RENTCafé

Attract prospects. Turns leads into leases. Retain residents with unparalleled services.

YARDI

Key Benefits

- Fulfills all property marketing, leasing and resident service needs from one platform

- Appeals to users and search engines using dynamic, responsive design

- Maximizes leads with social media marketing tools

- Attracts prospects and turns leads into leases with smart conversion features

- Expedites the leasing cycle with complete online lease execution and renewals

- Adds efficiency and heightens prospect and resident satisfaction with convenient mobile apps
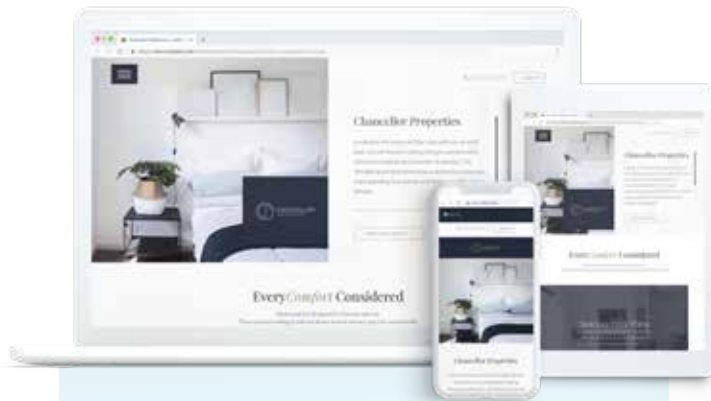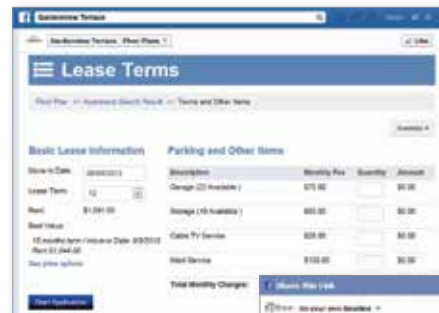
Marketing & Leasing

Attract prospects, convert leads and retain residents with a powerful multifamily marketing, leasing and resident services platform that includes dynamic property websites, convenient account access and smart multichannel marketing tools.

RENT*Café*

RENT*Café* connects you with prospects and residents more quickly than ever before. Attract prospects with corporate and property marketing websites, social media marketing and classified posting tools. Convert leads through step-by-step online leasing. Retain residents by offering convenient online payments and maintenance requests. Complete mobility and seamless integration with Yardi Voyager, RENT*Café* CRM and RENT*Café* Connect presents prospects with real-time pricing and unit availability, ensuring you never miss an opportunity to turn a lead into a lease.

RENT*Café* property marketing websites are optimized for display and functionality on any size screen.

RENT*Café* includes Facebook apps that allow you to deliver unit availability and execute online leasing directly from your property's Facebook page.

With our social media management tools, you can post to Facebook, Twitter and Instagram from one central hub.

Property Marketing Sites

Showcase your communities with property marketing sites that provide appealing, content-rich designs and easy-to-use features, including large photo displays, convenient mouse-over floor plans, videos, blogs, user-generated ratings and reviews and much more. Responsive design improves the customer's digital experience.
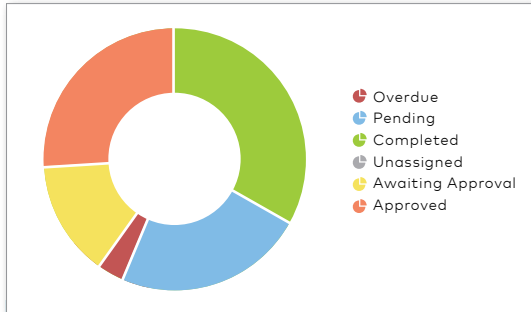
Corporate Marketing Sites

Create a customized website to professionally represent your corporate brand. An integrated geographic apartment search allows prospects to search for available units at all of your properties. Manage both your corporate site and your property websites from a single solution.

Social Media Marketing

Power your social content posting strategy. Tap into your residents' social networks to increase your prospective audience and lower your marketing costs. Built-in tools expand your online presence and incentivize residents to give trusted referrals to friends, family and colleagues.

