

**<propmodo>**

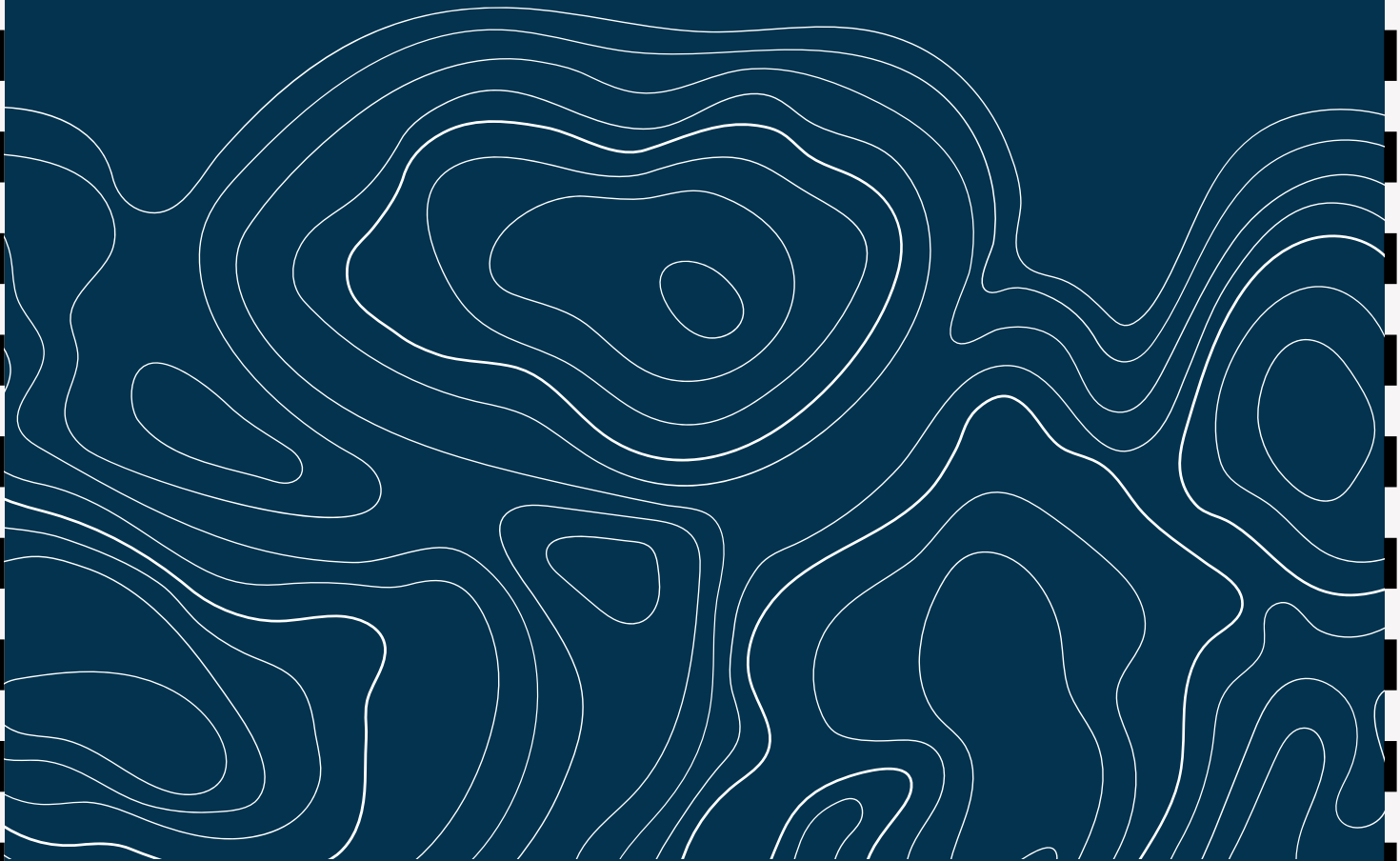
FIELD GUIDE

**THE UNIVERSE OF**

**MULTIFAMILY**

**PROPERTY SOFTWARE**

**INTEGRATIONS**



## Overview

Professionals who are involved with the management of apartments today have more tech choices than ever. Anchored by the fundamental decision between a number of overarching property management software suites, managers and owners can choose to augment their tech stacks with a range of software and hardware options that offer deep functionality far beyond the baseline use case.

