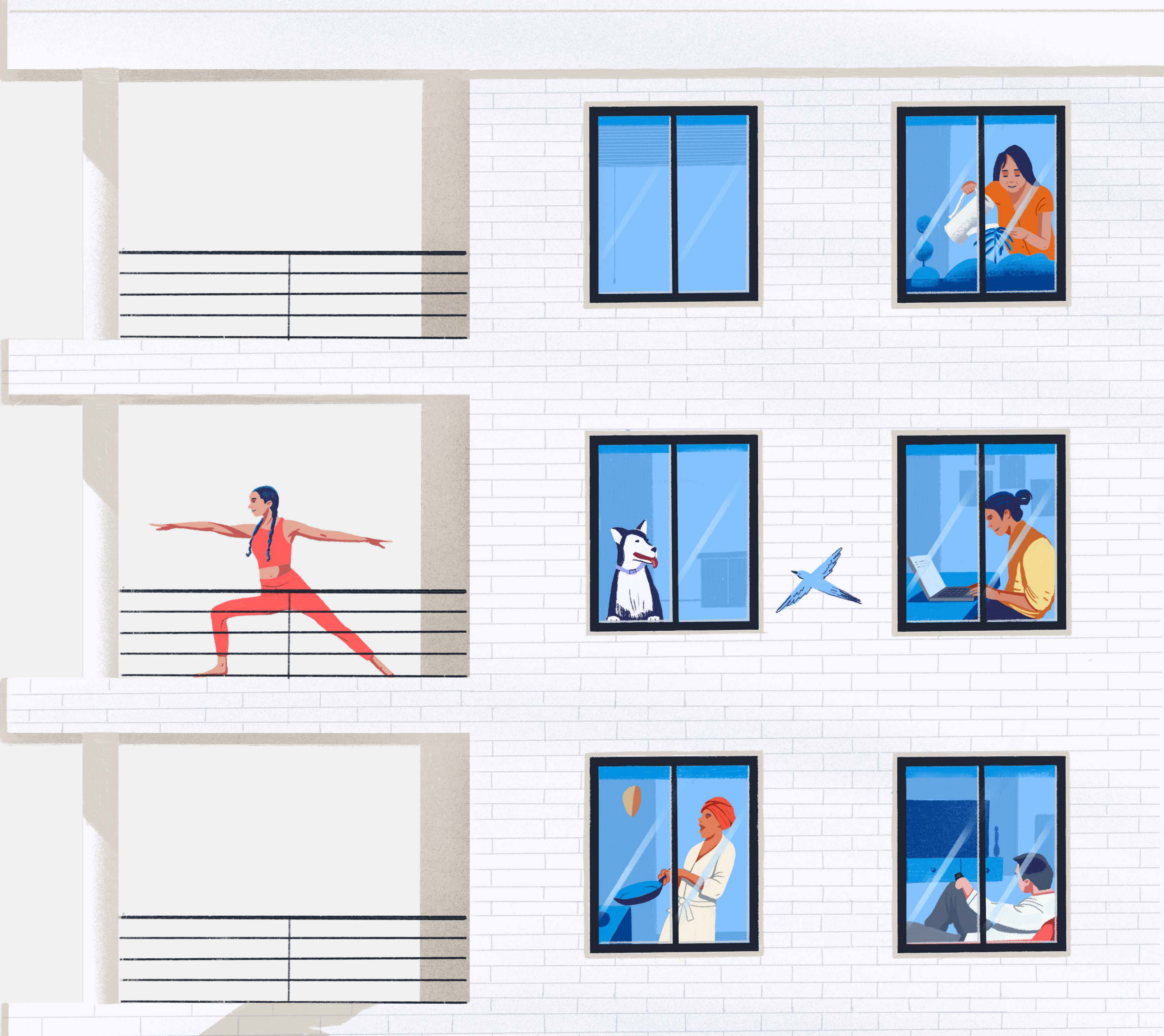


appfolio Property Manager

Plus
Real Estate Owner Kit

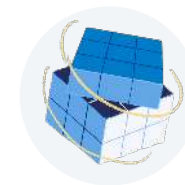


Helping you deliver a better residential experience

AppFolio Property Manager was founded in 2006 out of a desire to provide real estate owners with the most practical software and services to help them grow and compete. AppFolio Property Manager Plus is a tier of our award-winning software built for larger organizations.

Whether you own multifamily, single-family, affordable, student housing, or commercial real estate, AppFolio Property Manager's intuitive and user-friendly experience gives your property management team the tools they need to provide excellent service to residents.

So what makes us different from the others?



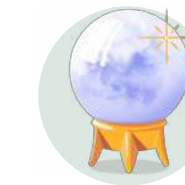
Work on a single platform

Property managers can work on a single platform, instead of needing countless, costly modules and add-ons. It's property management software designed to work simply the way it should, with everything needed to take care of your properties.



Get a true partner

Experience a fresh approach to long-term partnership, with customer-driven innovations delivered constantly, making software upgrade projects a thing of the past. We back it up with the best support in the industry, bar none, delivered by a vibrant, mission-driven team.



Put an end to friction

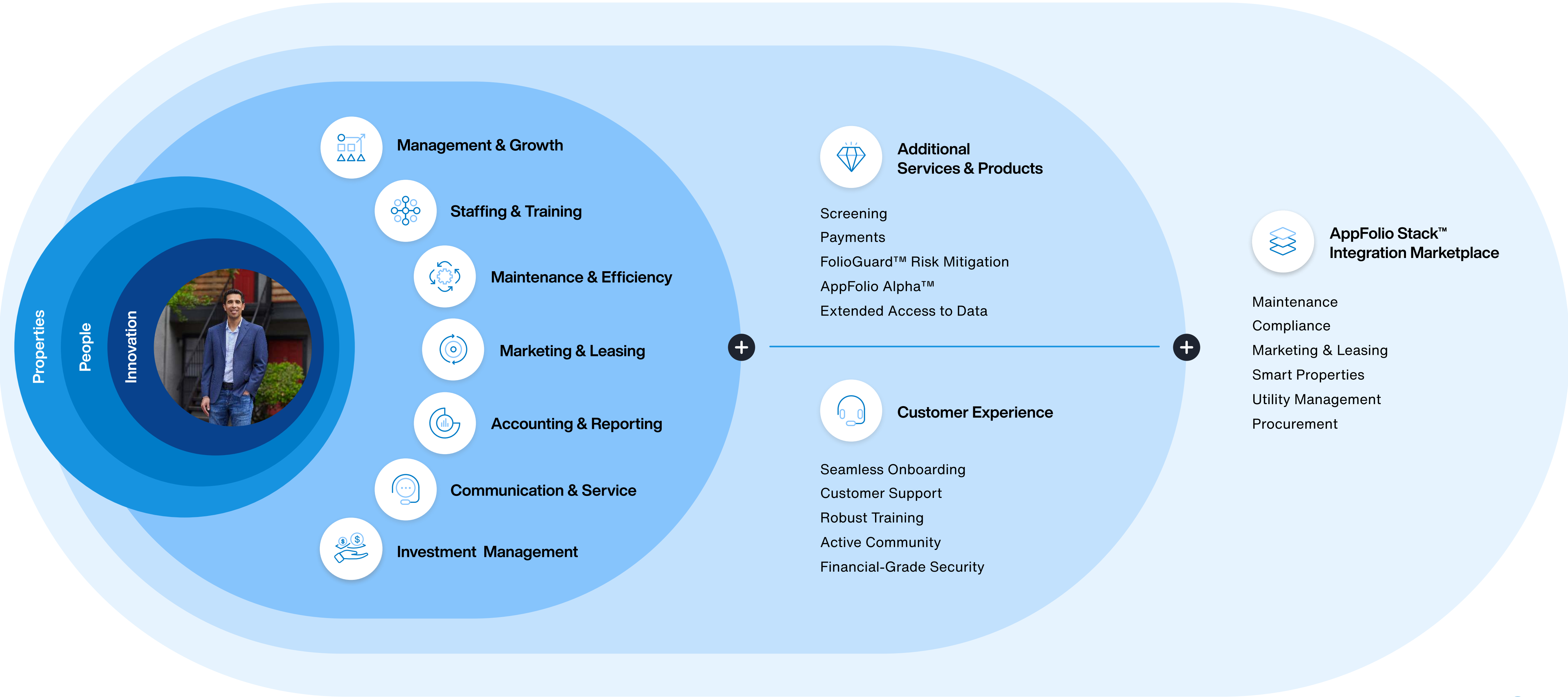
AppFolio's intuitive design and advanced AI automate repetitive tasks, while built-in workflows result in streamlined processes. Work moves faster and is done just right. Meanwhile, your property management team has more time to delight your residents.



