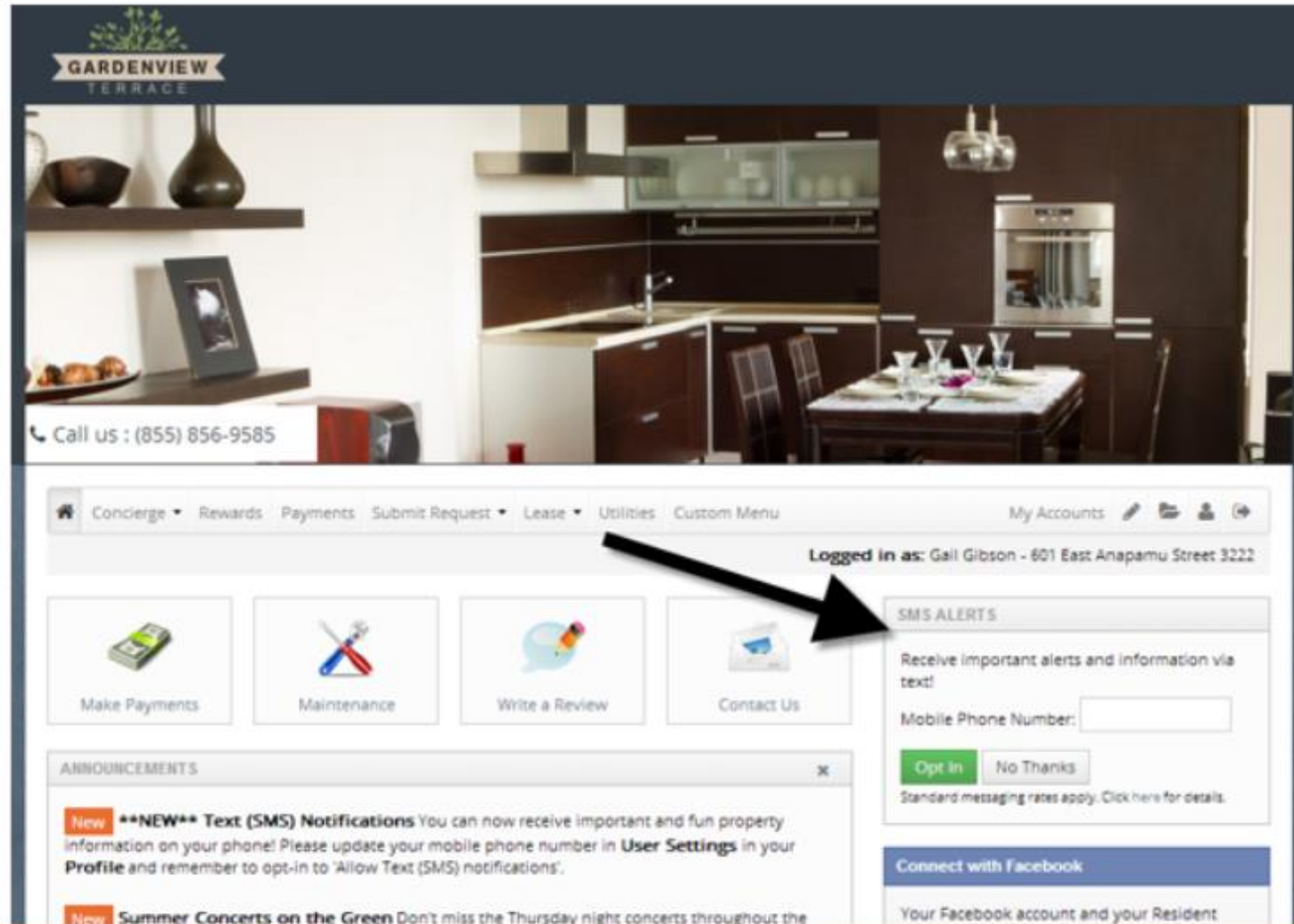
Responsive Marketing Sites



The Resident Portal

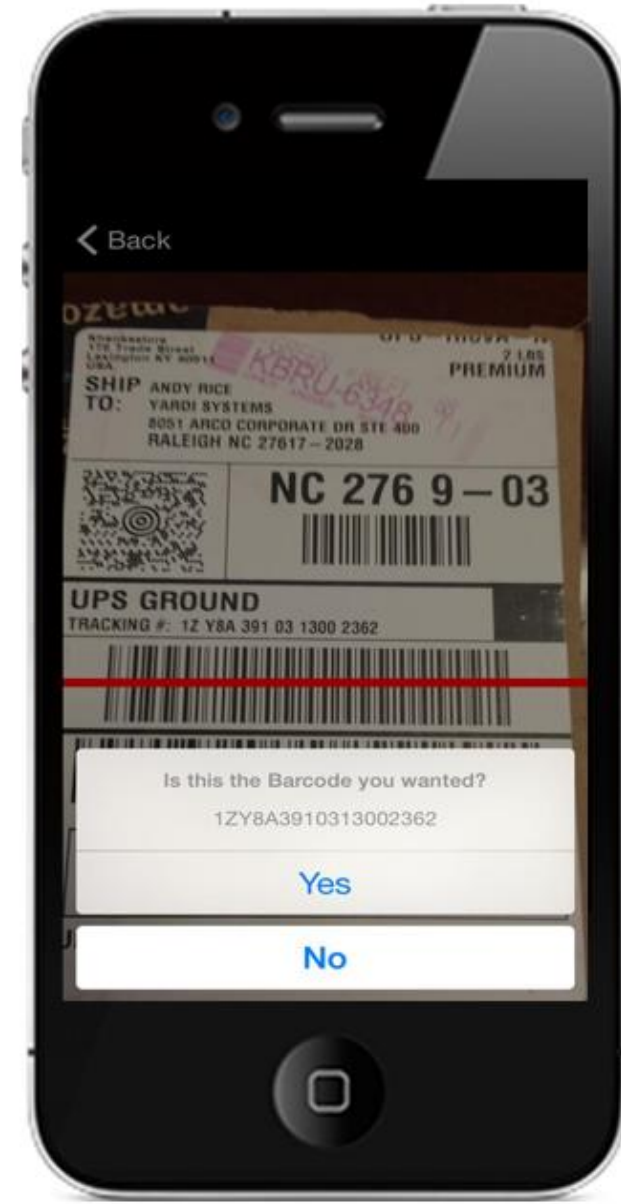


Text Messaging & Text Pay



Package Tracking and Concierge Services

- Track package deliveries and pickups – scanner and signature pad capability
- Mobile app scans packages from camera eye
- Amenity reservations – with electronic signature and payment of any associated fees
- Marquee Display for common area/lobby
- Authorized guests, away notices, keys



CERTIFICATION PRODUCT FEATURES

Digital Marketing and **Waitlist Management**

- Flexible and customizable website designs
- Interactive floor plans
- Resident reviews and reputation management
- Social media integration, newsfeeds and blogs
- Nudge marketing
- Classifieds tool
- CRM services
- **Waitlist management and integration**

Online Leasing and **Certification** Functionality

- Online leasing and **certification** workflow
- Unit-level pricing, amenity, specials and location selection
- Rentable items and additional services selection
- Online applications
- Online payment for deposits and fees
- Online lease and **certification** execution with electronic signatures

Resident Services

- Convenient mobile app
- Online text and rent payments
- Online maintenance requests