Each property management software provider has its own method for integrating with other tech companies. All offer a library of existing integrations and many have a formal program to bring new partners into the fold.

However, for property management software companies, offering integrations represents a careful balancing act. The ability to natively connect with other platforms is an in-demand feature for many users, but some property management software companies may be hesitant to encourage too much integrating with other platforms in order to keep users within their own ecosystems. In addition, some property management companies offer a huge amount of native functionality, potentially limiting the necessity of deep integrations.

These tools have so much functionality and flexibility that they are nothing short of full-fledged property Enterprise Resource Management (ERP) systems. In this report, we'll look at four of the largest property ERPs out there, Yardi, RealPage, Appfolio and Entrata, to gain an understanding of the tools they provide natively and the systems they allow integration with. Armed with this knowledge, you'll be able to strategically choose a suite of tools that work in harmony and can easily share data when necessary. Each integration list is sourced from the website of the tool in question; we made edits and revisions to account for companies that have closed or been acquired by other firms.



Yardi is a comprehensive multifamily software suite that offers functionality broken down into a number of areas: property management, investment management, and marketing are particular focuses. Many of these features are fragmented or represented through multiple specific product offerings depending on user need. The company was founded in 1984 and remains privately held. Yardi has acquired a range of other real estate technology companies, including, most recently, the affordable housing-focused RightSource Compliance in January 2020.

In terms of integrations, Yardi advertises over 250 through its standard interface partnership program. Yardi breaks these down into a range of functional areas, such as applicant screening or revenue management.

Companies wishing to integrate with Yardi can become an interface partner for a \$25,000 fee. Participants in this program receive API access as well as access to supporting features, like Yardi Technical Support and the Yardi's Voyager management interface for testing and validation.

## Native Features



### Marketing:

Yardi's RENTCafé service handles most multifamily marketing needs: CRM functionality, website development, social media management, ad posting, leasing services, and SEO/PPC services.



### Financial services:

Payment processing, renters insurance management, asset management functionality through Yardi Elevate, procurement features through a bundle of services like Yardi PayScan (invoice management) and VendorCafe (vendor management), and accounting through the main property management tools, Voyager and Breeze.



### Property management:

Yardi Voyager (feature-rich) and Yardi Breeze (streamlined) handle core property management tasks like maintenance, tenant screening, payments, and property accounting. These core features overlap with some of the specialized tools Yardi offers as described above.

## Integration List



### Marketing

A Place For Mom

Amenify

Anyone Home

Apartment List

Apartments 24-7

Apartments.com

Aptexx-Prospects

BetterNOI Leasing

Checkpoint ID

Community Rewards – Modern Message

CoreLogic SafeRent-ILS

Dynamic Lead Solutions

Dyverse Marketing

Engrain

FADV Online Leasing

G5 Search Marketing

GateMaster Inc.