Succeed from anywhere

100% paperless. 100% mobile. With AppFolio your property management team can do anything from anywhere in a fully digital environment. That means they always have a finger on the pulse of your property's performance, making sure you never miss a beat in reaching your goals.

Designed to meet your future needs, today



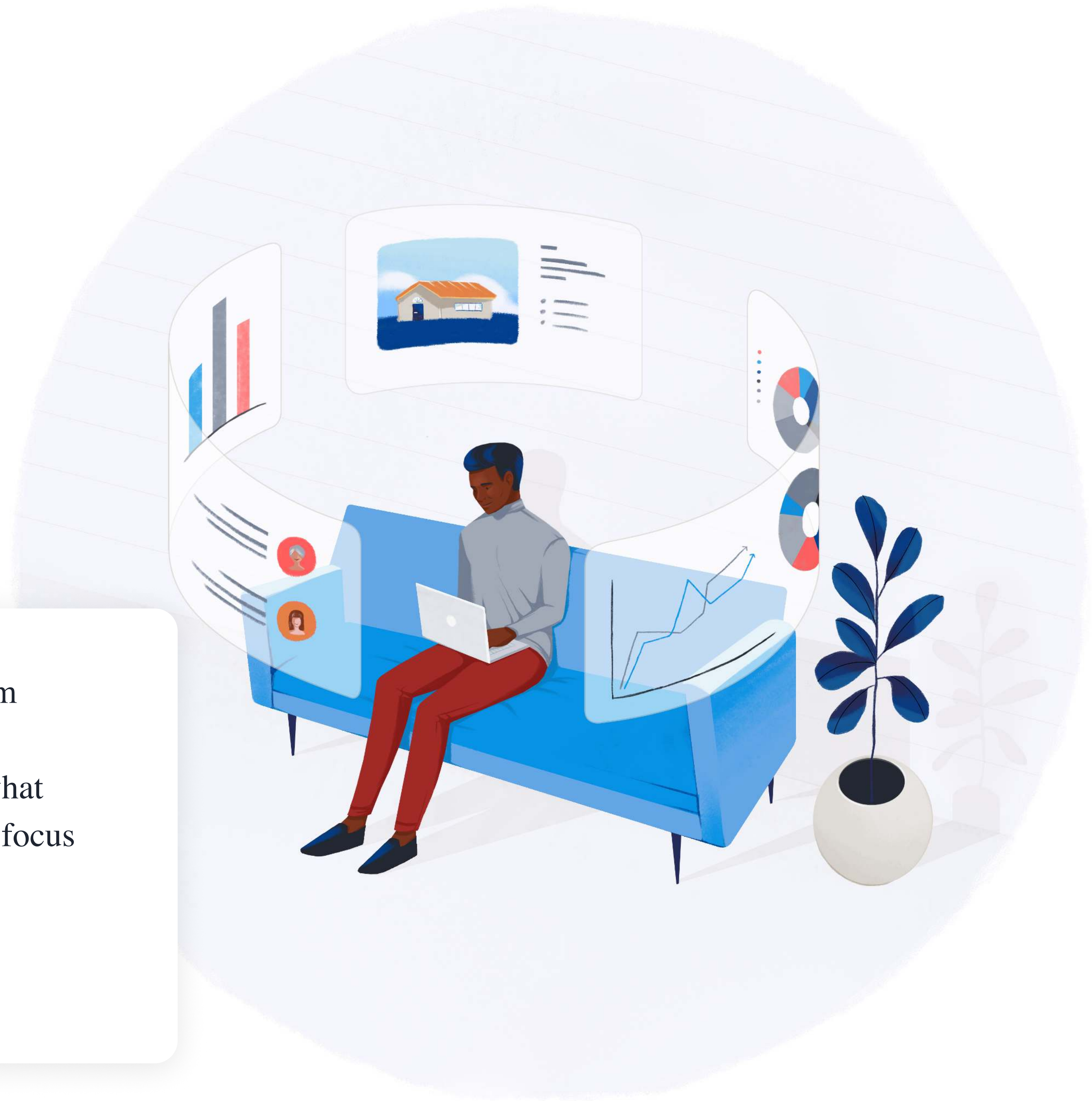
Optimize occupancy with seamless online experiences

Ensure your properties maintain a healthy leasing pipeline with AppFolio's modern marketing and leasing tools. Our frictionless prospect and resident experiences help fill vacancies and keep revenue predictable.

“Partnering with Appfolio is like having an entire IT team with expertise in marketing, leasing, accounting, and management. They do the tech-savvy legwork to find what works best in the property management field so we can focus on what's important to us—our customers.”

Mary Beth Niebler

Director of Operations, Niebler Properties, 1,500+ units



Key features

Lisa, AI Leasing Assistant

Lisa, AppFolio's award winning AI leasing assistant, handles routine tasks like data entry and scheduling showings to maximize leasing demand.

Benefits:

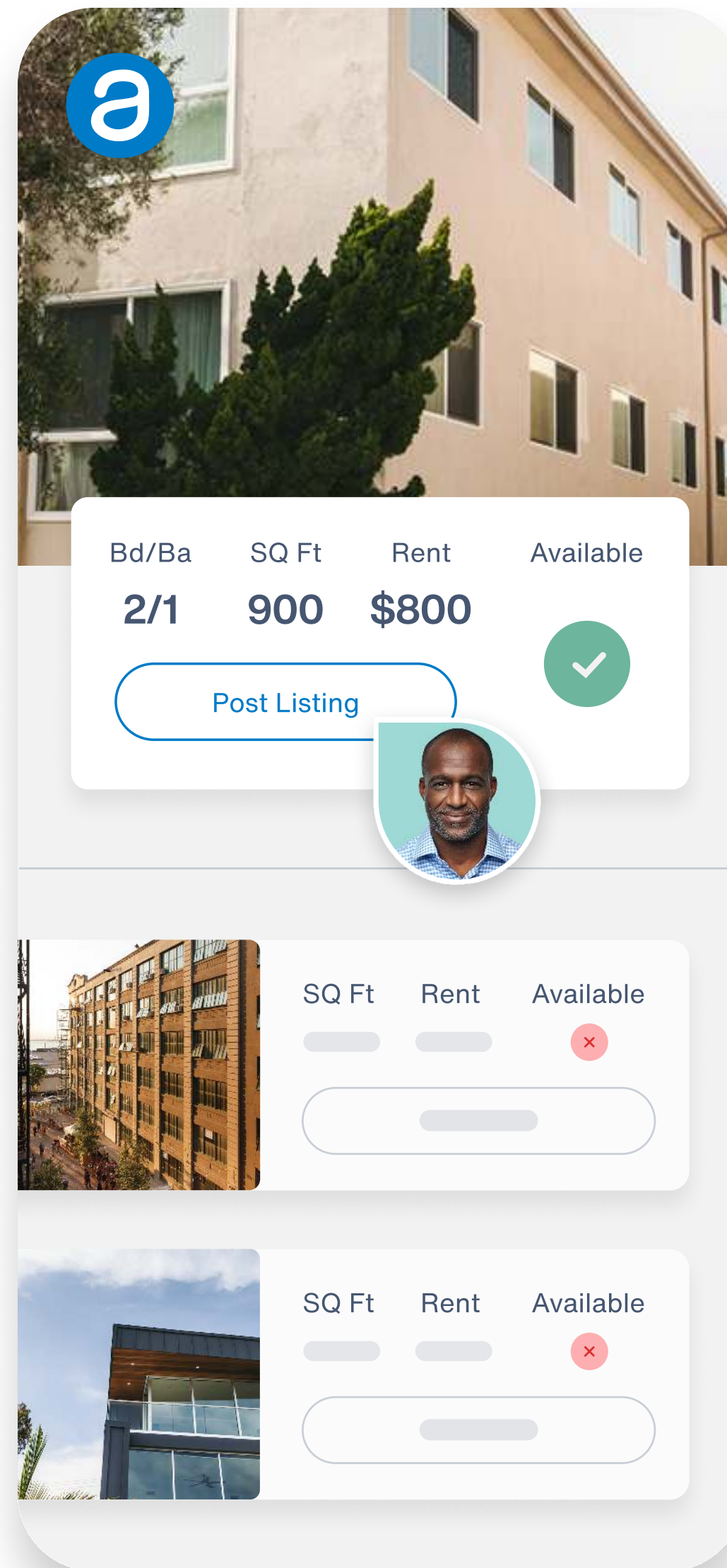
- ✔ Guarantees a 24/7 rapid response to inquiries

