

appfolio Property Manager

Real Estate Owners



Helping you deliver a better residential experience

AppFolio Property Manager was founded in 2006 out of a desire to provide real estate owners and property managers with the most practical software and services to help them grow and compete. Every aspect of our software and user experience is designed with our customers' needs in mind.

Whether you own multifamily, single-family, student housing, or commercial real estate, AppFolio'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 team.



Put an end to friction

AppFolio's intuitive design and advanced AI automate repetitive tasks so 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

Communication & Service

Your customers will love AppFolio. Online portals provide easy access to any action, from anywhere and on any device.

Accounting & Reporting

Gain visibility and make more informed decisions with real-time reports and a fully integrated, robust accounting system.

Maintenance & Efficiency

Effectively manage your properties and grow property values with seamless maintenance workflows.

Management & Growth

Grow your business without ever missing a beat. AppFolio is designed to give you the clarity to focus on what drives success.

Staffing & Training

Get new hires up to speed faster and improve your staff-to-units ratio thanks to our intuitive user interface and step-by-step workflows.

Marketing & Leasing

Increase occupancy with modern digital marketing, flexible showing options, and a fully integrated lead-to-lease process.



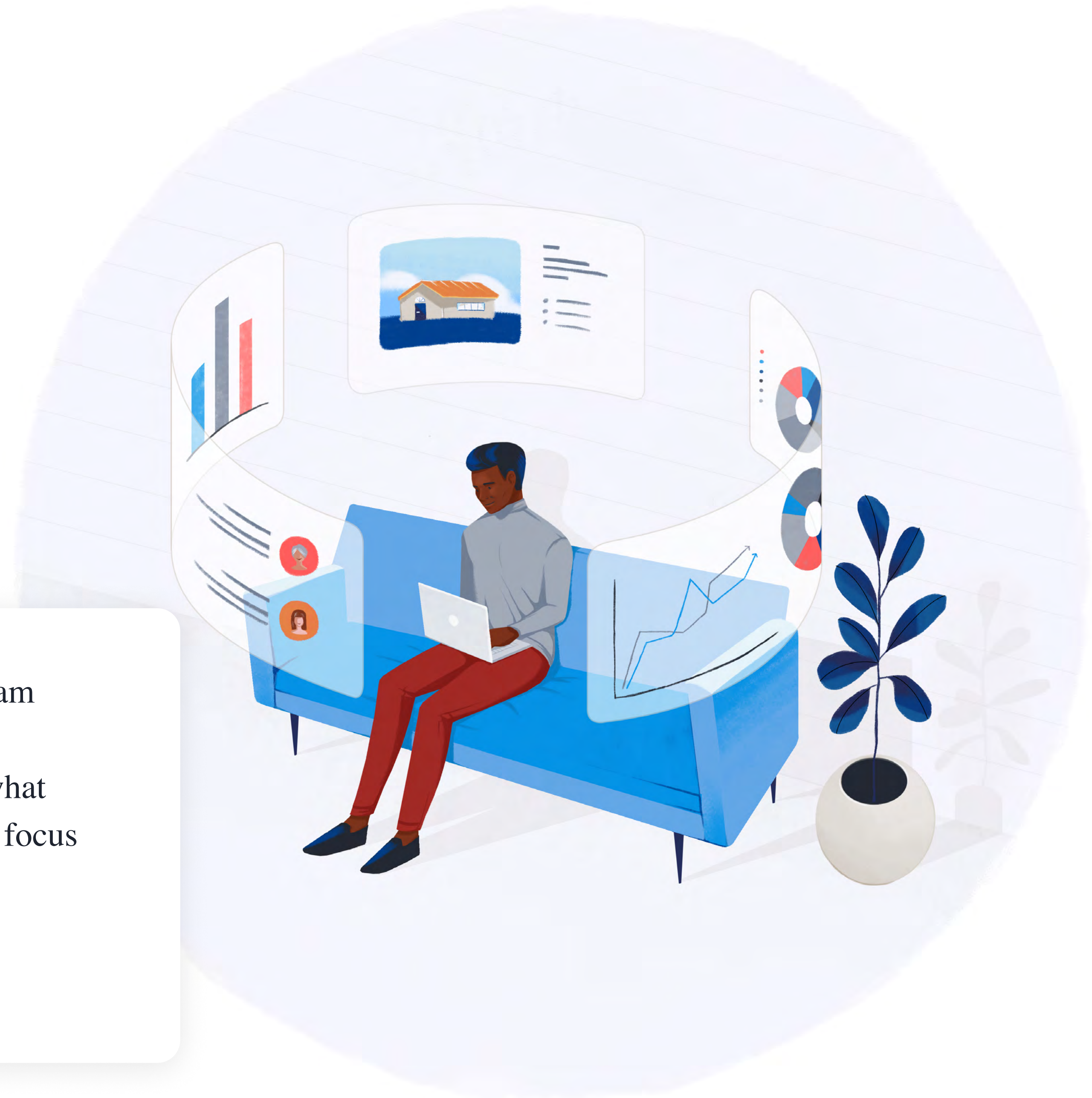
Optimize occupancy with seamless online experiences

Ensure your properties maintain a healthy leasing pipeline with AppFolio's modern marketing and leasing tools. Your property management team can spend more time acting on insights, and less time interpreting them, with a central hub for all your properties' marketing and leasing activities. 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

Guest Card Tracking

Automatically capture prospective resident information for easy reporting and view a prioritized inbox to see which guest cards need action.

