RESIDENTIAL MANAGEMENT TECHNOLOGY TO BREAK THE DISCONNECT BETWEEN FRONTLINE PERSONNEL AND THE EXECUTIVE TEAM

Cloud-Based **Res**idential **Man**agement Application

Made for the User, By the User

ResMan

RESIDENTIAL MANAGEMENT APPLICATION

RESMAN
RESIDENTIAL MANAGEMENT APPLICATION

ResMan was designed and built by active multifamily professionals, people who understand the unique challenges you face on a day-to-day basis. The developers and designers of ResMan are experienced property managers with "boots on the ground" experience who know what you need to increase your profitability, decrease your expenses and make your life easier.

We know what it means to be on the front lines of the multifamily industry. We created ResMan as a tool for improved and proactive decision making, because we understand the influence the front line can have on the bottom line. We bring years of real-worldexperience to the final product, and even beta test all enhancements on our own assets before releasing those enhancements to you. It's this emphasis on professional insight and decades of experience that has proved to be a key factor in the development of ResMan, the most sophisticated property management solutions product available on the market today.

WWW.RESMANCLOUD.COM
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OUR **VISION** IS TO BECOME THE LEADING PARTNER OF CHOICE FOR RESIDENTIAL MANAGEMENT COMPANIES WORLDWIDE; BUILDING LASTING RELATIONSHIPS THROUGH SOLID COMMUNICATION AND PROVIDING A PLATFORM FOR OUR USERS TO HAVE A VOICE AND CONTRIBUTE TO A SOLUTION FOR THE USER BY THE USER.

OUR **MISSION** IS TO BRING A SAAS (SOFTWARE AS A SERVICE) SOLUTION TO THE MULTIFAMILY INDUSTRY THAT ENHANCES THE NATURAL WORKFLOW UNIQUE TO THIS INDUSTRY– A SOLUTION BASED ON INNOVATIVE TECHNOLOGY;

RESMAN MUST BE EASY TO ADOPT AND USE. RESMAN MUST BE RELEVANT AND CONTINUE TO MEET THE NEEDS OF THE CURRENT MARKET. RESMAN MUST BE COMPLETE FOR ALL LEVELS OF YOUR ORGANIZATION. RESMAN MUST BE OPEN TO THE INDIVIDUAL CONTRIBUTIONS OF EACH ASSOCIATE TO HELP GUIDE AND DEVELOP THE FUTURE OF THE COMPANY.

A SOLUTION THAT IS EASY TO LEARN AND EASY TO IMPLEMENT; A SOLUTION BASED ON MANAGEMENT BEST PRACTICES; A SOLUTION THAT PROMOTES GROWTH FOR MANAGEMENT AND VENDOR PARTNERS ALIKE; A SOLUTION THAT EXCITES OUR USERS ON A DAILY BASIS AND A SOLUTION THAT EACH RESMAN ASSOCIATE CAN TAKE PRIDE AS WELL AS A SENSE OF OWNERSHIP.

THE PASSION BEHIND OUR PURPOSE

ALL OF YOUR
CORE SOLUTIONS
IN ONE CONVENIENT
PACKAGE

TASK MGT

FINANCIAL REPORTING

PAY BILLS

CALENDAR

INVOICES

RESIDENT ACTIVITY

MAINTENANCE

WHAT YOU SEE IS WHAT YOU GET

Just as the ResMan team understands your needs, we also share an appreciation for what you don't want: outrageous pricing, hidden fees, or complicated interfaces. That's why we've made sure that none of those things are a part of the ResMan experience.

In short, we've put together the solutions package that we, as working professionals, want to use: a package that gives site teams 30-40 hours per month back in operational time, is easy and intuitive to use, and can be accessed on virtually any Internet-connected device, through virtually any browser.

THE APPLICATION DESIGNED BY PEOPLE WHO USE IT

On-site and executive personnel need different information, for different reasons. The "business intelligence" that ResMan provides will aid in accomplishing the needs, goals and objectives of individual users.

From the original lease application to the move-out reconciliation, ResMan gives you total control.

N.O.I. YOU CAN BANK ON

Net Operating Income is the result of economic occupancy and expense control. Because ResMan was developed by seasoned industry professionals, occupancy is measured with a revenue-based focus.

Consequently, you and your team are able to make decisions based on profitability and income streams.