- Lease renewal and **re-certification** execution with electronic signatures
- Surveys
- Social media referrals
- Email and text management
- Concierge services

Efficiencies of Online Processing

Online Applications

Avoid the burden of handwritten paperwork and spend less time following up on incomplete submissions. With easy-to-navigate web forms, applicants can submit information when its most convenient using their mobile device or a kiosk in your office.

Paperless Documentation

Help applicants avoid unnecessary trips to your office. Prospects can easily upload all required application documents securely to RENTCafé Affordable Housing. Electronic applications reduce the cost and potential insecurity of storing physical files.

Faster Recertifications

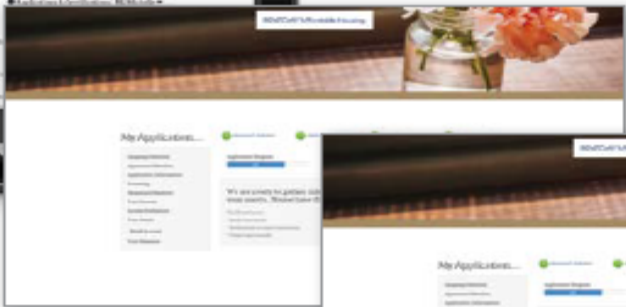
Save staff hours by reducing the need to meet with residents each year to process recertifications. Instead of in-person meetings with your staff, residents can conveniently submit their annual updates online.

Increased Efficiency

Save time on data entry. Integration between RENTCafé Affordable Housing and Yardi Voyager Affordable Housing eliminates the need to rekey client information once an applicant becomes a resident as data flows seamlessly to Voyager.