Leasing Metrics Dashboard

Easily accommodate prospective renters' needs by scheduling and running live virtual tours within the AppFolio platform.

Helps answer:

- ✔ Which marketing channels offer the best ROI?
- ✔ Where are we finding traction and where do we need increased focus?
- ✔ How many converted leads are needed to reach optimal future occupancy?



Virtual Showings

Easily accommodate prospective renters' needs by scheduling and running live virtual tours within the AppFolio platform.

Benefits:

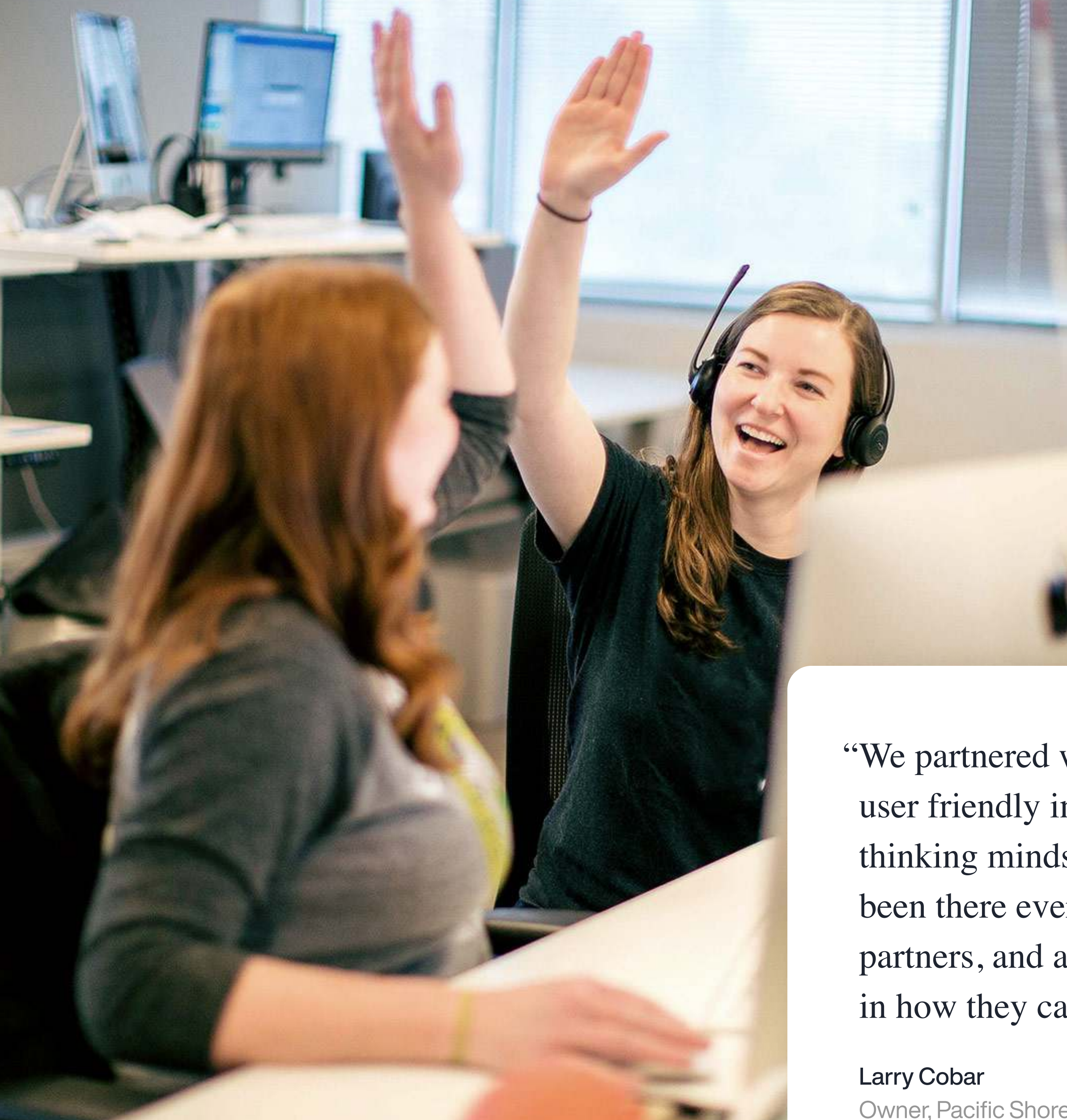
- ✔ Gives property managers and leasing assistants the flexibility to show units to anyone, anywhere, any time

Integrated Resident Screening

Protect your portfolio from risk by making informed leasing decisions, weighing pre-set screening criteria against an applicant's credit score, criminal history, eviction history, and income.

Benefits:

- ✔ Avoid increased turnover, costly maintenance repairs, and evictions headaches
- ✔ Easily flag fraudulent information
- ✔ Standardized screening criteria support compliance with fair housing laws



Future-proof your portfolio with a true technology partner

Increase NOI and eliminate inefficiencies so your property management team can have more time to focus on what matters. With AppFolio, you and your property management team will never miss a beat in reaching your goals.

“We partnered with AppFolio in 2014 because we were drawn to the user friendly interface of their software as well as the forward thinking mindset of the company. As we have grown, AppFolio has been there every step of the way. They treat us as their business partners, and always ask for feedback and are genuinely invested in how they can improve their product on a regular basis.”

