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## RealPage(R) Sets Stage in Vegas for 11th Annual RealWorld User Conference

Event Promises to be Biggest, Most Informative Yet for the Multifamily Industry

Early Registration Incentive Offered Through April 15

CARROLLTON, Texas, March 14, 2011 (GLOBE NEWSWIRE) -- More than 1,000 rental housing professionals are expected to descend in Las Vegas July 31-Aug. 2 at the ARIA® Resort & Casino for three days of networking, learning and a first-hand look at the latest innovations at RealWorld 2011, the 11th annual User Conference hosted by RealPage, Inc. (Nasdaq:RP). As a special incentive, RealPage is offering a \$50 discount to individuals who sign up by Friday, April 15.

RealWorld 2011 promises to be the biggest yet from RealPage with sessions giving conventional, affordable, student and senior living professionals a first-hand look at strategies and tools for cutting expenses, boosting revenue and creating more efficient operations. Additionally, the Propertyware® division of RealPage is offering an expanded set of concurrent sessions this year highlighting business processes, best practices, and hands-on skills crucial for single-family rental housing professionals. Opportunities also exist to earn CEU/CPE credit through designated sessions.

The conference registration fee is \$495, with ongoing discounts available for bulk registrations of four or more. Guests are \$200. To take advantage of the \$50 early individual registration discount, registrants should enter the promotional code RW11EARLY at the payment screen when registering online. The discount code for bulk registrations is RWMTP. Detailed information about registration, the conference, and travel is available at <http://www.realpage.com/realworld>.

The event, which has experienced year-over-year attendance growth, will showcase industry experts and more than 50 sessions focused on key areas that will help property management companies operate their businesses more effectively, with a specific focus on:

Customer Acquisition & Retention - Creating more exposure for properties, generating leads and converting more of them into leases through best practices and new techniques.

Revenue Generation and Expense Management - Discovering new ways to maximize revenue or generate new revenue streams, with an emphasis on driving down costs, streamlining

Performance Measurement - Using critical reporting, benchmarking and metrics to generate meaningful data and actionable steps for growth.

Multiple General and Hands-on Sessions - Best practices and trends on a variety of timely topics including procurement, energy management and more.

"This year's conference promises to be the biggest yet," said Andrea Massey, senior vice president of marketing for RealPage. "Our featured sessions will provide a greater level of interaction, information and look at industry trends. In addition, RealWorld provides one of the best networking opportunities in the multifamily industry with more than 1,000 peers gathered along with product experts and executives from RealPage. We've worked closely with industry experts, our user group and our customers to ensure that our conference offers exceptional value and relevance."

About The Aria

The Real World 2011 host hotel is the Aria ([www.ariasvegas.com](http://www.ariasvegas.com)), which combines lavish accommodations and responsible "green" practices with contemporary architecture. Featuring 4,004 guestrooms, including 568 suites, Aria's panoramic floor-to-ceiling windows offer magnificent views of Las Vegas' striking skyline or mountain views. Additional amenities include an exhilarating casino floor designed to provide intimate gaming spaces; 300,000 square feet of meeting and pre-function space; three primary pools with 50 cabanas, 16 restaurants and 10 bars and lounges, including a nightclub; and an 80,000-square-foot, two-level spa and salon with 62 individual spa treatment rooms.

About RealPage

Located in Carrollton, Texas, a suburb of Dallas, RealPage provides on-demand (also referred to as "Software-as-a-Service" or "SaaS") products and services to apartment communities and single family rentals across the United States. Its six on-demand product lines include OneSite® property management systems that automate the leasing, renting, management, and accounting of conventional, affordable, tax credit, student living, and military housing properties; Level One® and CrossFire® that enable owners to originate, syndicate, manage and capture leads more effectively and at less overall cost; YieldStar® asset optimization systems that enable owners and managers to optimize rents to achieve the overall highest yield, or combination of rent and occupancy, at each property; Velocity™ billing and utility management services that increase collections and reduce delinquencies; LeasingDesk® risk mitigation systems that are designed to reduce a community's exposure to risk and liability; and OpsTechnology® spend management systems that help owners manage and control operating expenses. Supporting this family of SaaS products is a suite of shared cloud services including electronic payments, document management, decision support and learning. Through its Propertyware subsidiary, RealPage also provides software and services to single-family rentals and low density, centrally-managed multifamily housing. For more information, call 1-87-REALPAGE or visit [www.realpage.com](http://www.realpage.com).

The RealPage, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=8531>

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