Users can submit complete applications faster with step-by-step online workflows.

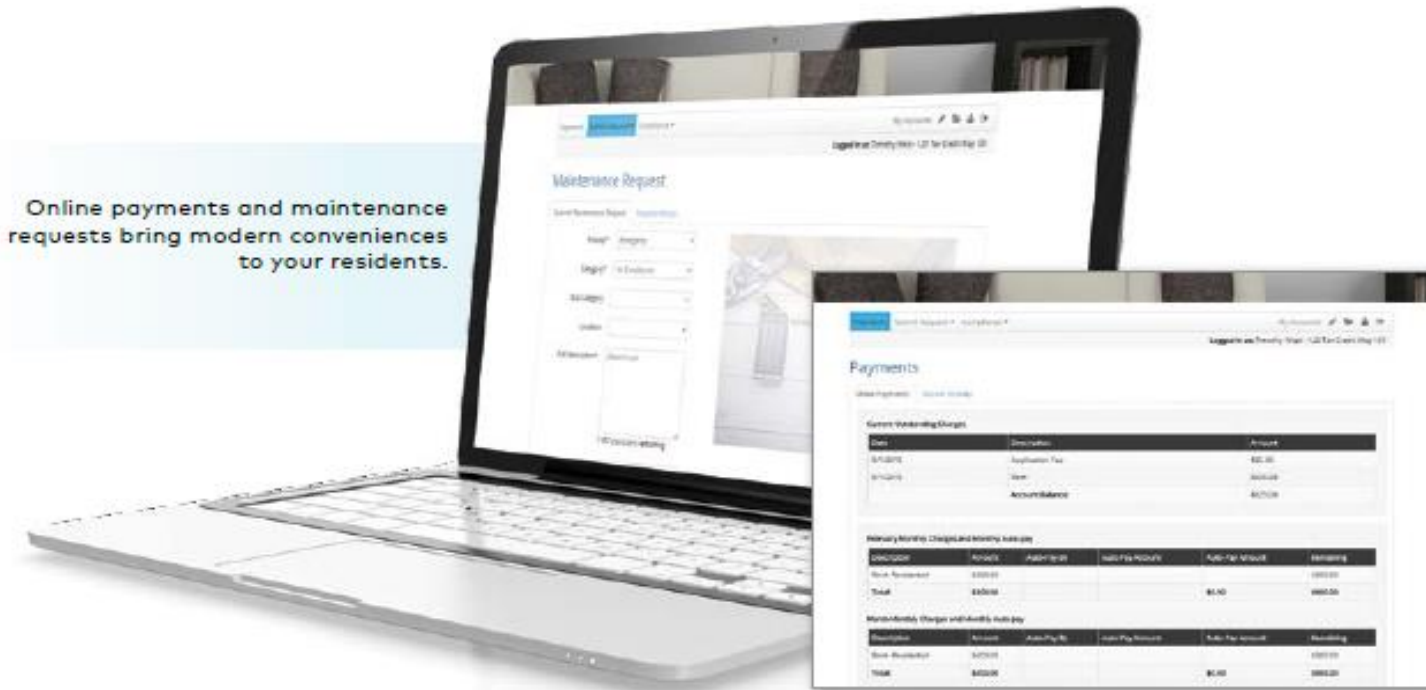


Integration with Yardi Voyager Affordable Housing reduces data entry for your staff.

Key Features

- Streamlined application workflows designed around your business processes, rules and documents
- Compliance and lease document generation for original or electronic signature
- Multiple language options for applicants with translation and printing of documents in English
- Improved application data quality with a step-by-step workflow
- Reduced perception of staff coaching mitigating risk of fair housing claims

Online payments and maintenance requests bring modern conveniences to your residents.



Built-in Convenience

Transform the way you work with clients with innovative features that simplify affordable housing processes, such as:

- Built-in translation features to accommodate clients with limited English proficiency
- 24/7 access for residents to update household information, request repairs, view account information, make payments and complete annual recertifications
- Automated processing of correspondence using printed barcodes for quick resident lookup without manual search effort

Key Benefits

- Streamlines the applicant and resident experience
- Reduces staff interview and data entry time
- Standardizes interviews to help mitigate fair housing issues
- Increases document accuracy and completeness
- Reduces paper handling and storage costs
- Increases time for site managers to assist residents and applicants
- Features full integration with Yardi Voyager and Yardi ancillary products and services



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