



## OUR RECIPE FOR SUCCESS

# Powering Better Experiences

Beztak has a reputation in the industry for implementing the most cutting-edge technologies, ideas and procedures to empower our team with everything necessary to provide the best possible experience for our clients and residents. Our property management team has invested in numerous tools to better conduct market research and competitive analytics as well as to improve efficiencies and provide greater and more timely access to real time operational data. We are proud to incorporate the following systems and technologies which have a proven track record of experience, quality and cost-savings.

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## Performance and Operations

Our Performance and Operations team provides national, regional and site-specific support to optimize property performance. The following vendors are instrumental to our efforts:



### **Yardi® Voyager**

Yardi® Voyager platform provides 24/7 access to real-time property and accounting data. The system features a variety of specialized reporting, reforecasting and budgeting capabilities to help managers oversee their communities effectively. Through Yardi® Voyager, clients are provided real-time access to read all reports for full transparency and efficacy.

### **Yardi® PayScan**

Yardi® PayScan streamlines the purchase order and invoicing process with efficient, online approval workflows. This system provides spending controls, while also ensuring interior and exterior specification consistency by limiting the items that a property is able to order based on a custom catalogue for each individual community. Yardi® PayScan ensures timely vendor payments, lowers costs, and offers full client transparency.

### **Yardi® Call Center**

Yardi® Call Center which allows for 24-hour communication with prospects and includes an online chat feature.



**Happy Co**

Utilized for compliance and documentation, this realtime inspection software is used by the operations team and allows them the ability to inspect, manage and monitor an asset from anywhere in a manner that seamlessly integrates with our operating software.

**Popic & Habitat Specialty**

Residents are auto-enrolled in our damage waiver and personal contents program for a monthly fee, unless they choose to purchase their own renter’s insurance.

**YES Energy**

YES Energy provides energy management and utility metering and billing services.

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## Analytics

Analytics is an essential element to a successful digital marketing strategy. Analyzing data patterns and trends helps empower companies to reach their potential customers and targets them in the most efficient and effective ways.



**CoStar Market Analytics**

CoStar Market Analytics is the complete solution for Owners, Investors and Lenders, providing a 360° view of the commercial real estate market. Competitive properties, sale comps, lease comps, market trends, economic forecasting and more are provided.

## Marketing

Beztak incorporates the following tools to help brand, promote and differentiate each asset in our portfolio.



### ActiveDEMAND

ActiveDEMAND enables marketers, agencies and businesses to supercharge their marketing efforts through streamlined marketing automation, offering campaign management and attribution reporting while seamlessly integrating with other sales tools.

### ApartmentIQ

Apartment IQ is the multifamily industry's leading market data solution, offering customizable market surveys and automation for over 29 performance metrics, fees, and amenities. The platform is powered entirely by public data, providing accurate and actionable insights.

### Engrain

Engrain is a real estate technology company, and works with leading developers in the multifamily, senior living, student housing, single family, and commercial markets. They offer innovative touchscreen, interactive mapping, and data visualization products that are changing the way that people search for and choose their new home.

### G5

G5 creates data-driven, performance-focused websites and industry-leading digital advertising that convert interest into action. G5 automates and scales marketing decisions to drive higher occupancy, using AI and multi-touch attribution to find the right renters. Its Smart Digital Advertising optimizes ad spend for high-intent conversions and provides clear insights into campaign performance.

### Matterport

Matterport is a service which creates virtual 3D tour videos to post to your website.

### OneDay

OneDay builds personal connections through custom video stories.

### RENTCafé

RENTCafé is a nationwide internet listing service (ILS) that enables renters to easily find apartments and houses for rent throughout the United States.

### Spherexx

Spherexx designs high-performing property management websites that deliver measurable results. Their expert search engine team drives qualified leads with advanced SEO, targeted ads, and retargeting campaigns. Spherexx's customizable tools showcase floor plans and amenities, boosting conversions with strategic calls to action. Monthly reporting and consultation ensure ongoing performance optimization.

### Knock

Knock is an intuitive CRM platform for onsite leasing teams. Knock's gamified experience drives prospect follow up, leases and renewals.

### Knock Leasing AI

As an add-on to Knock, CRM, Knock Leasing AI picks up all communications missed by on-site agents (voice/phone, email, SMS and chat) and automatically populates guest card with conversational information.

## Updater

### Updater

Updater is a moving application that allows our customers to streamline the process amongst service providers, retailers and businesses.

### Funnel Insights

Funnel Insights is an AI powered platform that analyzes and scores every inbound phone call received on a tracking line. This platform measures how teams engage with prospects without relying on time-delayed spot checks or subjective feedback.



