

# End-To-End Marketing Technology and Services Platform

RentPath is the only **marketing and services platform** powered by **first party audience data** from our marketplace. Our customers see **outsized results**: higher rents, reduced turn time on vacancies and maximum occupancy at their properties. All with **minimal effort**.

## Solutions powered by proprietary first party data:

Powered by the ten million monthly unique visitors<sup>1</sup> to our highly trafficked listings sites, our proprietary first party audience data ensures your marketing dollars are put to their best use across the web.

## A SAAS-based marketing technology platform:

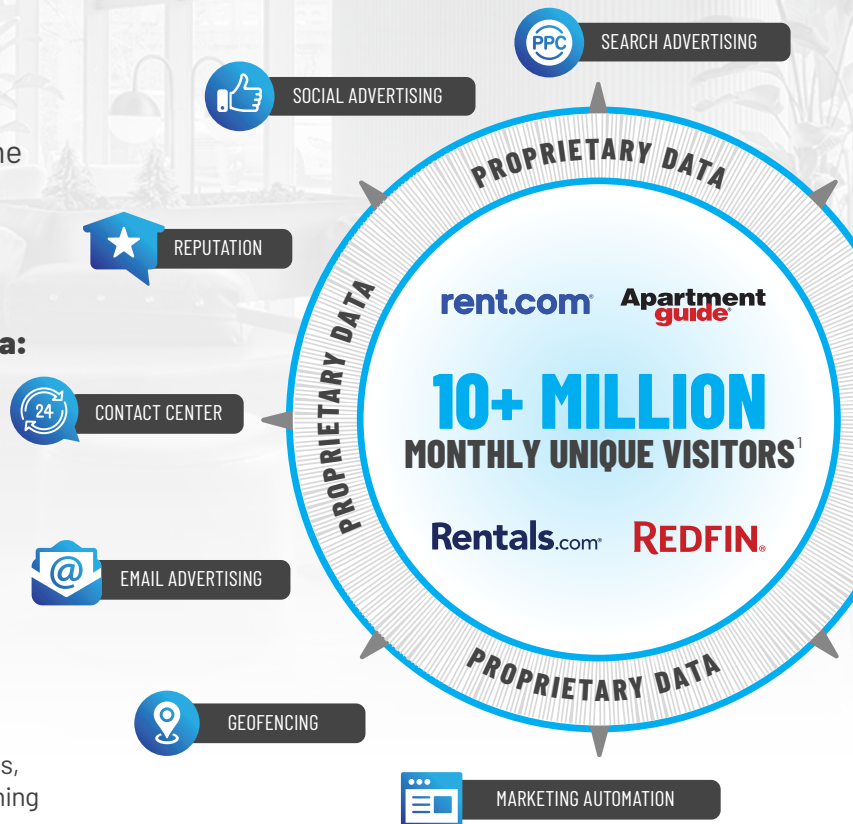
Seamlessly engage renters through automation at every stage of their decision making process - listings, search, social, reviews, text and calls.

## Whiteglove Services:

Our industry leading team of data analysts, marketing experts, and renter communication professionals can take on everything from marketing campaign management to reputation management to lead nurturing to renter inquiries and support.

## Maximize NOI:

Reduce paid media costs and minimizes waste through data-driven automation with the RentPath platform. Stay lean, focus on NOI and increase the overall value of your portfolio.



We experienced a **30% increase** in calls and email activity for all our communities.

**Serena Y.**  
VP of Marketing at WestCorp Management Group



RentPath has been a great source of Marketing and Lead Development for our apartments. The **leads are high quality and responsive** to our leasing staff. We especially appreciate the guidance from their team on how to get the most value within our budget.

**Daniel Erhardt**  
VP Operations - Peterson Group Management

Source:  
<sup>1</sup> comScore, February 2021 - January 2022