Larry Cobar

Owner, Pacific Shore Property Management, 1,300+ units

Key features

Workflow Management

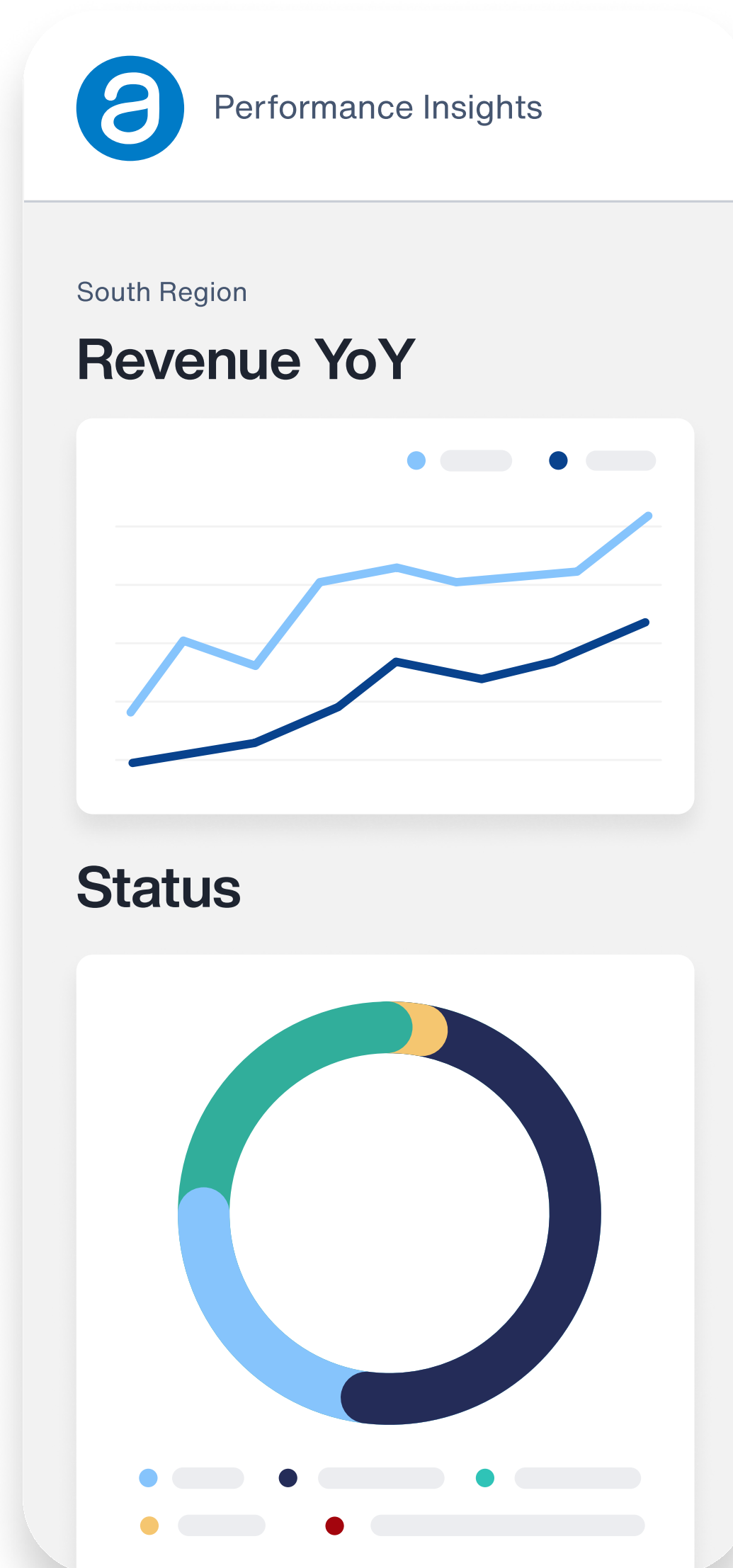
Workflow Management keeps all processes in one place, making it easy for managers to monitor progress and keep your properties running efficiently at all times.

Performance Insights

With real-time data and dashboards accessible from anywhere, your property management team can bring you the data-driven insight needed to make faster, more informed decisions about your properties.

Benefits:

- ✓ Easily compare performance across properties and regions
- ✓ Drill down into dashboards and charts with data visualization tools
- ✓ Automatically update on a prescribed cadence
- ✓ Generate robust visualizations



Actionable Datasets

Gain increased visibility into the performance of every asset and quickly resolve complex challenges with higher quality data. With AppFolio's smart automation and single platform approach, your property management team has more actionable business insights at the ready, giving you a significant advantage over your competition.

Benefits:

- ✓ Automatically generate a complete dataset
- ✓ Accurately capture every action without the risk of human error
- ✓ Operate in real-time with a centralized hub for data and insights

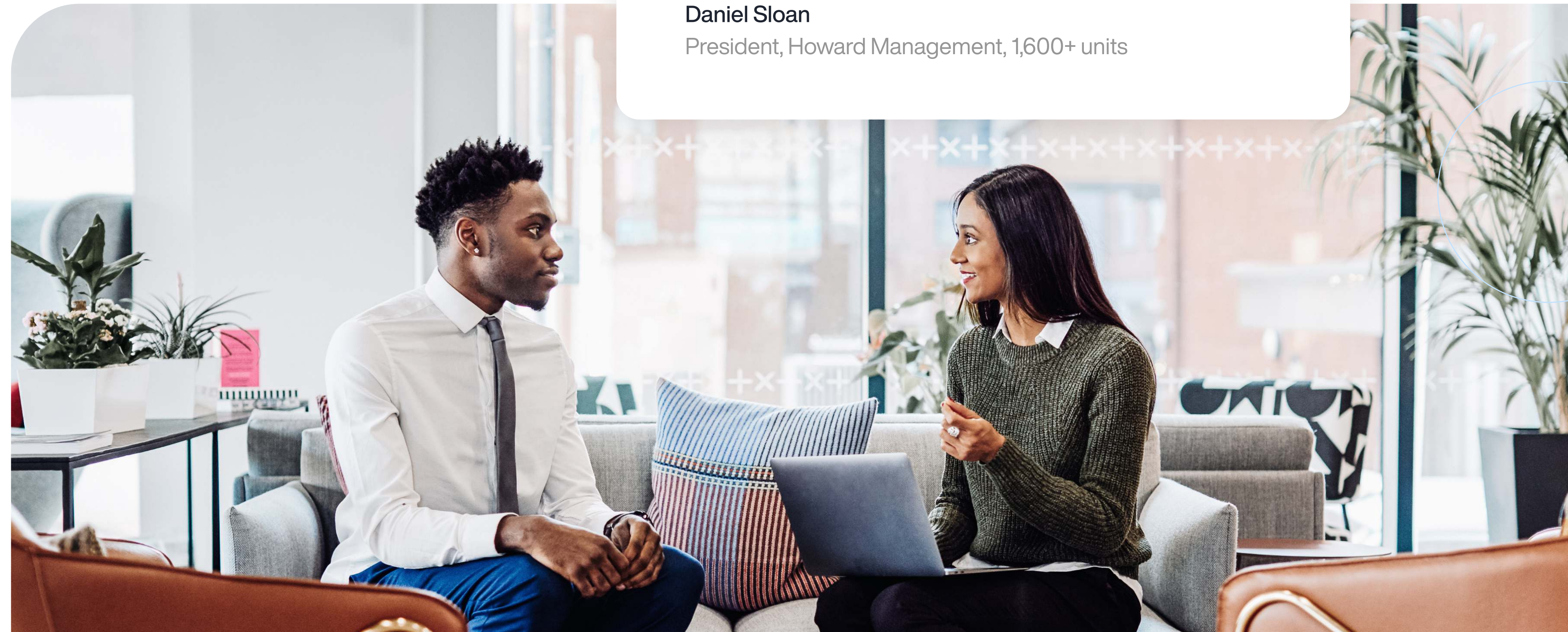
Your property management team, supercharged

With a truly modern solution that helps new hires get up to speed faster and optimizes unit-to-staff ratios, property managers can operate at the top of their game. AppFolio's intuitive user experience, configurable workflows, and smart automation provide a solid foundation for your property management team to maximize NOI at your properties.

“Staff is much more efficient, employee productivity is constantly increasing and our professionalism is always improving with our clients.”