### Welcome Home

Welcome Home is the CRM we rely on to streamline senior living marketing and operations. It automates reports, develops workflows, and manages prospect data in real time across devices. With one-touch calls, emails, and texts, it makes communication with seniors, families, and referrers effortless. The platform's easy-to-configure screens and reports provide the insights you need, backed by expert support—ensuring a more efficient, organized, and responsive experience.

## Resident Retention

High lease renewal rates are the result of satisfied residents. In addition to providing exceptional service and accommodations, effective property management ensures residents are provided the ability to provide feedback about their experience. We employ the following programs to solicit information that helps owners secure long-term residents.



### Elise AI

Resident AI serving in the areas of collections, renewals and maintenance. Customized message cadence is based on resident payment history: the more often a resident pays on time, the less communication they will receive from the automated system. Agents save countless hours allowing AI to manage the renewal process by sending notifications and reminders about lease renewals. The system also responds to common renewal questions.

### SOCi

SOCi is a full service online reputation and social media management solution. It is used to publish top-performing social content across multiple media platforms, coordinate brand-consistent responses to reviews and monitor competitive insights to enhance social reputation.

### Widewail

Widewail's automated technology strategically solicits reviews from every customer and resident at the optimal time, boosting the volume, frequency, and quality of online reviews. The Invite™ product sends review requests via SMS, driving more 5-star reviews from satisfied customers. With its 'set it and forget it' functionality, site teams can focus on prospects and resident services while the software enhances each property's online reputation.

### Zumper Amplify

The Zumper Amplify Reviews product helps to manage online reputation by automating the process of flagging and reporting illegitimate reviews to platforms like Google, Yelp and Facebook for removal.

## Human Resources

Our Human Resources team supports one of the most critical aspects of any company's success: attracting and retaining the best people. Our HR team members offer invaluable professional knowledge, as well as programs, services and information systems specifically tailored to the unique demands of property management.



### Beztak University

Beztak University, provided by Yardi® Aspire, is an online learning tool used to educate employees on the platforms we use. Each employee uses Beztak University to take company-assigned, position-specific courses as well as trainings on compliance, safety and company-wide initiatives.

### Paycor

Paycor functions as Beztak's full-service HRIS system and streamlines aspects of the employment experience for associates and managers. This cloud-based system includes full-cycle recruiting and onboarding, performance development, time management and payroll functions.

### PayScale

PayScale is a compensation software and data company which empowers people and employers with fresh, transparent, and validated salary data, easy-to-use software, and services to get pay right under any market conditions.

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## Asset Engineering

Our Asset Engineering team provides property renovation and asset repositioning services. Our in-depth experience with capital project management includes facility renovations/retrofits, process improvements, equipment installations and utility installations and modifications. The division also includes our Facility Directors who oversee maintenance operations on a regional level.

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## Accounting

Beztak's Accounting team is comprised of accounting, compliance and internal audit experts. Our team of professionals and CPAs offer expertise in financial administration. Utilizing Yardi® property management software, our Accounting team is able to exchange information quickly and securely. On-going software training and Yardi® Help Desk is available to aid on-site property management staff with accounting activities.



### Debt Logic and FCO

Our teams work best when they're leasing apartments and servicing residents. As a company, we minimize bad debt for all of our clients by leveraging our size to negotiate the best rates with companies beating industry collection averages. The vendor partners integrate with our operating software, sometimes using predictive analytics and automated outreach to maximize recovery efforts through an intelligent data driven system.

## Information Technology

Our Information Technology team ensures clients can always access accurate and timely property and portfolio information, provides team members access to a custom property management application environment, and empowers residents with convenient and innovative services and solutions. Our IT team continually researches, develops and implements cutting-edge, scalable and flexible systems to meet the ever-changing demands of business to retain Beztak's position as an industry leader.



### **Yardi® Help Desk**

Yardi® Help Desk features experts in property site operations who offer real time assistance with questions, training or issues. By minimizing their attention to IT support, managers can focus on their core business.

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## Risk Management

Our Risk Management team ensures our clients' physical and financial assets have adequate protection by monitoring compliance and maintaining proper audit controls. Our team defines areas of possible risk and administers programs to eliminate or minimize those risks, including the following services: incident report tracking, monitoring follow-up training and safety meetings, supporting property transitions, conducting unannounced internal audits and overseeing vendor insurance criteria.



### **Great Prairie Risk Management**

This cost-free service houses all incident reports for the company and each community, with reporting provided as an efficient mechanism to review trends, volume of occurrences and potential liabilities.