



Turn leads into leases, improve resident retention and maximize your marketing ROI with our end-to-end leasing and customer relationship management solution.



RENTCafé CRM

Our end-to-end leasing and customer relationship management solution allows you to conduct prospect and resident services from your tablet or desktop, using real-time data from Yardi Voyager. Fully integrated with Voyager, RENTCafé and RENTCafé Connect, RENTCafé CRM accesses contact, lead, lease, resident and property data and packages it in an intuitive and mobile format for your leasing consultants. It provides automated leasing and CRM activities in one integrated, transparent system so you have total visibility into your leasing office. Leasing consultants can easily step prospects through the leasing cycle from initial contact through online lease execution, as well as promptly assist residents during move-in, move-out, lease renewal and maintenance requests—without being tied to a desktop.

Mobile Leasing Management

RENTCafé CRM features unlimited customized follow-ups for both prospect and resident activity. Real-time lead notifications, tracking and management reporting helps your leasing consultants identify prospects—even before they step foot on your property. Additionally, RENTCafé CRM powers your customer relationship management throughout the leasing process, continuing after the customer moves in, all the way to renewal. Make customer communications easier using the incorporated Voyager correspondence engine and professional email templates.

Instant Insights

Gain total visibility into your leasing office when you channel daily leasing and CRM activities into one integrated, transparent system. Dashboards featuring up-to-the-minute operations details, leasing data and residential analytics—with drilldown and access to custom reports—ensure your staff provides accurate information to your prospects, applicants and residents. RENTCafé CRM also has multi-touch lead attribution tools to track your advertising sources with complete accuracy. As a result, you can capture and track every lead, make your advertising more productive and convert more prospects into residents to optimize rental revenue.



View property listing details, lead data, resident service requests and detailed analytics in one seamless interface.



Access your dashboards, contacts, leads, calendar and leasing activity with a single tap.

Smarter Leasing

Benefit from the workflow efficiency and competitive advantage supplied by an end-to-end tablet leasing tool. All the leasing activities and prospect and resident support you perform at your desk, you can now execute from any location—including real-time rental pricing, applicant screening and renters insurance fulfillment when combined with Yardi RENTmaximizer, ScreeningWorks Pro* and ResidentShield Protection Plan.

Improved Performance

Analytic reporting on agent performance, property positioning and the effectiveness of your marketing campaigns provides timely information to better manage your leads and contacts, sign more leases and improve your team's performance. With RENTCafé CRM analytics, you can turn data into actionable information that increases your ROI.

Prescriptive Analytics

Pair the analytic performance of RENTCafé CRM with the PPC advertising services of RENTCafé Reach to fix vacancy issues before they start. Use your data to predict occupancy gaps, then fill your pipeline with the right number of leads at the lowest cost to convert.

Call Automation

Improve marketing performance when you add call automation to RENTCafé CRM to track the marketing source of prospect calls. Call automation also tracks whether each call converts into a lease. This data about the performance of your marketing sources is visible in your dashboard, allowing you to better allocate your marketing budget.

*Yardi Resident Screening in Canada

Key Features

- Automated notifications ensure every lead is serviced with unlimited, customized follow-ups
- Instant access to real-time unit availability and lead transfer to sister properties
- Accurate reporting on marketing spend, employee performance, traffic patterns and more
- Operations and leasing dashboards with data from Voyager
- Real-time lead identification, evaluation, tracking and management
- Predictive analytic capabilities for just-in-time marketing
- Full integration with Voyager, RENTCafé and RENTCafé Connect

Key Benefits

- Simplifies the leasing process, allowing agents to complete leasing tasks from any location
- Eases the move-in, move-out and lease renewal processes for staff and residents
- Schedules prospect and resident follow-up for customer relationship management throughout the lease lifecycle
- Increases marketing ROI with multi-touch lead attribution models, conversion reporting and predictive analytics
- Ensures optimal visibility into your leasing office, eliminating missed opportunities
- Eliminates manual data entry and duplicate records

Yardi Systems, Inc. 430 South Fairview Avenue, Santa Barbara, California 93117
phone: +1 800 866 1144 | email: sales@Yardi.com | www.Yardi.com

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RENTCafe-CRM-11x8.5-4pg 10/19/2018

