



RentCafe®



CRM IQ

Nurture prospects, applicants and residents

Gain complete visibility into every step of the customer journey. With a fresh interface, next-level communication capabilities and customer-centric views, RentCafe CRM IQ provides seamless experiences — for both your staff and customers — from lead to renewal.

BE CUSTOMER-CENTRIC

View customer-level information and interactions across your portfolio.

ENHANCE COMMUNICATIONS

Automate lead nurturing and see every interaction from every channel on one dashboard.

DELIVER ONE EXPERIENCE

Provide consistent customer service from prospect to resident.

FEATURES

CRM IQ



AGENT PERFORMANCE

Deliver exceptional customer experiences by visualizing and prioritizing every step of the renter journey. Convert qualified leads, increase renewals and simplify workflows for teams.



COMMUNICATION HUB

Respond to all prospect, applicant and resident inquiries in one place. One dashboard makes it easy to keep track of all conversations across chats, texts, emails and calls.



INTUITIVE DASHBOARD

Keep customers moving through the pipeline with an intuitive interface that displays next steps. Drive efficiency with a move-in readiness dashboard, automated email templates and more.



RESIDENT SERVICES

Improve resident satisfaction by automating communication and providing timely information for move-ins, lease renewals and work order statuses.



SPECIALIZED ROLES

Do more with fewer onsite staff. Cross-portfolio insights into vacancies and customer information provide full, operational visibility.

MULTIPLY YOUR LEASING TEAM'S EFFICIENCY

Streamline lead management, lease conversion and resident services. Built into Yardi Voyager and RentCafe, CRM IQ capabilities are enhanced when partnered with Chat IQ, an AI-powered virtual assistant that extends your leasing office hours to 24/7, 365 days a year.



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

YARDI | Energized for Tomorrow

©2024 Yardi Systems, Inc. All Rights Reserved. Yardi, the Yardi logo, and all Yardi product names are trademarks of Yardi Systems, Inc.

CRM IQ 1/28/25