GoRoverGo

Hy.ly Tours & Forms

Knock

Landlord Web Solutions

Lead Tracking Solutions

RealPage Lead2Lease

LeadManaging

LeaseHawk

Leaselock

Level One

Livly Guest

MeetElise

MRI Market Connect

Nestio Inc

On-Site.com

OneApp

Payquad Prospects

PERQ Marketing Cloud

PetScreening

Power Leasing Systems

Prelude

Property Vista-ILS

Pynwheel

Rainmaker-Guest Card

Realync

Rent Dynamics

Rently

RentPathGC

RentVision

Respage

Room8

SightPlan Prospects

Textbox

That's Key Messaging

TheGuarantors Prospects

TouchPoint

Updater

Yuhu Leasing Applications

Zillow Group

Zumper Padmapper ILS Network

Cadre

VTS



### Management

Active Building

Anyone Home SR

Apartments 24-7 Service Requests

Aptexx-Maintenance

BirdEye

BuildingLink.com

Domum Link

FacilGo WO

HandyTrac

HappyCo Service Request

Hello Alfred Service Requests

Henri Service Requests

InfoTycoon

InspectCheck

Leonardo247

Livly Service Requests

Logware

ManageGo Work Orders

Mobile Doorman

Notifii Package Tracking

On-Site.com-SR

One Call Now SR

Opinion

Payquad Maintenance

Point Central

Property Vista-Maintenance

RealPage Contact Center

Rent Path

RentDynamics SR

Reputation.com

Rise Buildings

Riseio

SightPlan

SmartRent

SuiteSpot Service Requests

Yuhu Maintenance

Zego



## Financial/Leasing Services

AmRent  
CIC  
CoreLogic SafeRent  
FABCO Group  
LeasingDesk Screening  
LexisNexis  
NTN  
On-Site  
Real ID, Inc.  
ResidentCheck  
Resolve Partners  
RHR Information Services  
Screening Reports  
TenantSafe  
TransUnion  
Western Reporting Screening  
Active Building Sync  
AMS Billing  
Apex Billing Solutions  
Aptexx-Payments  
Assurant BP  
Financial/Leasing Services  
AUM  
BluTrend  
BuildingLink.com Billing  
CheckAlt Payments  
ClickNotices  
ClickPay  
Commercial Water & Energy  
Condo Control Central  
Conservice  
CoreLogic – BP  
Domuso Inc.  
Effective Coverage  
Energy Management Systems  
ePremium Insurance BP  
Hello Alfred Billing Payments  
Henri Billing  
Hocutt, Inc.  
Invoice America  
ISTA  
LeaseLock  
LeasingDesk Renters  
Livable  
Lively Payments  
ManageGo Billing & Payments  
Minol USA  
Multifamily Utility Company, Inc.  
National Exemption Services

NWP Services Corporation  
Oates Energy  
Obligo  
Ocious  
One Call Now  
OnePoint Technologies, Inc.  
OnSite.com  
OpenProperty  
PayLease  
Payment Services Network  
Payquad Solutions  
PayYourRent.com  
Property Vista (aka Birchwood)  
RealPage Payments  
Rent Accept  
Rentigo  
RentMoola Payment Solutions  
Rentpaidonline.com  
RentPayment.com  
RentTrack  
Resident ePay  
Resident World  
Resite Online  
Rhino  
Rhive  
Rise Pay  
rPay  
SET Billing & Payments  
Spruce  
Studebaker Submetering  
Tenant Payment Systems  
The Guarantors  
Think Utility Services  
TownSq  
Utility Billing West  
Utility Management Solutions  
Utility Smart  
RealPage Velocity  
Wyse Meter  
Yuhu, Inc.  
Assurant Recovery Solutions  
Consumer Collection Management  
Debt Logic  
Fair Collections & Outsourcing  
Heyman Law Collections  
Hunter Warfield  
Ideal Collection Services  
Innovative Recovery  
KTS Law-Collections

KTS Law-Evictions  
LB Gray Collection Agency  
National Credit Systems, Inc.  
Nationwide Eviction  
NCAC Collections  
ProCollect App  
Professional Debt Mediation  
RDFuller Collections  
Rent Recover  
Rent Recovery Solutions  
RentDebt Automated Collections  
SWC Group Collections  
Transworld Systems, Inc.  
US Collections West  
AvidXchange  
BCS  
RealPage Compliance Depot  
Conservice Vendors  
Facilgo  
Gelbgroup Procore VP  
Goby  
Honest Buildings  
NetVendor  
Nexus Systems  
Notivus, LLC  
OneSite Budgeting  
OneSite Leasing & Rents  
RealPage Spend Management Software  
RealPage-IMS  
RMIS  
SuiteSpot  
Textura  
Vendorply  
LRO-HTM  
Rainmaker  
Remarkably  
SphereXX  
RealPage Yieldstar  
Assurant  
Assurant BP  
Deans & Homer  
ePremium Insurance  
LeaseTerm Solutions  
LeasingDesk Insurance  
Property First Group, LP  
Renters Legal Liability  
SafeRent Renters Insurance  
Gelbgroup Procore VP



### **Resident Services**

Dwelo Resident  
Fetch Package  
IOTAS Inc.