Reduce friction by:

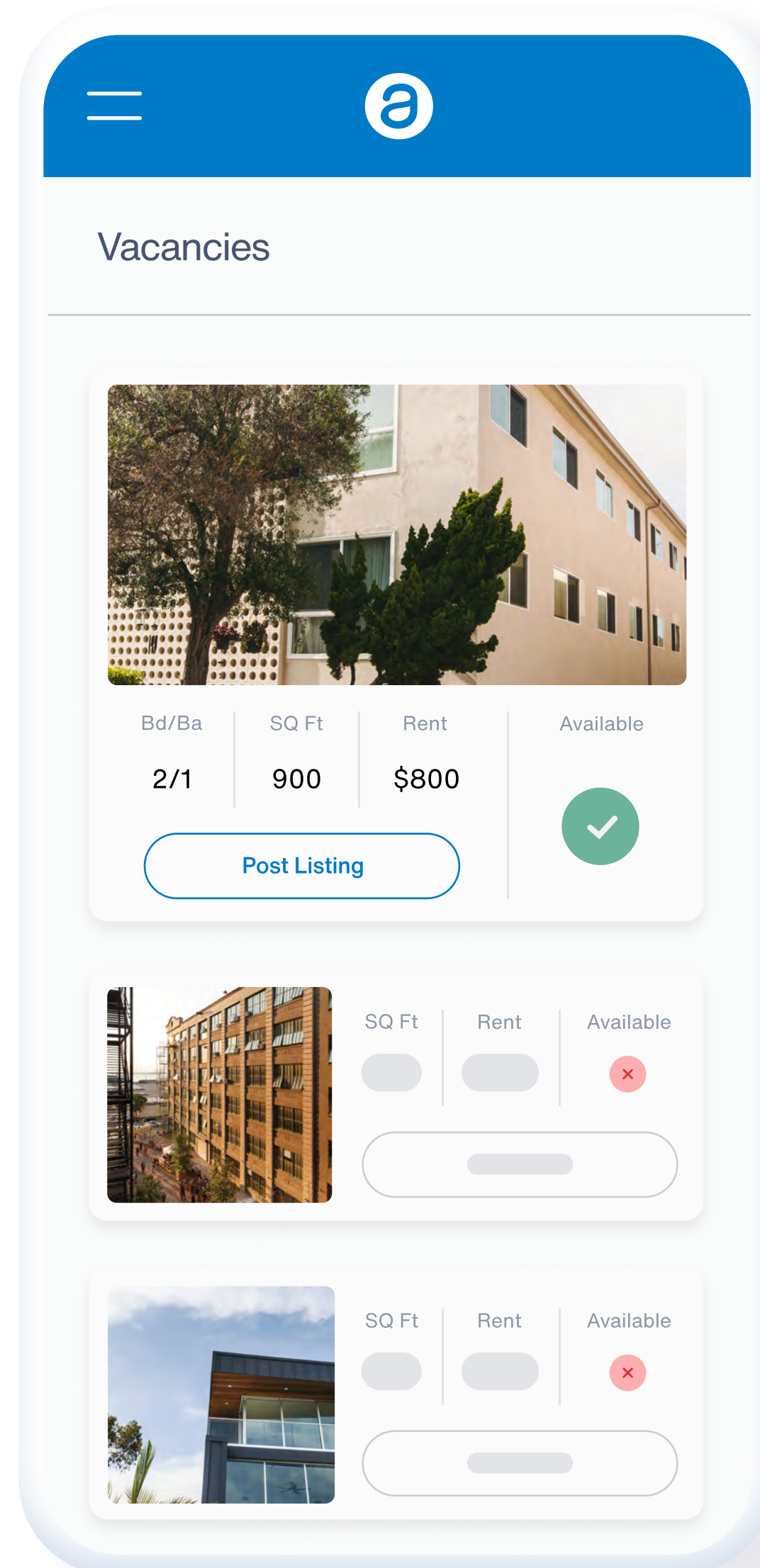
- ✓ Allowing prospects to submit guest cards directly from your company website and Internet Listing Services
- ✓ Having auto-response emails & pre-qualification questionnaires sent when guest cards are submitted
- ✓ Scheduling showings with prospects directly from their guest card

