

# MultiFamily Housing Leader WinnResidential Converts Software Platform to RealPage

RICHARDSON, Texas--(BUSINESS WIRE)-- [RealPage, Inc.](#) (NASDAQ:[RP](#)), a leading global provider of software and data analytics to the real estate industry, announces that [WinnResidential](#), the nation's 5<sup>th</sup> largest multifamily manager, has elected to replace multiple software providers with the RealPage platform.

Operating more than 550 properties across 22 states and Washington, D.C., WinnResidential's decision to deploy the platform in more than 60,000 housing units was driven by the complexity of their environment and RealPage's innovative features that provide benefits to the company.

"Put simply, RealPage has the best cohesive software platform for our diverse housing portfolio and consumer-facing needs," said Patrick Appleby, President of WinnResidential. "With a myriad of software products from different vendors, RealPage was the natural strategic partner to manage a transition this complex. Adaptability, deep industry expertise and flexibility were also critical differentiators for us in choosing the RealPage platform."

The business intelligence platform allows integrated access to all data from all of WinnResidential's sites, saving hundreds of hours normally spent accessing information. In addition, the property management solution confers the power to track all layers of government subsidies, positively impacting all of the company's affordable housing properties.

WinnResidential also had a unique requirement as they needed to upgrade to RealPage's new platform methodically, leveraging their existing third-party accounting software until the implementation process was complete. According to RealPage, this level of flexibility is inherent in the open-architecture design of their technology platform, allowing for seamless integration with the third-party software and minimizing disruption to operations.

"Flexibility is at the core of our client partnerships," said Ashley Glover, Chief Operating Officer of RealPage. "We pride ourselves on this mentality and it permeates throughout our client support teams. This focus, combined with our open technology architecture, enables clients to configure and deploy the RealPage platform as their needs dictate. As more and more point-product providers adopt closed architectures and inflexible business practices, the RealPage platform's open architecture, innovation and flexibility stand out in the industry."

"RealPage's flexibility in configuration, deployment options and dedicated client support represented a compelling value-added offering," concurs Appleby. "As we work to adopt a more efficient technology platform with enhanced functionalities, this level of partner engagement has been critical to a disruption-free transition for our residents, clients and team members."

## About RealPage

RealPage is a leading global provider of software and data analytics to the real estate industry. Clients use its platform to improve operating performance and increase capital returns. Founded in 1998 and headquartered in Richardson, Texas, RealPage currently serves nearly 12,500 clients worldwide from offices in North America, Europe and Asia. For more information about RealPage, please visit [www.realpage.com](#).

## About WinnResidential

WinnResidential is the property management arm of WinnCompanies, an award-winning national developer and manager of high-impact affordable, middle income, market rate and military housing communities. Founded in 1971, it is one of the nation's most trusted multi-family housing managers with a portfolio of more than 100,000 units in 22 states and the District of Columbia. It is the largest manager of affordable housing and the second largest manager of privatized military housing in the United States. To find out more about the company, visit [www.winncompanies.com](#).

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RealPage Media Relations

Leah Mendes, 972-820-4432  
[RealPageMediaRelations@realpage.com](mailto:RealPageMediaRelations@realpage.com)

Source: RealPage, Inc.