Package Concierge  
Parcel Pending  
Snaile

Tenant Technologies  
Xfinity Communities



RealPage is a real estate software and services company that positions itself to solve a wide range of property needs from marketing to asset management as well as property services, like staffing and consulting. It includes functionality for multifamily properties as well as other asset types, and offers a vast feature set across all of its product lines. Founded in 1998, acquisitions have always been in RealPage's blood. The company began with the acquisition of the multifamily-focused Rent Roll, Inc. Since then, RealPage has acquired dozens of other companies including major PropTech names like Buildium, LeasLabs and, most recently, STRATIS IoT in August 2020.

RealPage offers integrations through the RealPage Exchange App Program. Partners are broken down into a diverse range of categories, from broad buckets like asset management to specific, nuanced groupings like roommate matching.

The company offers a formal process to onboard new integrations partners as AppPartners for a flat \$25,000 fee.

## Native Features



### Marketing

A variety of features including website management, leasing tools, content management, and contact management. RealPage also offers resident surveying, referral tools, and rewards programs.



### Financial services

Payment processing, billing, revenue management, a broad suite of accounting tools, and investment management.



### Property management

RealPage's property management features include facilities services, utility management, document storage and management, a resident portal, and vendor services. It also includes several more unique tools like IoT integration offered through STRATIS IoT, sustainability management, and learning management for employees.



**Marketing**

Anyone Home  
LISA  
LeaseHawk  
MaxLeases  
IRIO  
Opinion  
TouchPoint  
Notifi  
KEY  
30Lines

Apartment List  
Funnel  
Apartments 247  
BirdEye  
Hy.ly  
Knock  
Power Pro  
RentDynamics  
Perq  
Pynwheel

Rentgrata  
The RentPath Network  
Respage  
Spherexx  
RentVision  
Sherpa  
Zillow Rentals  
BinaryFountain  
SatisFacts



**Management**

Engrain  
InfoTycoon  
HappyCo  
Spherexx

FacilGo  
SightPlan  
Dwelo  
PointCentral

Stratis  
IOTAS  
SmartRent



**Financial/Leasing Services**

BYL Collections  
Debt Logic  
Hunter Warfield  
Consumer Collection Management  
FCO  
Ideal Collection Services, Inc.  
LB Gray Collections  
PDM

ProCollect Incorporated  
National Credit Systems, Inc.  
Phoenix Recovery Group  
RD Fuller Company  
RentCollect Global  
Rent Recover  
TSI Property Management  
RentDebt Automated Collections

RentRecovery Solutions  
AvidXchange  
Nexus Systems  
FacilGo  
Nationwide Energy Partners  
Utility Smart  
OnePoint  
NPS Rent Assurance



**Resident Services**

Amenify  
ClickNotices  
Flex.  
ButterflyMX  
Susu  
Henri  
Hello Alfred

LeaseLock  
LuxerOne  
Kastle Systems  
livly  
Mobile Doorman  
Onboard  
PetScreening

Rhino  
Parcel Pending  
RentTrack  
Spruce  
Updater  
Zego  
Compatibility



# appfolio

## PROPERTY MANAGER

Appfolio is a provider of property management software covering multiple property types, including multifamily. Features cover the full scope of typical management needs, from marketing through rent collection and inspections, and the company has an all-in-one approach to features. The company was founded in 2006 and also runs MyCase, a legal practice management software aimed at legal professionals.

Appfolio showcases an emphasis on listing company integrations, with a total of 83 listed at the time of writing. These include big names like Zillow as well as regional listing sites. The amount of listing partners given access to depends on the Appfolio plan level chosen.

While Appfolio highlights its listing site integrations, the software has a closed API and consequently does not offer integrations with other types of software providers.

### Native Features



#### Marketing

Appfolio's marketing features include website creation, campaign management, posting management, and lead tracking.



#### Financial services

Appfolio has a robust suite of accounting features along with owner's tools for contributions and performance insights. The software suite can handle payment collection, reporting, and automated late fee assessment.



