

# Rently Multifamily Integration Information

## Introduction

Rently allows integrations with the major Property Management Systems (Yardi, Realpage, Entrata) for pulling of available units/models as well as guest card and self-tour event delivery.

This integration is broken down into two parts which are elaborated on below.

## Property Sync

Every two hours our system syncs with your property management system to pull the below information:

- Unit Address
- Unit Number
- Associated Building
- Pricing (LRO, Yieldstar, None)
- Bed/Bath
- Sq. Feet

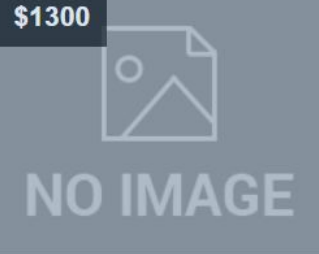
(note: We cannot pull any photos or images, or set self-touring statuses within these system.)

We also have the possibility of automatically turning self-touring off for units which are no longer rent ready at the time of the pull, as well as the ability to pull model unit information.

Unit Name or Lock Serial      All Lock Types      Self-Tour Active & Available Units

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**\$1300**



NO IMAGE


**100 West Channel Road 203, Santa Monica, 90402, Canada, Unit No: 203,**  
**CRM tag: rently01|203**

● Self-Tour Active

2 BD 2 BA 1600 SqFt

Available 1019571

**\$1000**



NO IMAGE


**100 West Channel Road 224, Santa Monica, 90402, Canada, Unit No: 224,**  
**CRM tag: rently01|224**

● Self-Tour Inactive *(Add device or turn on auto-showing to activate)*

3 BD 2 BA 1200 SqFt

Available

**\$900**



NO IMAGE

**100 West Channel Road 125, Santa Monica, 90402, Canada, Unit No: 125,**  
**CRM tag: rently01|125**

● Self-Tour Inactive *(Add device or turn on auto-showing to activate)*

1 BD 1 BA 1000 SqFt

Available

## Guest Card Creation and Event Update

A big benefit of our integration is our ability to create new guest cards for records that do not exist, or updating existing guest cards in these systems based on the self-tour activity of your prospects. When a tour is first scheduled we will check your property management environment and see if there is already an existing guest card for that individual based on their contact information. If one does not exist, we will create one with the relevant information and original source of how they arrived to schedule a tour for your property on Rently.com.

In most cases, a guest card should already exist if they found your community from an Internet Listing Site, your property website, or through some other marketing means. We do use de-duplication methods to resolve this and append Self-Guided tour events to the existing guest card, if data matches for that prospect.

For a breakdown of what events in Rently correspond to with your property management system please request this information. However, we follow general procedure with using Appointment and Show events, with self-guided configurations, if applicable. Please note that we also provide some useful information in the 'Description/Comment' section for each event. Namely, check-in and check-out times, unit ratings, community ratings, and survey feedback questions and answers.

## Reporting

One key area we are constantly exploring are ways to provide easy and concise reporting when it comes to self-tour activity and health at your communities. With our guest card integrations, we have the ability to know if a guest card we have created or updated ends up Leasing a unit at the property which they conducted their self-tour. This is currently being built into reporting metrics we can share in our Manager Portal, as well as in outside reporting mechanisms we use. Our team is also working on knowing the same for Applied prospects.

If you or your team ever has any other feedback on reporting or other caveats surrounding our integrations with our partners, please don't hesitate to ask.