

Resident Portal

Powerful Online Amenity for Your Residents



A Resident Portal is an extension of a leasing office and offers the same general services found in most leasing offices. A resident portal allows for after hours customer services and business processes to occur. Create a sense of community with membership privileges by extending the community presence to a convenient location for the residents. Align customer service offerings with the life-style of the modern renter – online.

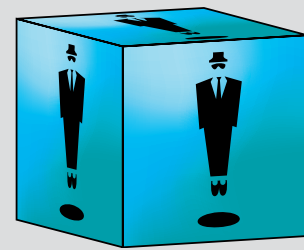
Communities have elaborate buildings designed to attract and draw prospects and residents. The key to a successful online resident portal will be measured by its ability to draw and attract residents.

The resident portal should include:

- List and promote property, community and local amenities.
- Access to other services and applications
- A work request form and/or a way to communicate to the leasing office.
- A calendar of community events and promotions.
- Way to interact with current and former residents.
- Promote social networking, allowing residents to interact with one another through Facebook, Twitter, etc.
- The option to allow local merchants to promote goods and services.
- Links to preferred utility providers, such as Cable TV, internet and insurance services.

A good resident portal will:

- Develop a sense of membership and perceived privileges.
- Create a “Go To” location for information
- Enhance the community spirit by communications through networking



Resident Portal

What It Does

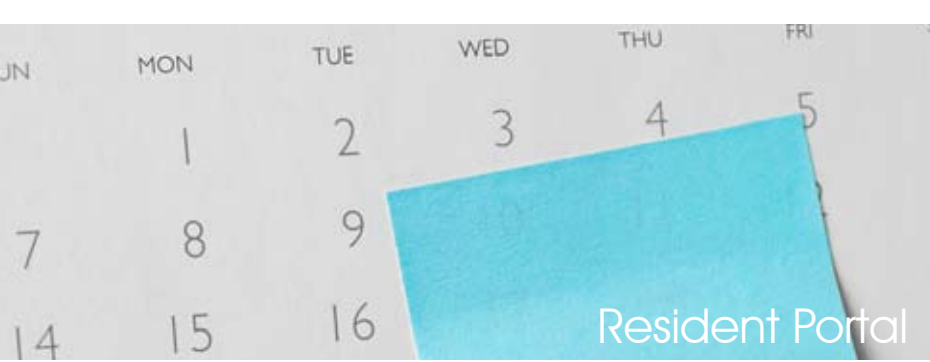
- Allows a leasing office to offer services 24 hours a day.
- Creates a community center to promote events and programs.
- Convenient method to promote and drive adoption to online services.
- Central information center for your residents to retrieve information.

What It Does For Me

- Presents your company as a leader by embracing customer service through technology.
- Engages the community and promotes social networking within the community.
- Extends your ability to reach more residents consistently, improving customer relationships.
- Increases profits from ancillary providers by offering a convenient marketing center.
- Promotes the benefits of “membership” by creating an elite location for residents to enjoy.
- Invites local businesses to create a unique offering to your member residents.



Increase resident retention by easily interacting with residents



Technically Speaking:
Resident Portal is your gateway to great resident communications. This program, used as a stand-alone product module or in conjunction with a community marketing and leasing website, is designed to enhance a resident's total living and customer service experience. Resident Portal speaks the language of the new renter through sophisticated administrative controls, yet extremely effective and easy to manage.

- Resident Portal features:**
- Custom branded for management company
 - Resident events/concierge services
 - Community photo upload control
 - Resident postings and communications
 - Graphic "Refer a Friend" form
 - Unique resident profiles
 - Resident satisfaction survey form
 - Community events calendar
 - Discount coupons from local merchants

Resident Portal offers online service requests, bulletin boards and community calendars. Property Management Software integrated resident logins allow you to decide what information is available to the public and what you'd like to have only for verified residents of your community.

MANAGEMENT CHALLENGE

Happy residents are what it takes to build stable, long lasting occupancy. Where do you find the time for resident retention? You know that residents respond very positively when you keep in touch with them in a proactive, caring manner. But where do you find the personnel and the time? Every month you look at your reports and you're certain that some residents moved out for the wrong reasons. If only you had the opportunity to talk with them first, the results could be different.

YOUR SOLUTION

Your personalized "home page" allows a resident to view their unique profile, pay rent, refer a friend, read community bulletins and access community amenities. Inform residents of upcoming events, service advisories or accept a maintenance request. Today's renters demand services that go beyond the ordinary to the extraordinary. Ellipse's Resident Portal meets that need by providing residents with effective communications available any time.

The message that Resident Portal delivers to your community is that you care about your residents' well being and will continue to care, now and for months to come.



Custom branded to match your website and other marketing material



Residents can pay rent online, refer a friend, and submit service requests all from the convenience of their home