Daniel Sloan

President, Howard Management, 1,600+ units





Key features

Embedded Automation

Thoughtful automation built directly into the platform complements your property management team's dedication. While your team focuses on high-impact work, AppFolio can manage more routine tasks like quickly responding to all incoming inquiries and accurately completing data entry.

Features include:

- ✓ Lisa, AI Leasing Assistant
- ✓ Smart Bill Entry
- ✓ Auto-Triggered Workflows
- ✓ Auto-Roll Renewals

Robust Training

Property management teams powered by AppFolio spend less time, effort, and expense on training. Staff get the product training they need, when and where they need it most with AppFolio's self-serve training resources.

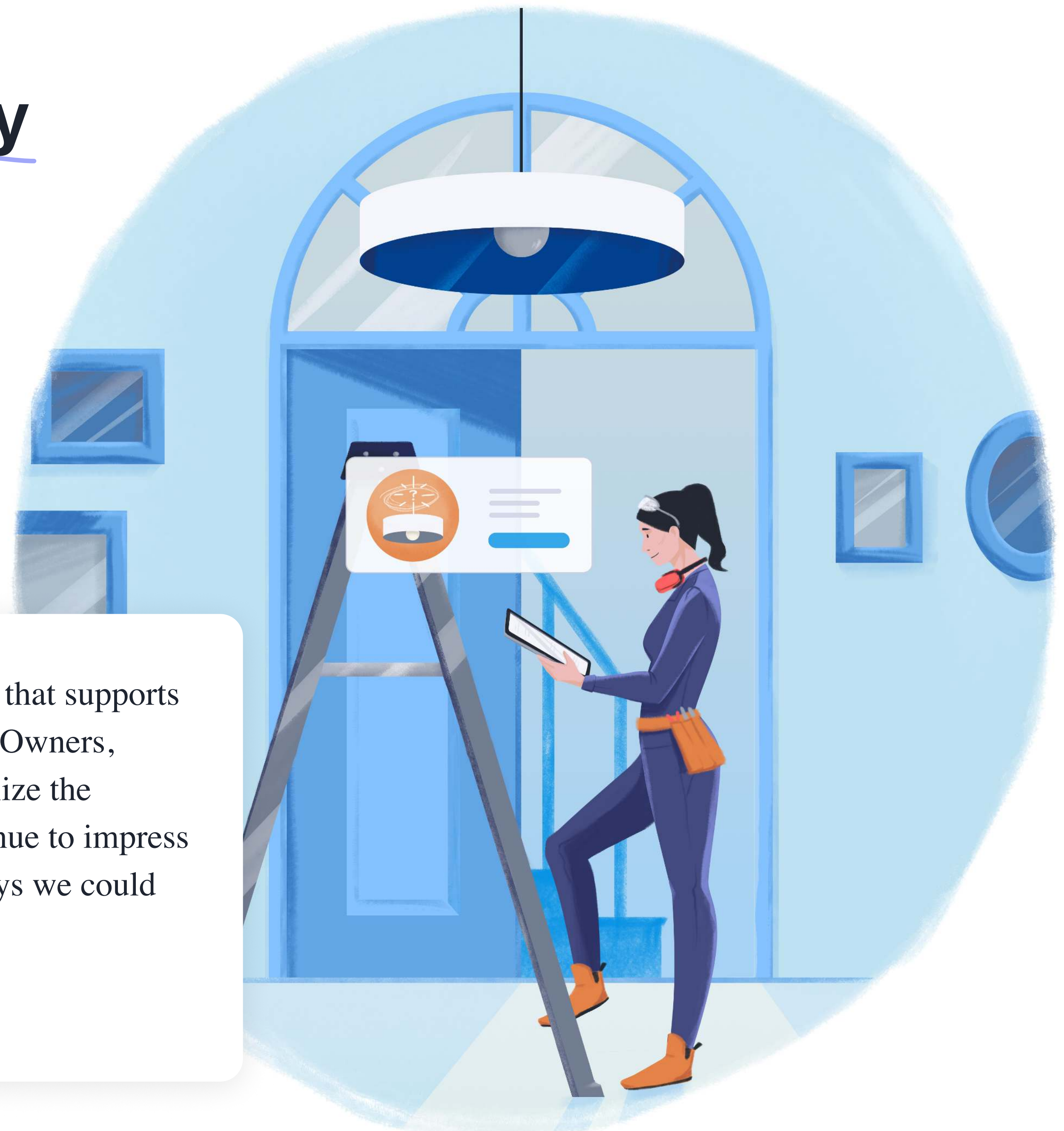
Increase operational efficiency with AI-driven automation

Empower your property management team to run seamless online maintenance workflows, grow property values, and gain better internal control and visibility in one place with AppFolio. Finally, property management software that eliminates inefficiencies with smart automation so your team can create even more ways to drive NOI.

“AppFolio serves its customers with an unwavering energy that supports every function and reaches every corner of your business. Owners, supervisors, managers, and maintenance are all able to utilize the software in ways that are unique to their roles. They continue to impress with innovative solutions that yield effective results in ways we could have never imagined.”

Jordan Knudson

Property Supervisor, Morgenson Realty, 1,100+ units



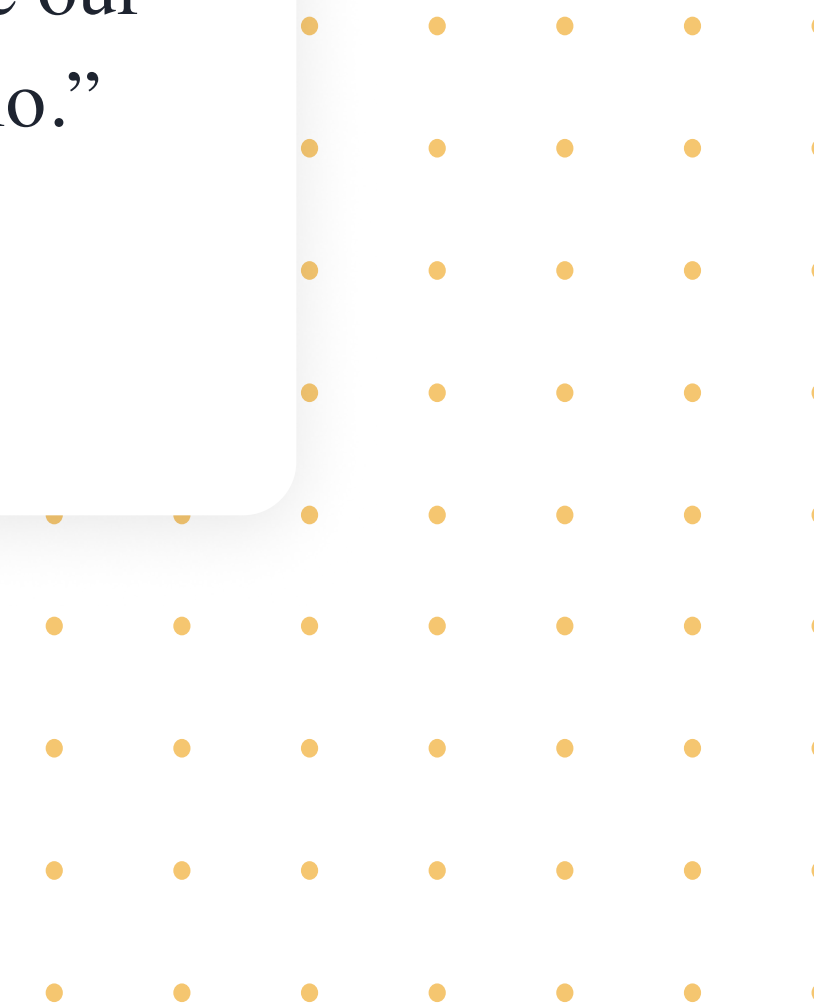


Enable data-driven decisions with robust accounting

Your property management team can gain visibility and make faster, more informed decisions with AppFolio's secure and robust accounting system and real-time reporting. Our machine-driven workflows reduce the time spent on standard accounting processes and minimize human error.