Ease of Use

Robust Quick Search

Lead Management

Customized Reporting

Financial Reporting

Receivables Payables

Maintenance Functionality

Resident Activity

THE SOLUTION BUILT TO CONFORM TO THE NEEDS OF YOUR WORKFLOW!

BUSINESS INTELLIGENCE IN
THE "BOARDROOM"

BUSINESS INTELLIGENCE MAXIMIZES PROPERTY PROFITABILITY

ResMan offers each user a customizable set of modules that reflect a real-time snapshot of performance, as well as insights into key factors likely to impact future performance. This feature – The Boardroom – gives upper level management, executives, and owners a minimally intrusive microstrategy to manage assets by providing a sophisticated platform for both real time monitoring and analytical reporting.

BOARDROOM CUSTOMIZATION

- Executives
- Accountants
- Regional Directors
- Property Managers
- Assistant Managers
- Maintenance
- Leasing Agents

Budget Variance

Property	April 2012		Year to Date
	Actual	Budget	Variance
Proactive Place	61,568.03	50,290.00	11,278.03
Frontline Fairways	39,770.91	36,772.00	2,998.91
Status Quo Apartments	84,323.02	92,399.00	-8,075.98
Results at ResMan Te...	122,871.02	80,723.00	42,148.02
	308,532.98	260,184.00	48,348.98

Property Summary

Occupancy

■ Projected ■ Physical ■ Economic

Statistic	FRFA	PROP	RRMT	SQAP
Total units	272	332	322	306
Occupied	259	306	307	271
Occupancy	95.22%	92.17%	95.34%	88.56%
Vacant	13	25	13	29
Vacant Pre-Leased	3	11	11	4
NTV	30	38	30	28
NTV Pre-Leased	11	15	24	8
July 2012 Projected Occu...	97.32%	90.20%	94.23%	86.34%
August 2012 Projected Oc...	93.23%	90.32%	92.52%	80.23%
September 2012 Projecte...	92.12%	88.21%	88.60%	7...

PROACTIVELY MANAGE

- Make business-critical decisions anytime, anywhere
- Real time visibility throughout the lifetime of the lease cycle
- Retrieve Cash, Accrual and Blended accounting reports
- Manage exposure, occupancy and revenue
- Relieve technology friction with a multi-generational, friendly user interface

Exposure Control

Expirations

■ PROP ■ FRFA ■ SQAP ■ RRMT

PROP - Aug 12
Limit: 33
Expiring: 32

Renewals

Property	June		July		August		
	Exp.	Ren.	Exp.	Ren.	Exp.	Ren.	Cap.
Proactive Place	21	12	24	8	32	4	31%
Frontline Fairways	18	9	20	4	24	1	23%
Status Quo Apartments	14	1	18	2	16	0	6%
Results at ResMan Terrace	25	16	20	10	18	6	51%

*Includes only signed renewal leases

TAKE YOUR MANAGEMENT TEAM TO THE EXECUTIVE LEVEL

CLOUD–BASED COMPUTING

More Available, More Secure, More Affordable

DEMAND FOR THE CLOUD

ResMan is designed to consolidate the increasing number of necessary software applications and infrastructure onto a single service provider network, accessible across an entire portfolio.

With ResMan, every complex level of technology infrastructure is moved off-site to a simple and secure service provider, "cloud" environment. Bandwidth, which can become a huge business pain when managing a large portfolio, in effect becomes obsolete.

SECURITY ON THE MS AZURE PLATFORM

Who knows clouds better than Microsoft? ResMan was built on this open and flexible Windows platform because it's always up and always on, 24x7.

With unlimited servers and storage, the ResMan solution will grow along with your company; ensuring scalability, and guaranteeing your data is always instantly up-to-date.

NOT ALL TECHNOLOGY IS CREATED EQUAL

ResMan isn't like any other software solutions package out there. It offers powerful and sophisticated front and back-end functionality, convenient cloud-based architecture, and a high degree of customizability, along with business intelligence analytics to help all users make better and faster decisions.

TOTAL ACCESS, 24X7

GET THE
RIGHT INFORMATION
TO THE
RIGHT PEOPLE
AT THE
RIGHT TIME

MINOL UTILITY BILLING

Minol and ResMan have come together to provide complete portfolio management by offering clients integrated property management and utility billing solutions in just a few easy clicks.

Get a quick picture of what is current and/or overdue, and drill down to billing cycles showing usage by service (water, sewer, and electrical).

Minol
All that counts.