

VaultWare: The Industry's Choice for Online Leasing

In 2002, Realty DataTrust set out to improve the way the industry marketed apartment units online; we ended creating a whole new way for the industry to do business!

We've been perfecting online leasing for years and that's all we specialize in. Why? Because we invented it! We're the creators of online leasing with the VaultWare solution. Simply put, no one has been doing it longer! And, with over 70% of renters requesting reservations and availability, VaultWare continues to help both apartment hunters and management companies connect. And, since VaultWare is all we focus on it's no wonder that ***we're the number one choice*** in the industry!

VaultWare Innovation Timeline

2002—Mike Mueller, one of the Internet's early Internet innovators and founder of the first Internet Listing Service in the multifamily industry, begins development of the VaultWare 1.0 online leasing solution. Beta users become development partners and help shape what will eventually be the industry's *premiere* online leasing solution.

First American Registry (now First Advantage SafeRentSM) becomes the first screening company to partner with VaultWare, allowing end users for the first time the ability to instantly pre-qualify themselves.

2003 – VaultWare 2.0 is released, revolutionizing the industry and fulfilling a need no other service could provide by automatically displaying current rates, true availability, instant online pre-qualification and up-to-date promotions on demand 24 hours per day, 7 days per week from multiple websites.

Mike Mueller named to MultiHousing New's 2003 list of the 12 most influential executives in the industry, "Dozen who Make a Difference."

Apartmentguide.com, the largest Internet Listing Service, becomes the first apartment Internet search site to partner with VaultWare as part of its distribution network.

2004 – VaultWare wins the Inman Innovator Award for "demonstrating extraordinary level of innovation that enhance consumer transactions and positively impacts the industry with key business models."

The National Apartment Association integrates its lease application with VaultWare to offer online renters the ability to complete the rental application online.

VaultWare Portfolio Portal, an enhancement to the VaultWare online availability and reservation system. The feature gives leasing agents - both at call centers and at leasing offices - instant access to current apartment availability and rate information that can be quickly communicated to prospects over the phone or in person.

SatisFacts independent research study conducted; findings reveal that for the first time the Internet surpassed other marketing sources as the number one way people search for apartments. Study proves that on-demand information positively influences renter decision making.

Realeum and Realty DataTrust form strategic alliance creating the first two-way integration to and from a property management system. The integration allowed lead and reservation information to be inserted back into the property management system, eliminating the need for manual entry.

2005 – VaultWare introduces Aerial View capabilities to allow potential residents to identify the exact location of the apartment unit in relation to neighborhood and apartment community landmarks.

VaultWare Portfolio Portal enhancement announced, giving leasing agents - both at call centers and at leasing offices - instant access to current apartment availability and rate information to provide to prospects over the phone or in person.

Grace Hill online learning module introduced to provide on-demand VaultWare training to leasing professionals.

Mike Mueller awarded MIT's leadership award by the National MultiHousing Council.

VaultWare rate updating tool introduced to help properties keep their rental rates up to date on all the ILS sites they advertise on as well as their own corporate site.

VaultWare introduces tax credit solution, enabling property management companies to market their tax-credit apartments online for the first time.

Realty DataTrust founded the Apartment Internet Marketing (AIM) conference as the first conference in the multifamily housing industry dedicated entirely to Internet marketing.

Realty DataTrust launches the first-ever apartment industry Podcast at the Apartment Internet Marketing conference.

VaultWare Market Index introduced to enables multifamily professionals to benchmark their online leasing results.

2006 – Mike Mueller, CEO & Founder, Realty DataTrust, is selected as one of the top influencers in the industry by MultiFamily Executive Magazine.

Realty DataTrust launches the Preferred Website Provider Program to allow web development companies to offer online availability and reservation capabilities as part of their website offerings.

Realty DataTrust enters into agreements with Internet search engines Google and Oodle to increase distribution of apartment unit vacancy information to online prospects.

2007 -- Realty DataTrust announces 4.5 million went online in 2006 to check availability with VaultWare; record numbers made online reservations.

Realty DataTrust launches the first on-demand conference in the industry at www.apartmentinternetmarketing.com.

The release of the VaultWare Content Manager feature signifies importance of unit-specific information when marketing to consumers on availability pages on all Internet Listing sites.

VaultWare enhanced with Integrated Rental application convenience feature that allows online prospects the ability to both complete the lease application and pay the application fee online with existing payment processor partners.