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

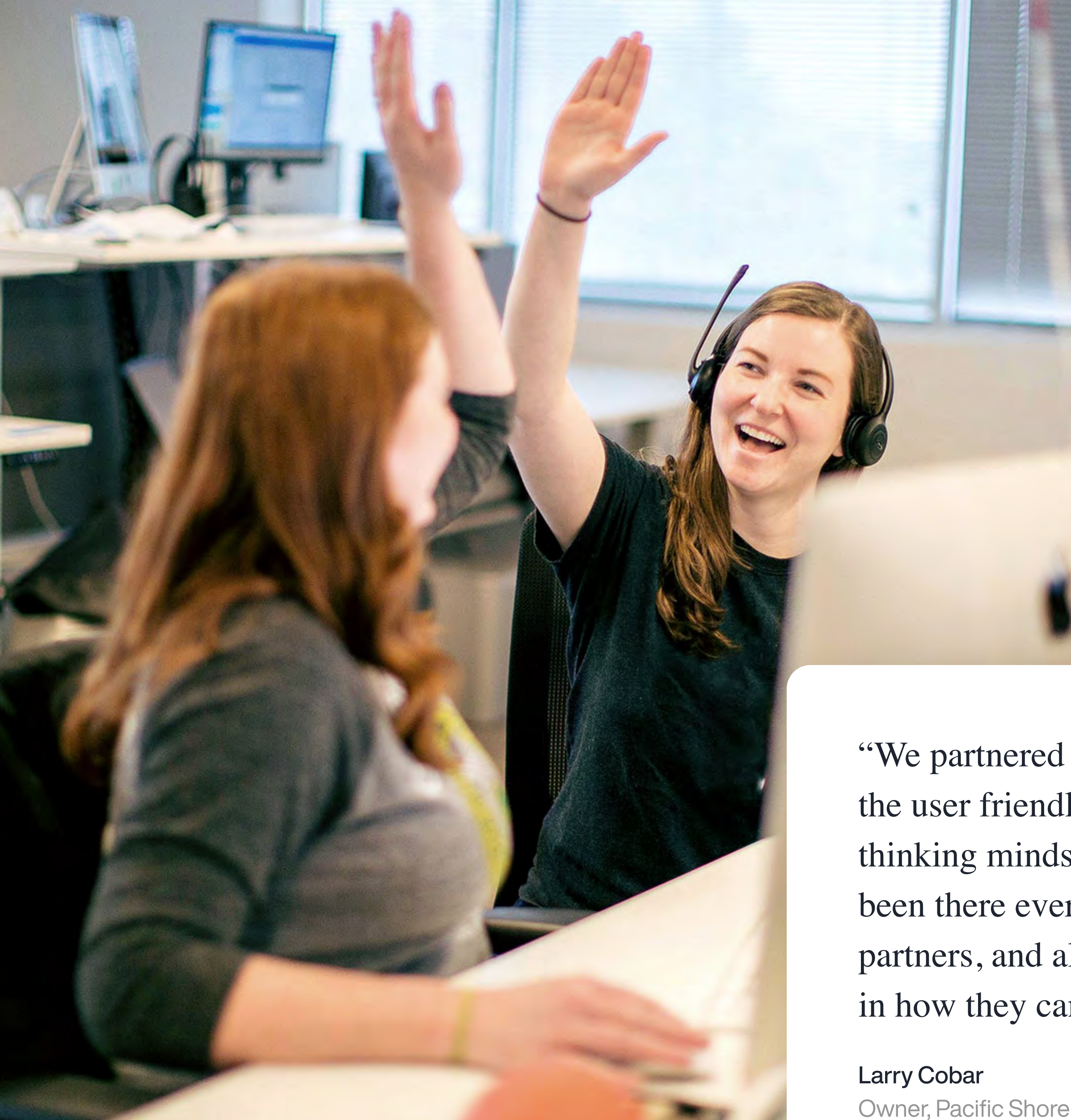
Protect your portfolio from risk by making informed leasing decisions, weighing pre-set screening criteria against an applicant's credit score, criminal history, eviction history, and income.

Benefits:

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

Vacancy Posting

Your team can market your property and generate more leads faster by sharing vacancies to your website as well as internet listing services with a single click.



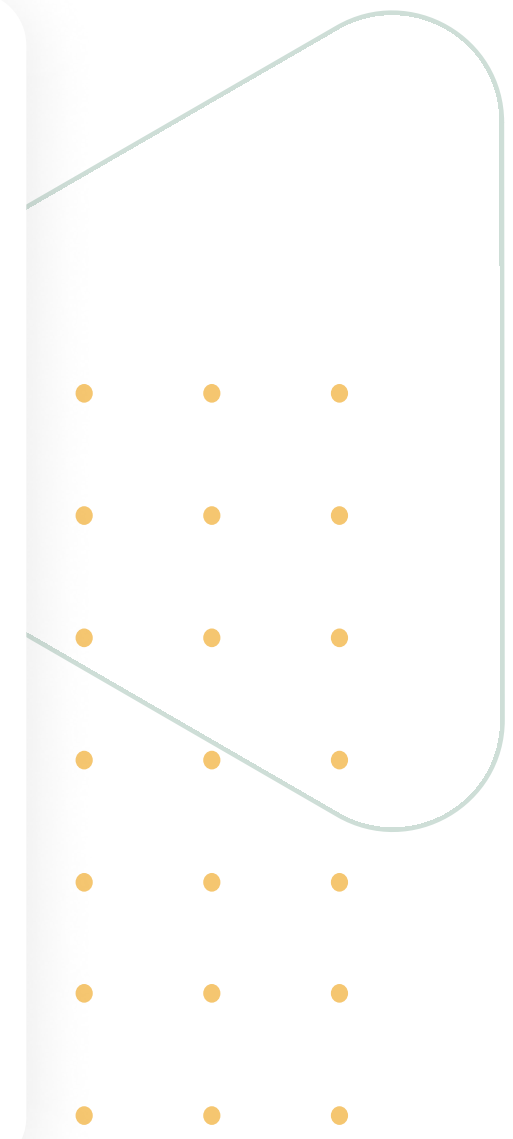
Future-proof your portfolio with a true technology partner