#### Property management

Appfolio a well-rounded feature set for core property management duties: owner and resident portals for payments, communication functionality, resident prospecting/screening/leasing tools, and maintenance management.

## Integration List



### Marketing

RentalAds.com  
Condo.com  
RentPath Network  
Move.com  
Apartment Guide  
Rentals.com  
Rent.com  
Houses321.com  
Zumper  
Realtor.com  
Show Me The Rent  
Abodo  
Homes.com  
Hunt  
Uloop  
RentLingo  
Walk Score  
RadPad  
Attlus  
Michigan Affordable Housing Solutions  
FRBO  
KeyLasso  
RentHop  
Low Income Housing Authority  
PadMapper  
CollegeHouse.com  
EveryRent  
Apartable  
USA Today College  
Zillow Rental Network  
Lovely  
Apartments.com

Apartment List  
RentalSource.com  
Rent College Pads  
rentler  
Trovit  
Dwellsy  
RentFocus  
ApartmentLove  
ClassifiedAds  
CallitHome  
UniversityParent  
RealRentals  
Trintals  
uCribs  
HotPads  
Trulia  
Michigan Housing Council  
Ann Arbor Observer  
RPOA of Kent County (MI Rental Guide)  
Property Management Association of Michigan  
Alaska Housing Finance Corporation  
Detroit Metropolitan Apartment Association  
Kentucky Rents  
North Dakota Apartment Association  
Washtenaw Area Apartment Association (Mldigs.com)  
Advance Digital Local Market Network  
Bryan - College Station Apartment Association  
CitySpade

Washtenaw Guide  
Apartment & Rental Source  
Renvy  
Bismarck - Mandan Apartment Association  
REIA of Toledo  
Northwest Arkansas Apartment Association  
KSdigs  
Connecticut REIA  
Respiratory Health Association of Metropolitan Chicago  
Smoke-free Housing NY  
Tobacco-Free Western New York  
American Lung Association in Oregon  
Washington Multi-family Housing Association  
Smoke Free Nebraska  
Boston Real Estate Investors Association  
Jackson Area Landlords Association  
Eastern Michigan University Off-Campus Housing  
Corpus Christi Apartment Association  
Michigan Smoke-Free Apartments  
New York Capital Region Apartment Association  
Westside Rentals  
Southwest Missouri Rental Housing Association  
Shiawassee Regional Chamber of Commerce

The Entrata logo consists of the word "entrata" in a white, lowercase, sans-serif font, centered within a solid red square.

Entrata is a multifamily-focused property software company that provides functionality across four primary areas: management, marketing, leasing, and residents. Each space offers its own product line encompassing a broad spectrum of property functionality. Entrata was founded in 2003 as Property Solutions before adopting its current name in 2015.

Entrata also offers a variety of services, from creative offerings like 2D and 3D imaging for marketing and custom logos. The company also provides Simplemplementation, a trademarked implementation methodology aiming to easily bring new users online.

Integrations are a focus for Entrata. Offerings are diverse and numerous, ranging from the typical offerings like marketing and billing but also notably including connections with other property management software suites, including RealPage and Yardi. Entrata provides a streamlined process toward new integration partnerships, as well.

A horizontal header bar with a red background and a dark blue dashed border. The text "Native Features" is centered in white, bold, sans-serif font.

## Native Features



### Marketing

Entrata's marketing features include lead management, reputation management, digital marketing tools like SEO and PPC ad management, syndicated listing, and price forecasting.



### Financial services

Payment processing, renters insurance management, and an array of accounting tools.



### Property management

Entrata offers lease tools, including a resident portal, a field-based tablet app for leasing, purchasing, payment processing, facilities and utility management, maintenance, and document management functionality. It also includes communication tools. Entrata also offers some unique features, like ParcelAlert, a package tracking system, and Entratamation, a native IoT platform.