“The automation for accounting is unmatched. We’ve been able to double our business by switching over to AppFolio.”

Michelle Jorgensen
Accountant, Revelation Real Estate, 400 units



Key features

Online Maintenance Workflows

In one powerful platform, your team can track the status of a work order and communicate progress directly with residents and property owners.

Includes:

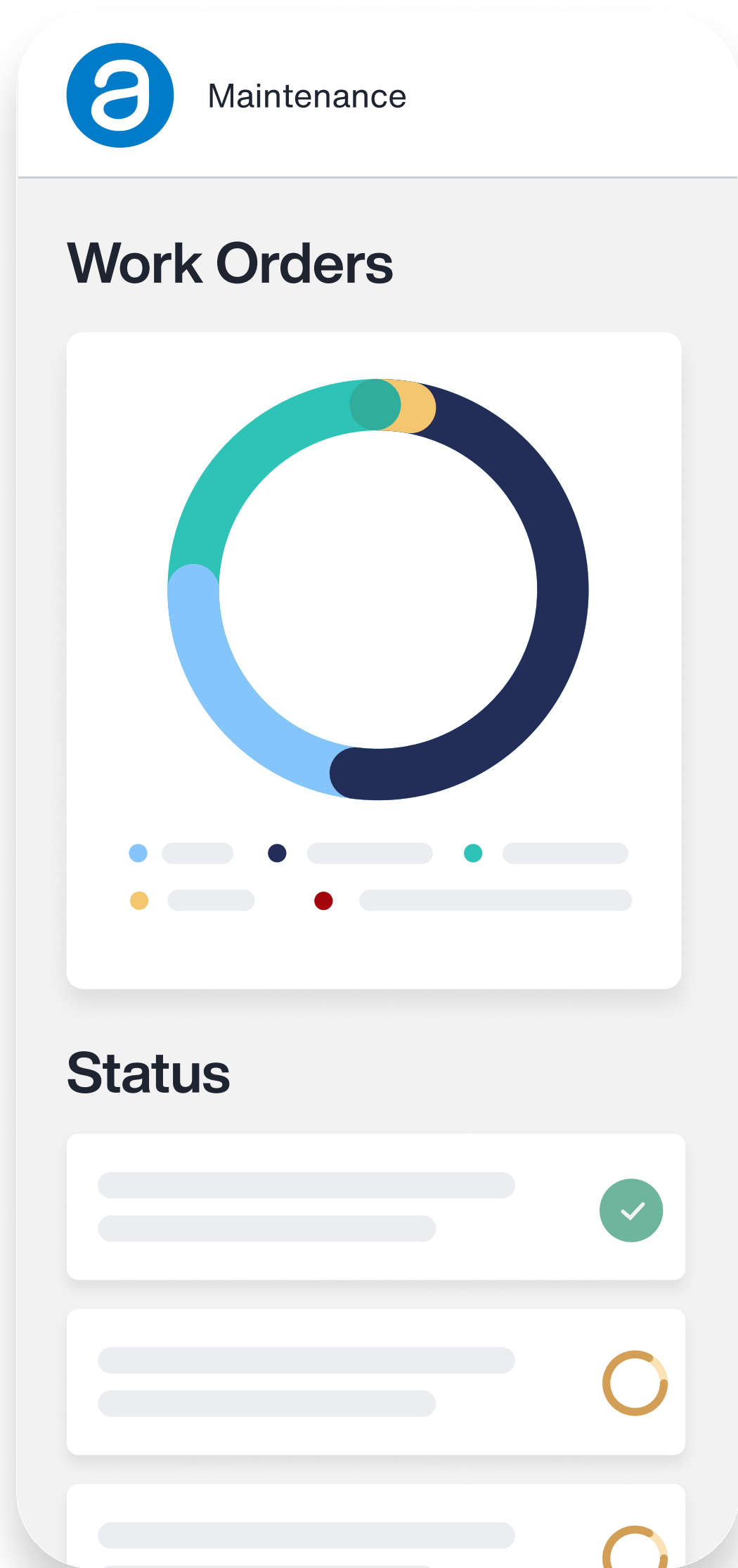
- ✓ Online Maintenance Requests
- ✓ Work Orders
- ✓ Common Area Maintenance
- ✓ Mobile Violations & Tracking
- ✓ In-House Maintenance

Pay Bills, Owners & Vendors

Centralize all payments and records into one platform, freeing up your property management team while maintaining a line of sight on your whole business.

Benefits:

- ✓ Approve payment from anywhere, anytime
- ✓ Protect your business and configure controls
- ✓ Enhance your reputation when you pay your partners and vendors on time, every time



Smart Maintenance

Intelligently manage maintenance requests that come in — no matter the time of day or night. Residents can easily submit maintenance requests using the Online Portal. With Smart Maintenance, they will receive timely service and be handled efficiently according to each of your properties' unique needs. Respond to your residents fast through texting, calling, or using the online portal, dispatch work orders to the right vendor, and save you and your employees valuable time.

Benefits:

- ✓ Automation provides increased accuracy and faster times to process work orders
- ✓ Clear and fast communication, no matter the time of day or level of emergency
- ✓ Pre-approved vendors are dispatched on your behalf
- ✓ Instant visibility into your maintenance workflow directly within AppFolio

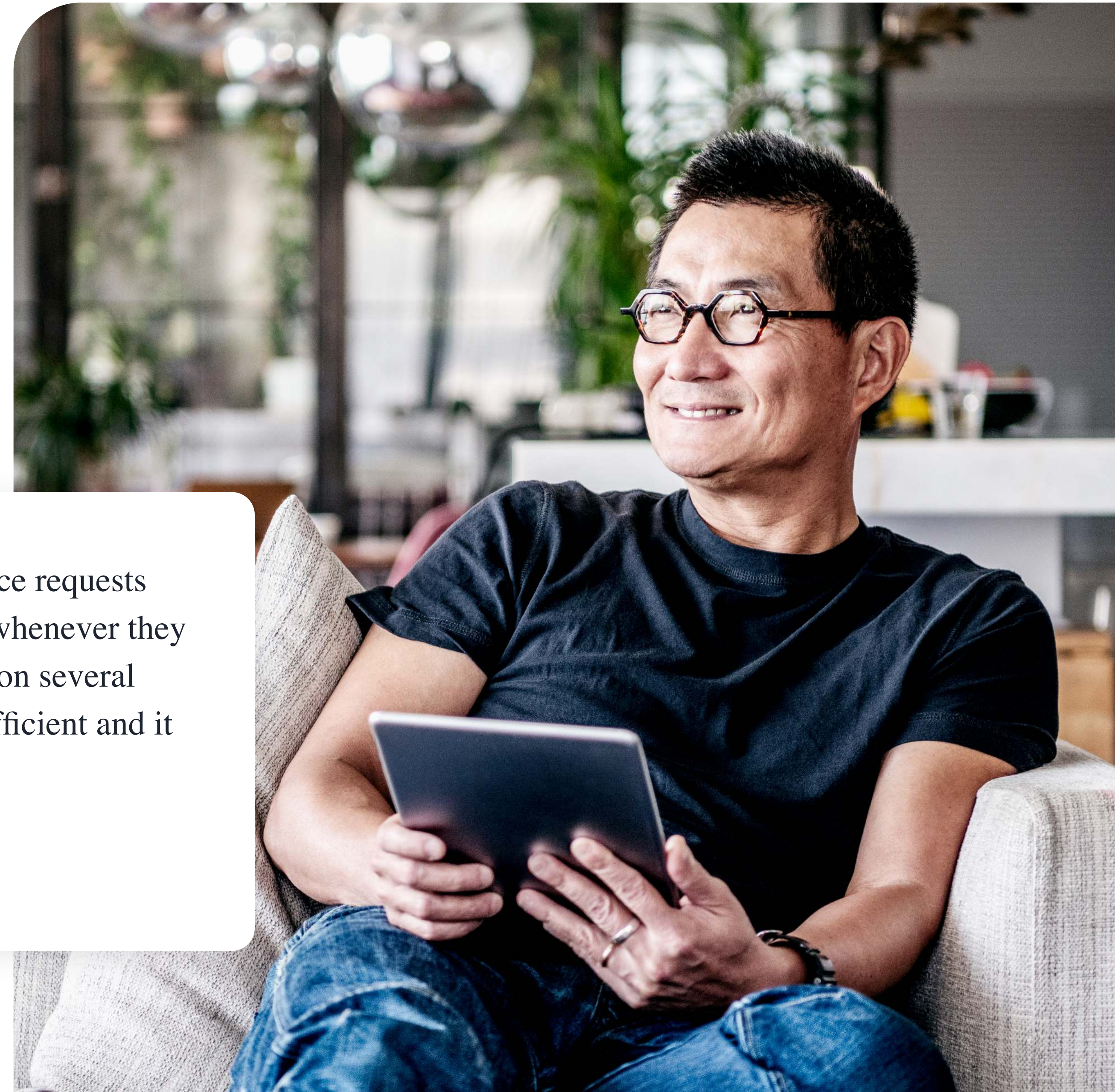
Provide stand-out service with modern, mobile tools