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

Actionable Datasets

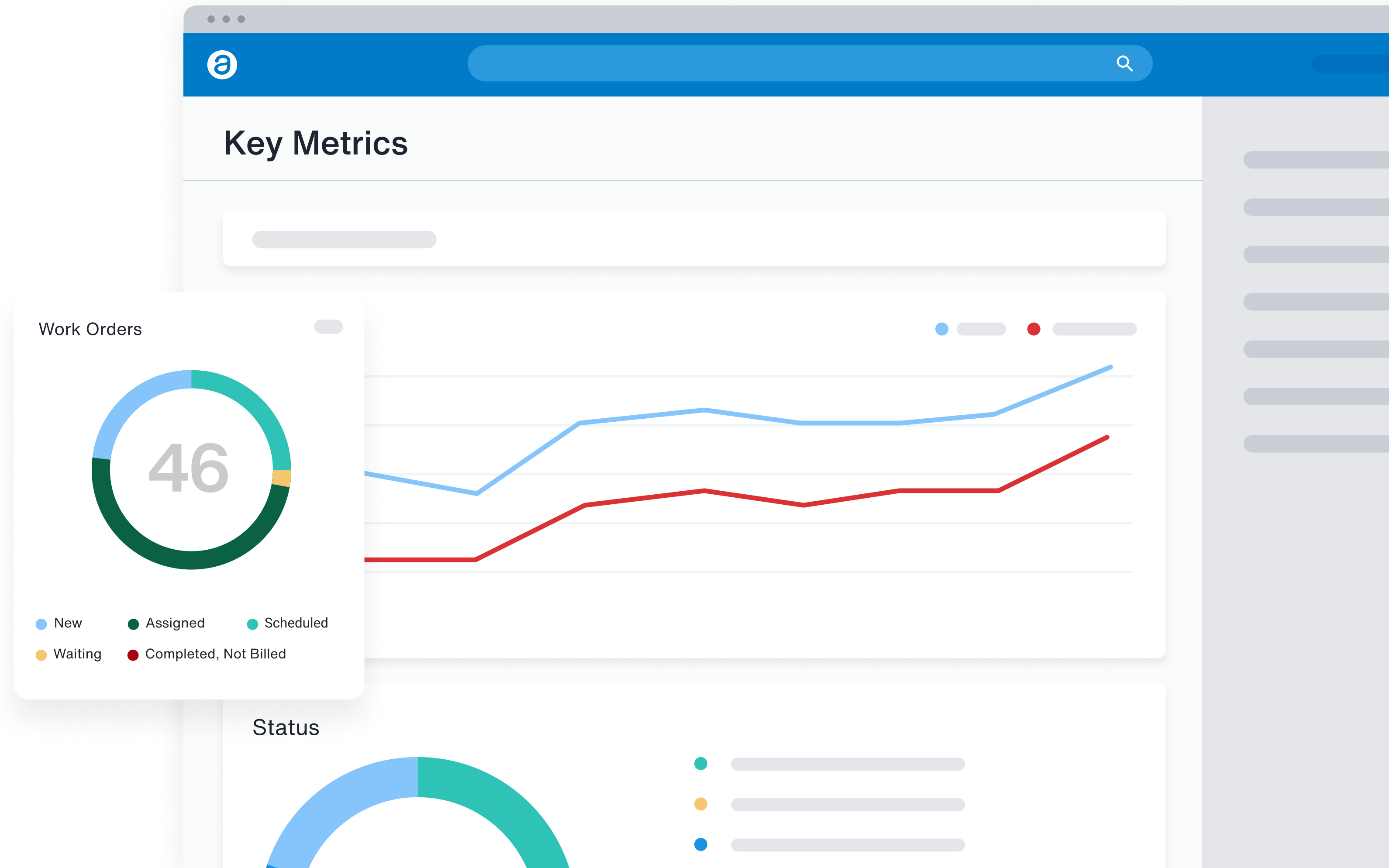
Gain increased visibility into the performance of every asset and quickly resolve complex challenges with higher quality data. With AppFolio's smart automation and single platform approach, your property management team has more actionable business insights at the ready, giving you a significant advantage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

Role-Based Security

AppFolio's Role-Based Security ensures work is distributed in a controlled and managed environment, and that your property's data is managed securely by giving administrators the power to grant viewing and modification privileges to select team members.



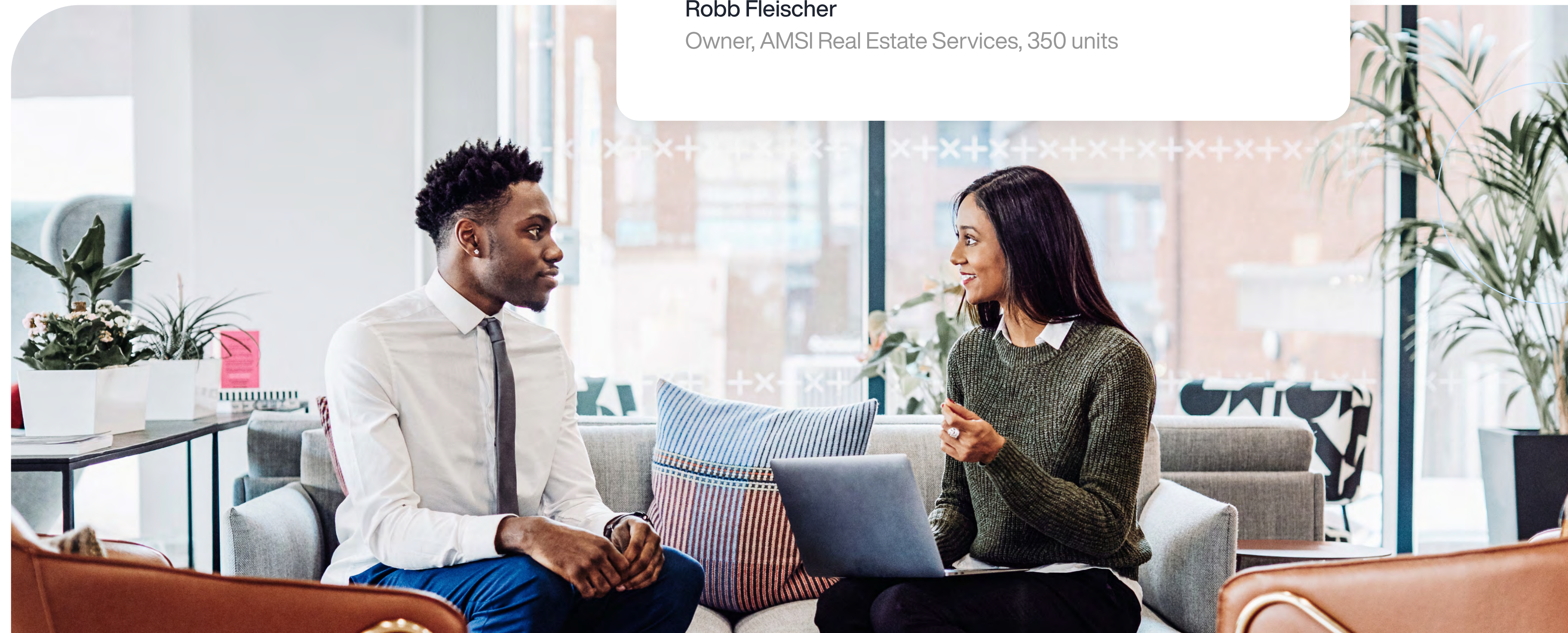
Your property management team, supercharged

