

RealPage Debuts New Propertyware Mobile Leasing for iPad

New Application Can Increase Leasing Staff Productivity by as Much as 20 Percent

CARROLLTON, Texas, Jan. 5, 2011 (GLOBE NEWSWIRE) -- RealPage, Inc. (Nasdaq:RP), a leading provider of on-demand software and services to the rental housing industry, today announced Mobile Leasing, a new application for the Apple iPad™ that provides property managers and leasing agents on-the-go access to real-time property information.

Mobile Leasing is available through Propertyware, Inc., a wholly owned subsidiary of RealPage specializing in on-demand software services to the single family real estate market. The new application provides leasing agents and property managers access to valuable information that can increase the chances of renting a vacancy. This includes available listings, 3D floor plans, maps and photos, all on their iPad directly from their Propertyware account. Leasing agents now have the freedom to work remotely, be more productive in the field and respond more quickly to potential tenants.

"The real value of Mobile Leasing is the marketing support, freedom and convenience it provides in the field," said Melissa Prandi, MPM, president of PRANDI Property Management, Inc., CRMC and chief executive officer of PropertyAdvantage in San Diego. "We can capture a guest card instantly while on site or even have a prospect submit an application for a property while they are standing in it. I estimate our leasing staff is 20 percent more productive thanks to the Mobile Leasing app."

The Mobile Leasing app is designed to work with or without an Internet connection and does not require a 3G connection. "We are thrilled to be one of the first to offer a native iPad application for the property management market," said Sina Shekou, president of SMB Solutions for RealPage. "The integration with Propertyware is seamless and opens doors for our customers to be more effective and profitable."

Propertyware has also added new Google and Outlook sync functionality that allows leasing agents to stay up-to-date and on task without having to maintain multiple schedules and databases. The sync functionality is similar in format to the Outlook sync that is available with the iPhone and provides the ability to access calendars and review schedules remotely.

Mobile Leasing is currently available in the Apple App Store for download and does require a Propertyware subscription for use once downloaded. Google and Outlook sync are immediately available for all Propertyware customers.

To download the new iPad app from the iTunes store, simply go to: <http://itunes.apple.com/us/app/mobile-leasing/id390596611?mt=8>. To view a video demonstration, please visit: <https://www.youtube.com/watch?v=I2i0oiYTxrg>. To schedule an interview with a Propertyware executive regarding these services, please contact Michelle Peters at michelle.peters@propertyware.com or (972) 820-4856.

About Propertyware

Located in San Francisco, California, Propertyware pioneered property management solutions for single-family and low density rental units through a full suite of on-demand property management tools that are self-provisioning. Propertyware features a full suite of integrated property management services: a real-time customized, hosted website; online payment processing via credit/debit cards and eChecks; work order management; customer portals; and accounting — all in one easy-to-use solution. For more information or a no obligation free trial, visit Propertyware at www.propertyware.com.

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.

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

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Image: company logo

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