

RENTCafé Student Housing



Make it easy for students to find, apply for and enjoy
your communities with a full online marketing and leasing solution.



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Students expect online expediency in all parts of their lives—including their living space. RENTCafé Student Housing helps attract prospective student renters with dynamic marketing websites and social media marketing. Online leasing lets you quickly turn those applicants into residents, while convenient online rent payments and maintenance requests help you retain them.

Property Marketing Sites

Showcase your student housing communities with property marketing sites offering appealing designs and features. Photo displays, mouse-over floor plans, videos and user-generated ratings and reviews are among the ways that RENTCafé Student Housing can help you attract prospects. Responsive design increases your mobile presence and improves students' digital experiences.

Social Media Marketing

Power your social content posting strategy. Tap into your student 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 fellow students.

Digital Marketing Manager

Manage content marketing for multiple properties with RENTCafé Marketing Manager, a built-in multichannel marketing management system. Users can save, search and share content, as well as communicate with team members at other communities. Staff can instantly view assigned, completed, overdue, approved and pending marketing tasks.

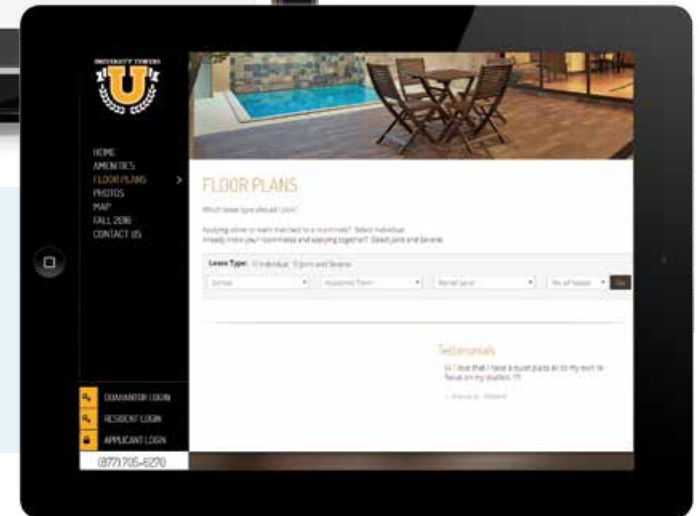
Online Leasing

Give your prospects real-time pricing and unit availability on your property websites and Facebook with step-by-step online lease execution.



Invite guarantors to complete their portion of the application online. Once approved, online ledgers and payments conveniently deliver real-time account information for students and responsible parties.

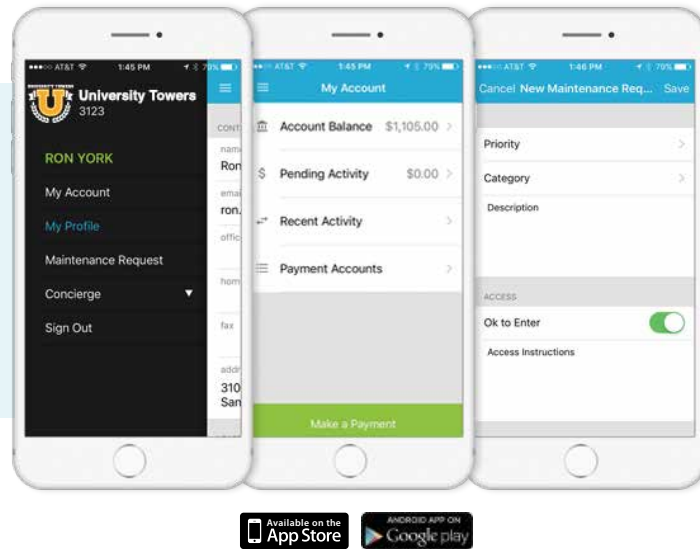
Attract and capture prospects with dynamic property marketing websites that have appealing, content-rich designs and easy-to-use features.



Key Features

- Dynamic property marketing websites with responsive design for full mobility
- Built-in social media marketing and referral programs
- Prospect portals with complete online application and lease execution
- Resident portals that enable online and mobile payments, maintenance requests, lease renewals and concierge services
- Complete integration with Voyager and other Yardi solutions

Optimized for iOS and Android platforms, our RENTCafé Resident app provides instant access for students on the go.



Voyager Integration

RENTCafé Student Housing is fully integrated with the Yardi Voyager platform, allowing you to easily incorporate other Yardi solutions for resident screening, renters insurance, payment processing, utility billing and more to support the entire prospect and resident lifecycle.

Expanded Resident Services

Increase retention by providing in-demand, expanded services that students expect. Also available as a mobile app, the RENTCafé Student Housing resident portal allows renters to easily, securely and instantly update their profiles, view balances, make online and text payments and submit maintenance requests with photos and voice memos.

Key Benefits

- Fulfills all your online property marketing, leasing and resident service needs from one platform
- Maximizes leads with social media marketing tools
- Helps you connect with prospects and turn leads into leases
- Expedites the leasing cycle with complete online lease execution and renewals
- Adds efficiency and heightens prospect and resident satisfaction through mobile apps



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