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.

“I've been in the property management business for 32 years now. I've used a number of different platforms. AppFolio has been great. The customer service and support is what I appreciate the most. If I have a question or a training issue, they've got a great team. They're available, they're very responsive and overall it's been a very professional company to work with.”

Robb Fleischer

Owner, AMSI Real Estate Services, 350 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.

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.

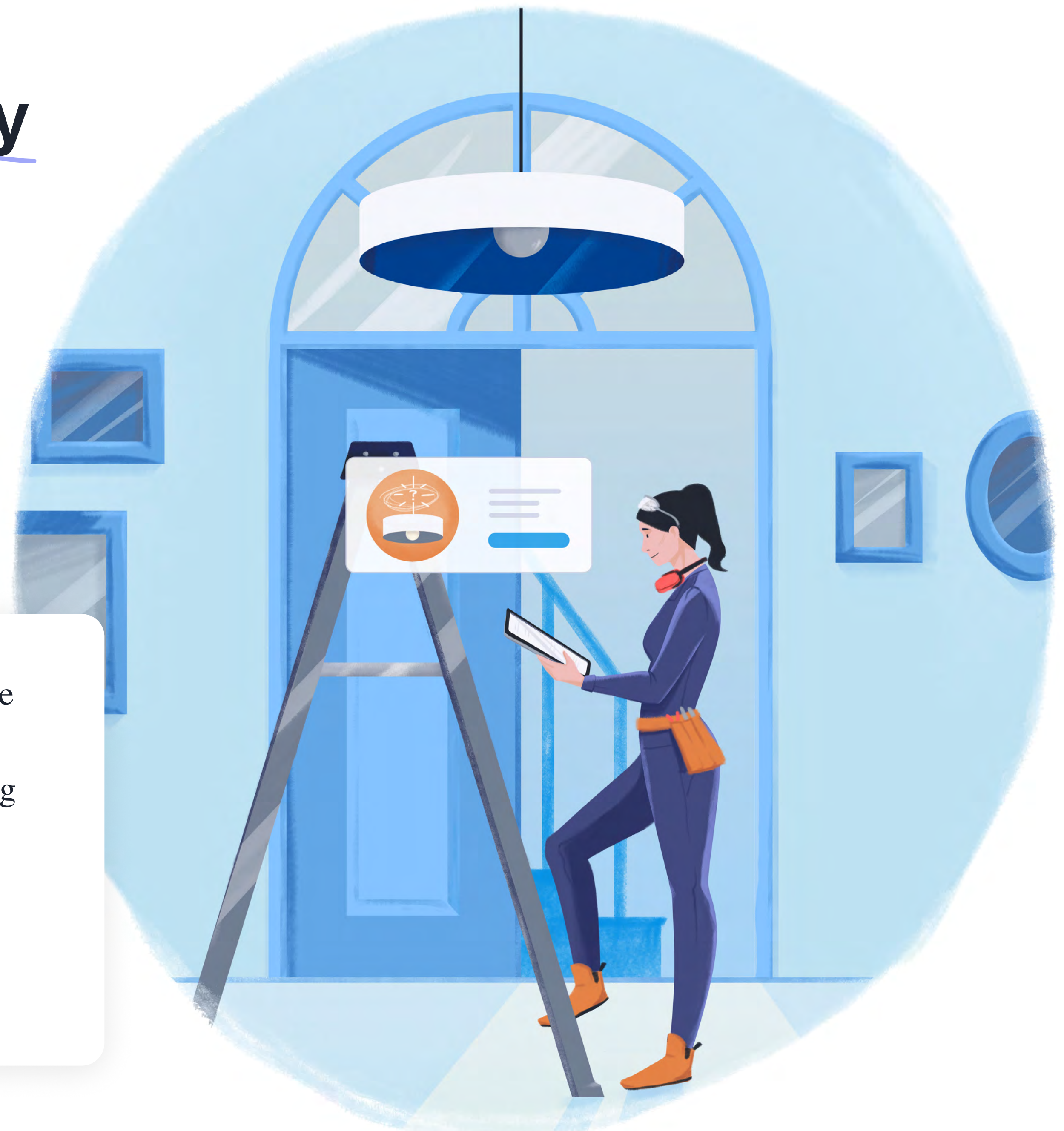
Increase operational efficiency with smart automation

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.

“The systems that are available in AppFolio enable us to automate a lot of what traditionally has been heavy lifting. That means more time spent building the businesses and less time worrying about the things technology can take care of.”