With AppFolio, you'll always have access to the data and information you need from your property management team. By bringing communication and service online, they can easily streamline and simplify customer service, while creating exceptional experiences for renters and homeowners.

“Residents like the ability to pay and submit maintenance requests online. Owners are glad to be able to pull their reports whenever they need them and appreciate that we can post their rentals on several different websites. AppFolio has made us much more efficient and it is an overall great fit for our company and our clients!”

Tanya Martinovich

President, Stateline Rental Properties, 700 units



Key features

Smart Bill Entry

With AppFolio, your property management team can spend less time on manual entry and more time on the high-value work that matters. Using AI technology, Smart Bill Entry reads PDF invoices, identifies key information, and automatically enters it into AppFolio.

Benefits:

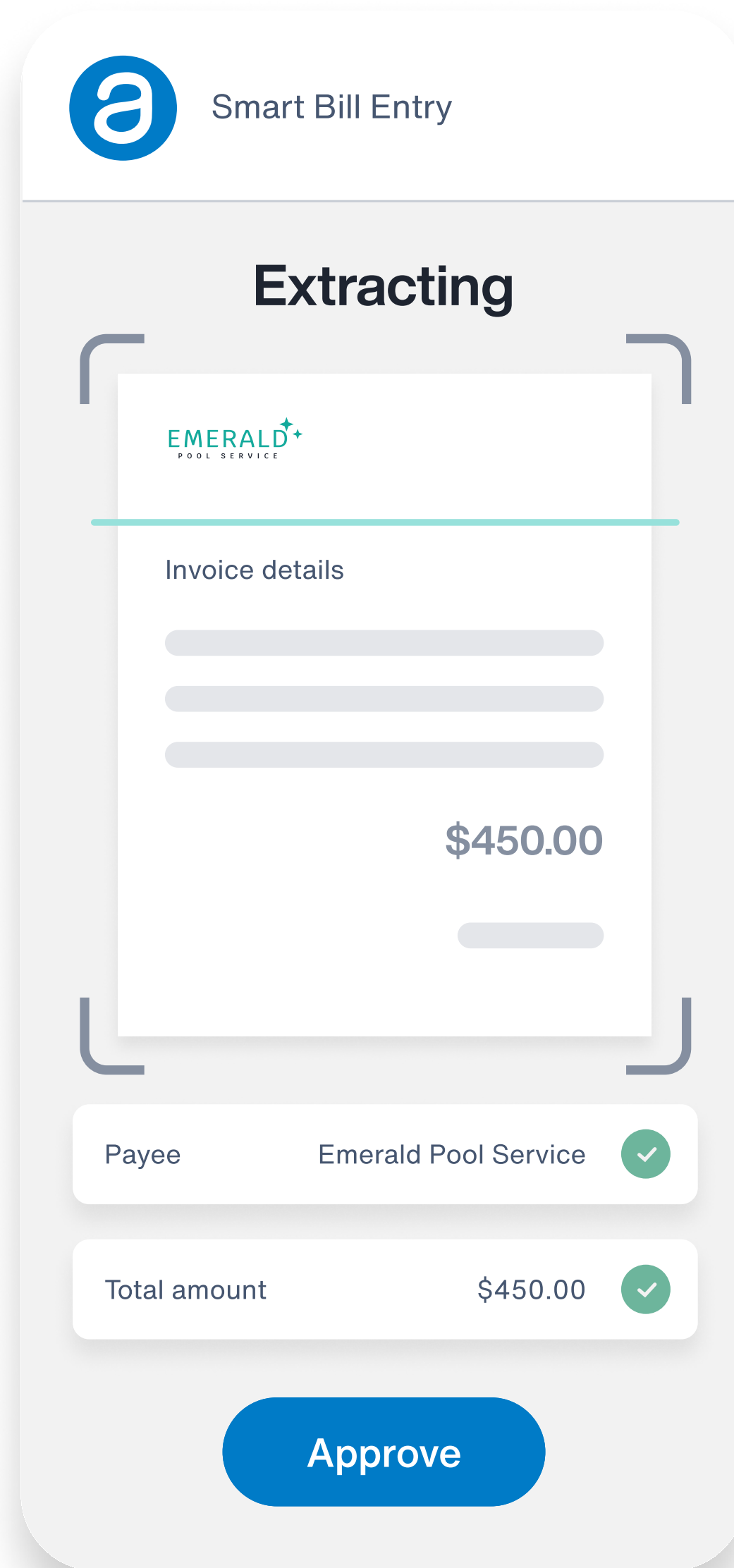
- ✓ Increase efficiency
- ✓ Automate manual processes
- ✓ Improve data accuracy

Pay Bills, Owners & Vendors

Centralize all payments and records into one platform, freeing up your property management team while maintaining a line of sight on your whole business.

Benefits:

- ✓ Approve payment from anywhere, anytime
- ✓ Protect your business and configure controls
- ✓ Enhance your reputation when you pay your partners and vendors on time, every time



Real-time Flexible Reporting

AppFolio offers an extensive collection of reports for even the most diverse portfolios. Reports are customizable and links within the reports allow your team to provide the answers you're looking for.