Classified Posting

Attract and convert more leads using RENT*Café* Classifieds to quickly create compliant, trackable classified ads for Craigslist. Reduce the potential for errors and drive opportunities using intuitive drag and drop widgets to define amenities, photos and other fields. Detailed reports on ad activity, conversion rates and more provide insight into campaign effectiveness.

Digital Marketing Manager

Manage content marketing for multiple properties with RENT*Café* Marketing Manager, a multichannel marketing management system designed specifically for multifamily. Users can save, search and share content, as well as communicate with team members at other communities.

Instantly view assigned, completed, overdue, approved and pending tasks with the RENT*Café* Marketing Manager.

Quickly create and track effective classified ads with customized templates featuring easy-to-use drag and drop widgets with RENT*Café* Classifieds.

Online Leasing

Provide prospects with real-time pricing and unit availability through your property websites and via Facebook with step-by-step online lease execution. Activate comprehensive price and lease term selection, self-screening capabilities and renters insurance fulfillment when used with Yardi RENTmaximizer, ScreeningWorks Pro* and ResidentShield Protection Plan. Complete leases online while seamlessly directing residents to set up utilities with ConnectMyUtilities™ integration.

Resident Services

Increase retention by providing in-demand, expanded services that residents expect. Available as both a responsive website and a mobile app, the resident portal allows renters to easily, securely and instantly update their profiles, view balances, make online payments and submit maintenance requests with photos and voice memos. Encourage residents to stay connected with your community through online announcements and calendar events.

*Yardi Resident Screening in Canada

Concierge Services

Enhance the resident experience with expanded online services through Yardi Concierge. Completely integrated with Voyager and RENT*Café*, Concierge enables residents to authorize guests, set notification preferences, reserve amenities and track deliveries online.
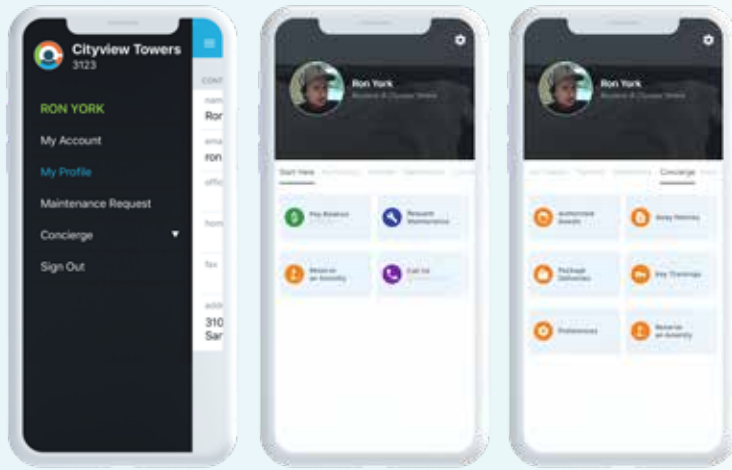
Eligibility & Compliance

Extend your online presence by adding RENT*Café* Affordable Housing for properties receiving federal or state housing subsidies and requiring compliance. Set up standard process workflows or create your own to meet your specific business needs. Applicants can complete online applications at their own pace using an easy, step-by-step process.

*Please see separate product information sheet for features available with RENT*Café* Affordable Housing

RENT*Café* TextPay gives residents a convenient and secure mobile option to review balances and make payments via SMS text messaging.

Optimized for iOS® and Android™ platforms, our RENT*Café* Resident app provides instant access to residents on the go.

Available on the **App Store**

ANDROID APP ON **Google play**

Key Features

- Dynamic corporate and property marketing websites with full mobility

- Built-in social media marketing and referral programs

- Classified posting solution and centralized digital marketing manager

- Prospect and resident portals with online and mobile services, including leasing

- ILS data syndication with automatic updates

- Complete integration with Voyager, RENT*Café* Connect and RENT*Café* CRM

ILS Data Syndication

Oversee your digital marketing in one convenient place with our Internet Listing Service (ILS) syndication tools. Automatically update your online listings with current prices, availability, photos, amenities, office hours, pet policies and more.

⩔ YARDI | Energized for Tomorrow

At Yardi our mission is to provide our clients with superior products and outstanding customer service, while we take care of our employees and the communities where we work and live. With that commitment, Yardi leads the industry in providing full business software solutions for real estate investment management, property management, financial accounting, asset management and ancillary services. Organizations like yours have been using our proven and mature software with confidence for decades.

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