JC Castillo

President, MultiFamily Property Group, 700 units



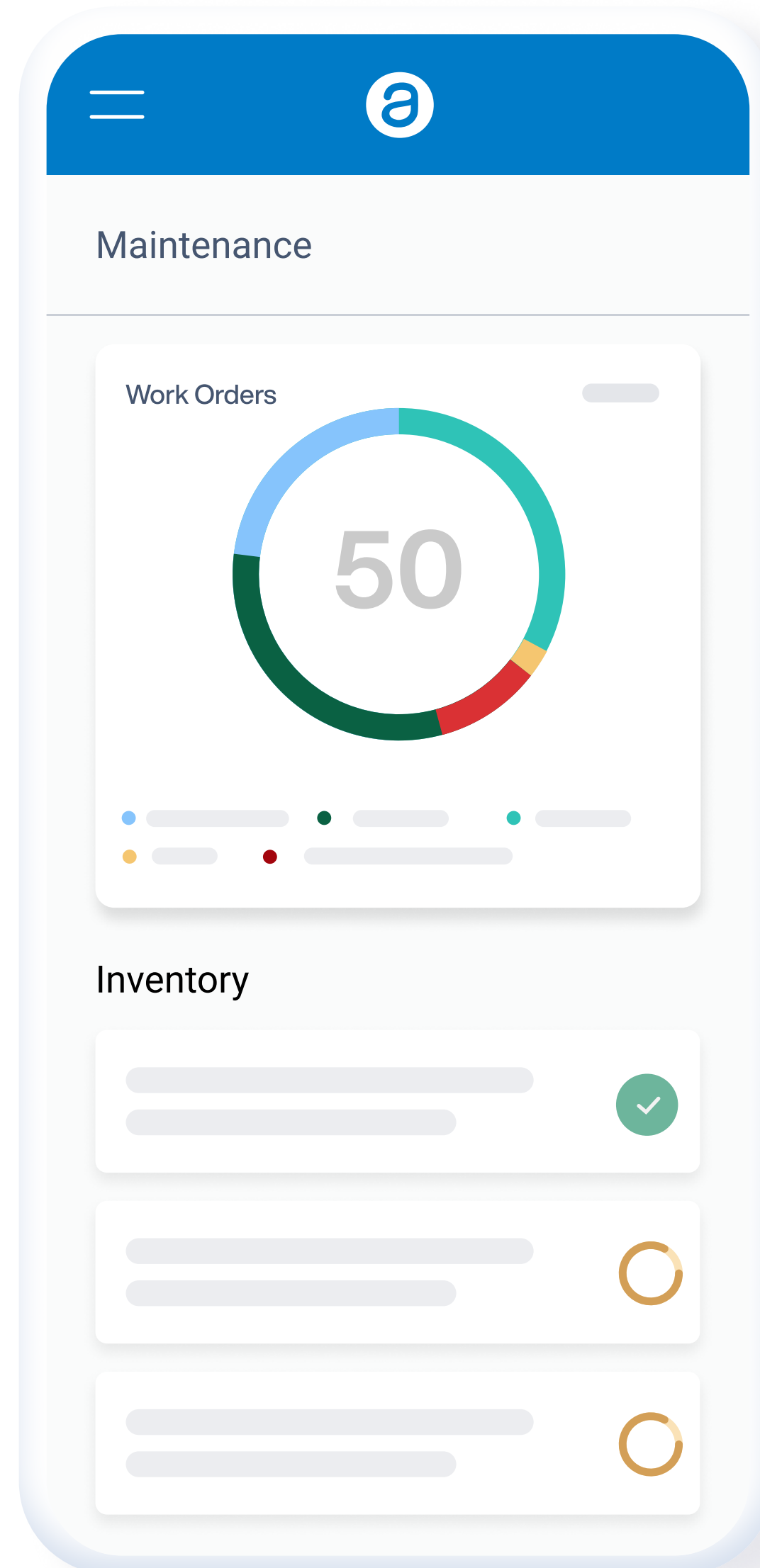
Key features

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



Enable data-driven decisions with robust accounting

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

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

Automated AP

Automated AP replaces time-consuming and error-prone workflows to ensure that your property managers process, enter, and pay all invoices accurately and on time.

Benefits:

- ✓ Increase accuracy and efficiency
- ✓ Automate manual processes
- ✓ Save time and money
- ✓ Improve vendor relationships
- ✓ Scale processes for growth

The image shows a mobile app interface for 'Smart Bill Entry'. At the top, there is a blue header with a white 'a' logo and a hamburger menu icon. Below the header, the title 'Smart Bill Entry' is displayed. The main content area is divided into two sections. The top section, titled 'Extracting ...', shows a dark blue background with a white box containing a scanned PDF of a 'Purchase Order # 023'. The PDF has fields for 'Payee', 'Due Date', and 'Total Amount', which are being processed. The bottom section, titled 'New Bill', has a white background and contains three input fields: 'Payee' with the value 'George's Plumbing' and a green checkmark, 'Due Date' with the value '10/02/22' and a green checkmark, and 'Amount' which is empty and has a yellow warning icon. At the bottom of this section is a blue button labeled 'Save & Review Next'.

