



RentCafe®



RENTCAFE CRM FLEX

Turn leads into leases,
improve retention and
optimize performance

Manage the prospect, applicant and resident lifecycle for multiple lease types, including traditional, student, short-term, corporate and co-living workflows. Harness the power of the most complete and flexible customer relationship management and leasing system available.

NURTURE LEADS

Capture, prioritize and engage every prospect with customized and automated follow-ups.

ENGAGE RESIDENTS

Improve retention with resident follow-ups, centralized communications and renewal workflows.

MAXIMIZE ROI

Optimize leasing with unmatched visibility into lead attribution and agent performance.

FEATURES



FLEXIBLE WORKFLOWS

Lease the way you need to. Accommodate traditional leasing, student housing, corporate housing, short-term rentals and co-living spaces.



LEAD CAPTURE

Stop missing leasing opportunities! Capture every lead, then respond instantly with immediate lead notifications and unlimited custom follow-ups.



LEAD ATTRIBUTION

Discover which marketing sources are the most effective. Track every touchpoint in the customer journey—from awareness through conversion.



REAL-TIME QUEUE

Offer prompt assistance to create the best customer experience. View appointment reminders, tour data, follow-ups and other activities in one place.



CENTRALIZED COMMS

Nurture leads and drive resident satisfaction via phone, email, text and chat. See all conversations, automated messages and chatbot interactions.



USER-FRIENDLY APP

Empower agents to work from anywhere. Access your queue, view your calendar, search your database and add guests on the go.



AGENT ENGAGEMENT

Strengthen your team with insight into agent performance. Quickly identify coaching opportunities, consistent leaders and rising stars.

WHERE LEASING SUCCESS HAPPENS

Get total visibility into your leasing operations while ensuring data consistency. RentCafe CRM Flex integrates seamlessly with Yardi Voyager, RentCafe and many other solutions designed to help your business thrive.

 yardi.com/crm-flex | sales@yardi.com or (800) 866-1144

 | Energized for Tomorrow