## Integration List



### Marketing

- |                        |                              |                              |
|------------------------|------------------------------|------------------------------|
| 407apartments.com      | Rent Hop                     | Madison Mott                 |
| 4Walls.us              | Rent Jungle                  | Merrick Towle Communications |
| ABODO                  | Rent TampaBay                | R2Integrated LLC             |
| ApartmentAdvisor       | Student.com                  | Razz Interactive             |
| ApartmentFinder.com    | StudentRent                  | Riseio LLC                   |
| ApartmentGuide.com     | Swamp Rentals                | Sagepath                     |
| Apartment List         | uCribs                       | Sprout Marketing             |
| ApartmentRatings       | VeryApt                      | SWC Technology Partners LLC  |
| Apartments.com Network | Walk Score                   | The Atkins Group             |
| ApartmentSearch.com    | Zillow                       | Jonah Systems                |
| Apartment ShowCase     | Zumper                       | LeaseHawk                    |
| ApartmentSmart.com     | Apartment Apps               | 30 Lines                     |
| Apartmentminty         | Awe Collective               | Anyone Home                  |
| CampusCribz            | Bittersweet Creative LLC     | Walk Score                   |
| Craigslist.org®        | Bluestone Creative           | THIRDinteractive LLC         |
| Domu                   | BuildingLink                 | Studio Aluminum              |
| EveryRent              | Connors Advertising & Design | Standing Dog                 |
| Find My Spot           | Creative Soldier             | Loom Technologies            |
| ForRent.com®           | DEI Creative                 | Nazdigital                   |
| Georgia Housing Search | Delucchi Plus                | Knock, Inc.                  |
| HomeMe                 | DI Squared                   | Health Grades                |
| HousingLink            | Doerr Associates             | Facebook Connect             |
| LiveLovely             | Dynamic Lead Solutions, LLC  | DZAP Group                   |
| MyNewPlace.com         | Dyverse                      | CirclePix                    |
| Nestigator             | Engrain                      | Capture The Market           |
| RadPad                 | Fred Agency                  | CallMax                      |
| Realtor.com            | Gold Dog Communications      | Pynwheel                     |
| Rental Beast           | IRIO                         | RentWiki                     |
| Rentals.com            | Karen Messing                | RokitNow                     |
| Rentals Gone Wild      | KDS                          | RTV                          |
| RentBits.com           | Keza Media                   | Solution Design Group        |
| RentCafe               | LeaseLabs                    |                              |
| Rent.com               | LJG                          |                              |



entrata



## Management

AMSI  
CoreLogic Jenark  
Intuit MRI  
RealPage OneSite  
Sage Timberline RM  
Tenant Pro  
Yardi  
Adobe Omniture

Apartment SEO  
DOMO  
Google Analytics  
Al-Rafay Consulting  
WhiteFence  
Spherexx.com  
ATI Energy Group  
Solution Design Group

Koncept  
Grace Hill  
Conservice  
Computer Golf Software Inc.  
Rainmaker  
Satisfacts  
ShareDynamics



## Financial/Leasing Services

AMS Billing  
Apex Billing Solutions  
BYL Collections  
Carter-Young  
eWrit Legal Technologies  
FacilGo  
Fair Collections & Outsourcing Inc.  
Flow Utility Management LLC  
Hocutt  
Hunter Warfield  
NWP  
OnePoint  
Pay Lease  
The Phoenix Recovery Group  
ProCollect  
Rent Recovery Solutions

Simple Bills  
Singenis Corporation  
Southern Management System  
Studebaker Submetering Inc.  
TSI - Transworld Systems  
CoreLogic SafeRent  
TransUnion  
ResidentCheck.com  
On-Site.com  
FirstAdvantage Resident Screening  
RentGrow.com  
Screening Pros  
Screening Reports, Inc.  
VeriFirst  
AmRent  
Vast.com

TAX1099.com  
AvidXchange  
Better NOI  
Bluemoon  
ePremium Insurance  
Foxen  
Nexus Systems  
NPS Rent Assurance  
Realpage YieldStar  
Renters Legal Liability LLC



## Resident Services

Luxer One  
Updater  
ButterflyMX  
Secur

Satisfacts  
Mobile Doorman  
DVD in Demand  
DocStar

D-BOX  
Notifii  
Move Easy  
Parcel Pending

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