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

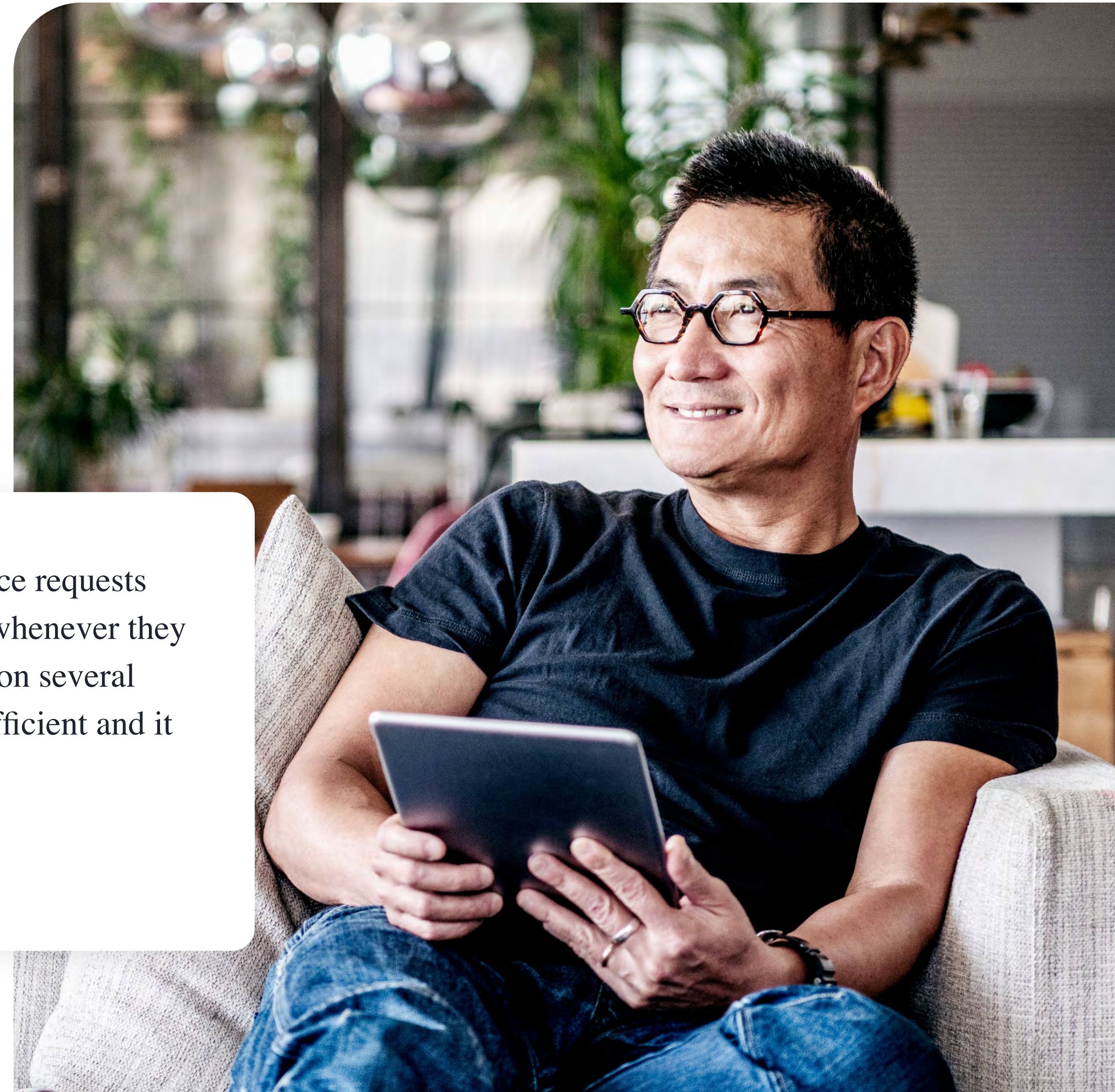
Provide stand-out service with modern, mobile tools

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

Online Owner Portal

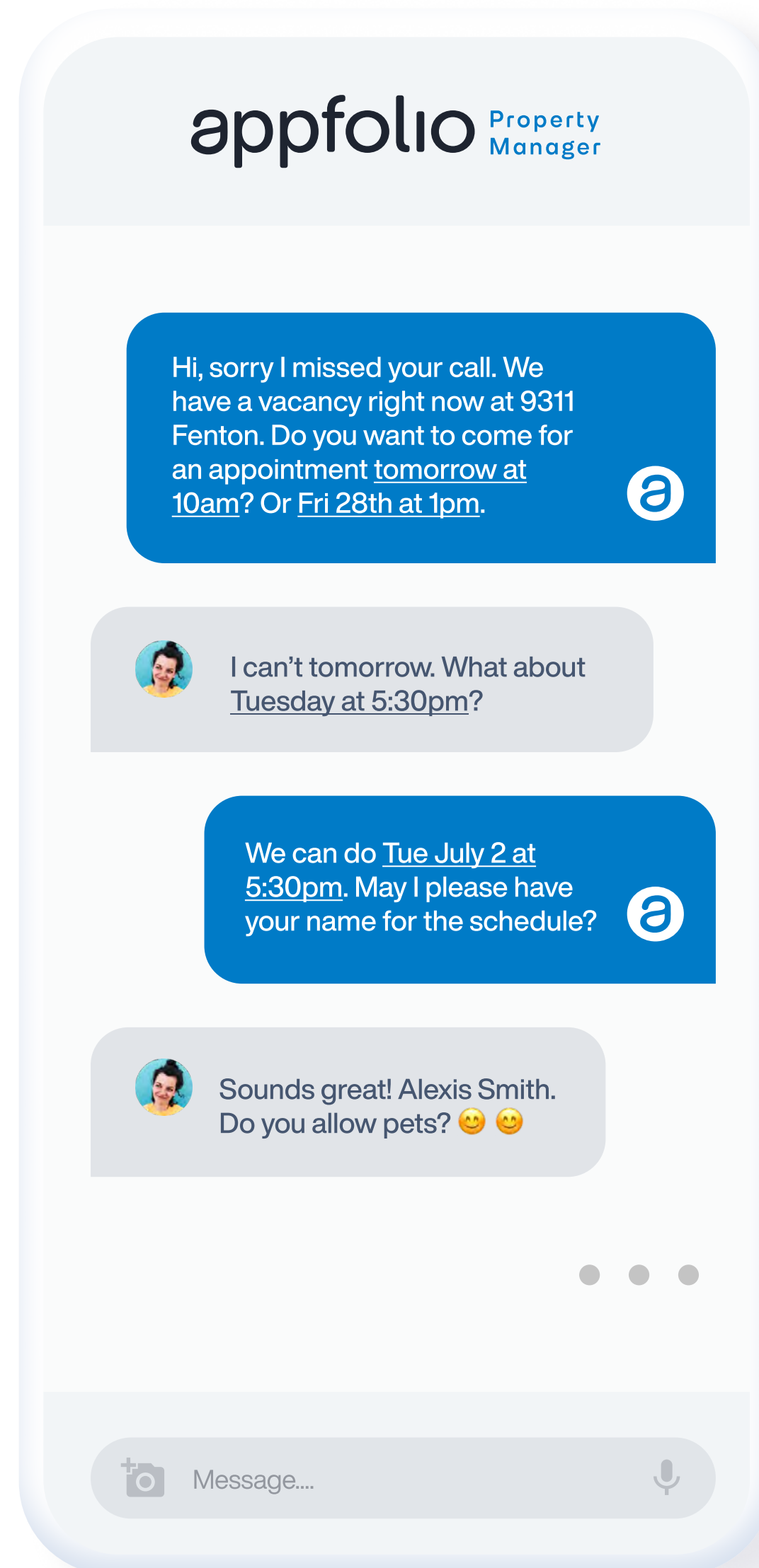
Stay completely in the know and up to date with timely insights into performance and finances as well as quick access to important documents, work orders, and reports.