Benefits:

- ✓ Owner statement
- ✓ Income statement
- ✓ Cash flow statement
- ✓ Balance sheet
- ✓ Rent Roll
- ✓ CAM Reporting
- ✓ Delinquency Record

Key features

Online Owner Portal

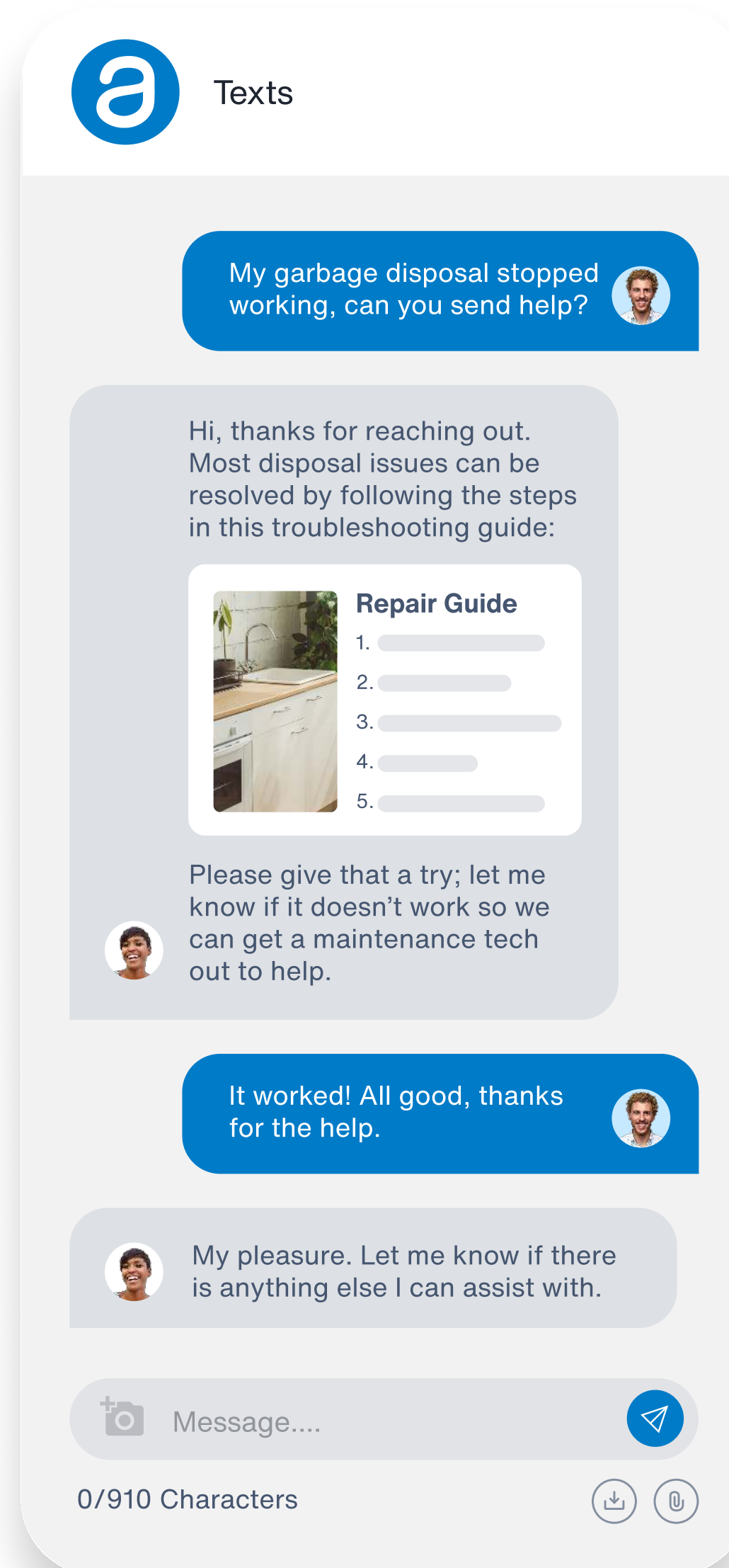
Stay completely in the know and up to date with timely insights into performance and finances as well as quick access to important documents, work orders, and reports.

Online Resident Portal

Supply residents with instant, on-demand access to their Online Portal to make payments, submit online requests, and more. Your property management team can quickly share important documents with residents as well.

Benefits:

- ✓ Boost customer service with on-demand resident tools
- ✓ Limit one-off phone calls and emails
- ✓ Residents can stay connected from anywhere with the mobile app
- ✓ Make it easy for residents to access critical information

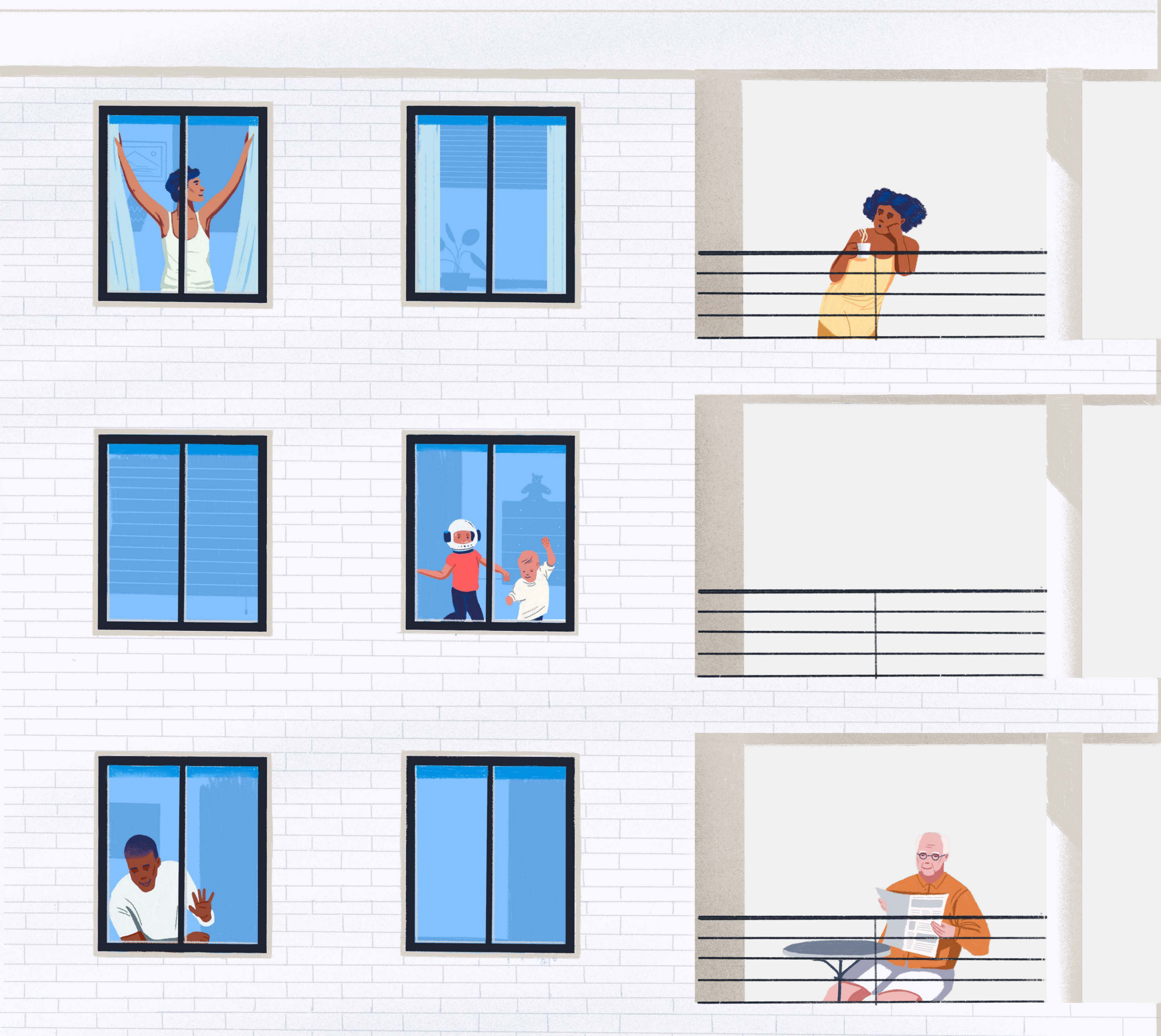


Centralized Communication

From within AppFolio, your property management team can easily and quickly communicate with you or with residents via text, email, and even mail for community associations. Communications are stored in a system of record for easy retrieval.

Benefits:

- ✓ No need for integrations or add-ons to contact residents
- ✓ Stay organized with communications stored for historical record
- ✓ Save time by sending communications with AppFolio in a few easy clicks



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