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

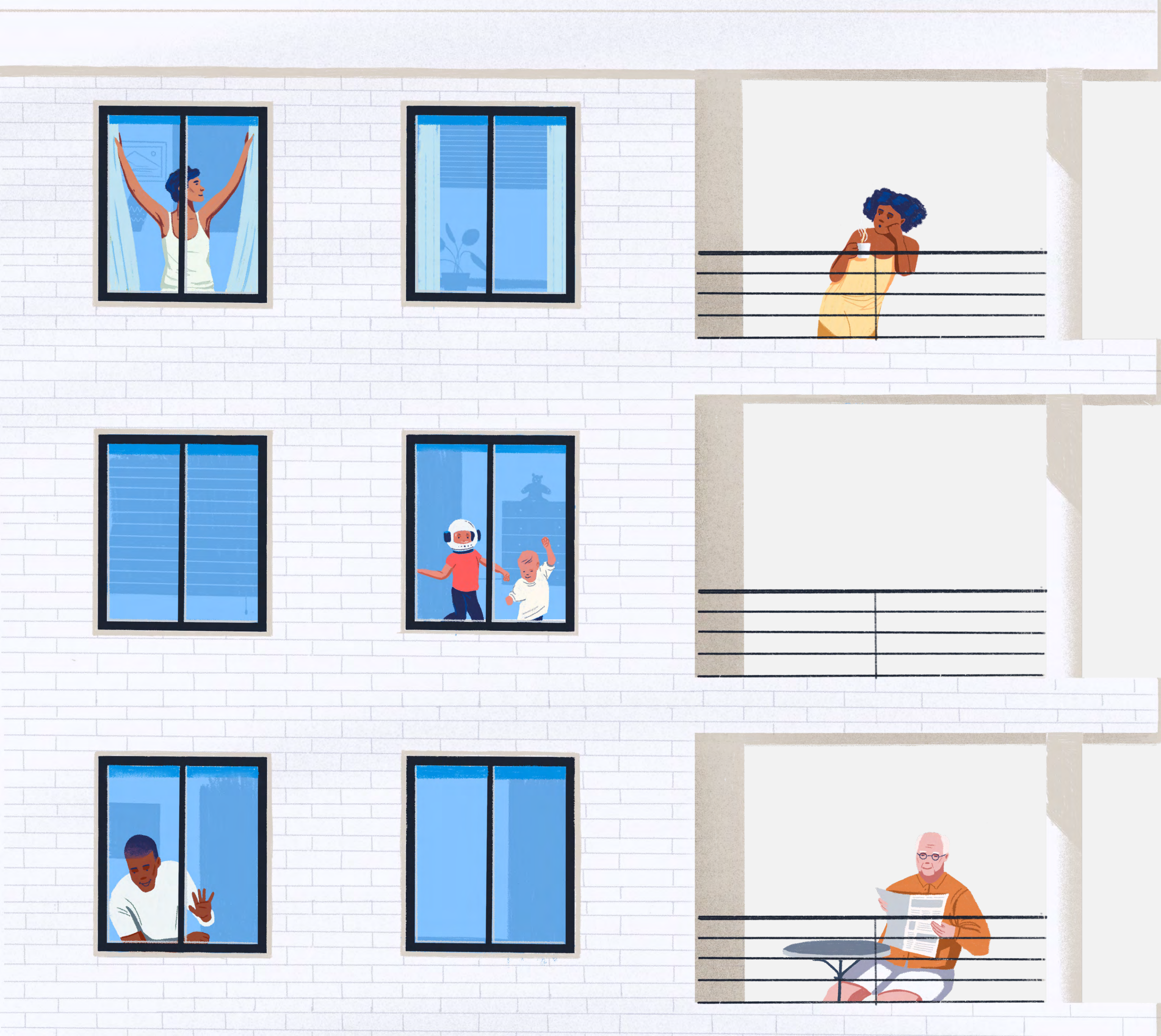


Centralized Communication

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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