

WE THOUGHT YOU WERE READY. DID WE MAKE A MAJOR MISTAKE?

April 8, 2005

«First Name» «Last Name»
«Company»
«Street»
«City» «State» «Zip»

Dear «First Name»:

In the late 1990's, when the founders of our Company began their quest to create the ultimate property management and accounting software product, they were highly confident that the multifamily residential market was ready to **take the next step** and upgrade from their obsolete DOS-based products.

To complete their visionary DOS to Windows upgrade path the founders assembled a team of experienced experts consisting of property managers, owners and software developers. The result is a full-featured system designed for owners and managers, with the worry-free migration path you have been waiting for.

Our software has now been implemented by hundreds of users nationwide, and they are very pleased with the impact REMANAGE has had on their businesses. Witness this testimonial from Reneé Beard, Business Manager for The Campbell Companies in Baton Rouge, Louisiana:

"We have found REMANAGE to be **one of the better investments we have made**. The software is **very easy-to-learn and very easy-to-use**. **The Training Team at REMANAGE is one of the best**. We had scheduled two eight hour days of training with about 15 employees and we were able to cut that down to 13 hours instead of 16 hours. Although that does not seem like a big amount of time saved, when you figure 15 employees at 3 hours each you are basically saving a little over one week's pay for one employee. This in itself is a testament as to the ease of learning and using the software.

I do not think any other company can touch the Support Team at REMANAGE. Not only do you get quick service and support **but you also get courteous service and support**. They are always eager to help you in anyway they can.

The reporting from REMANAGE has helped us to make better decisions in regard to marketing, specials, hours of operation, etc. In comparison to other software that we have used, the reporting from Remanage far **exceeds what any other software could produce**.

I feel that REMANAGE has more than lived up to our expectations."

While we at REMANAGE are thrilled by the endorsements we receive from our current clients, we are wondering - why haven't **more** companies made this change?

- (1) Why do so many property management companies continue to risk their business and limp along with their costly obsolete software? Other competitive industries such as insurance and**

legal have been benefiting from Windows-based software and networking for over a decade. Why the unfounded fears?

- (2) Why do property management organizations persist in using software that is costly and difficult for new employees to learn? Most potential new hires and employees are already familiar with a Windows-based format. Why maintain on-going structural costs by slow adoption of *mainstream* software?
- (3) Why do property management organizations continue to tolerate inflexible, cumbersome and outdated reporting capabilities, when 100's of standard reports, and even ad hoc custom reports, are available to track every operational detail of their business?
- (4) Why are some property management organizations slow to recognize that while they "decide", many other property management organization have made the transition . . . and now have a competitive advantage? Those who have made the transition are already offering new services to owners and tenants, and have already driven down their operational costs with a modern system.

First conclusion: Fear. **Fear of change** and the unfounded fear of newer mainstream technology. Fear that there is not enough time in the day to overcome the hurdle of migrating from one system to another, and still perform regular work duties. Fear of the costs.

Second conclusion: **Failing to recognize immeasurable inefficiencies**. Hard costs are easy to measure but a new employee, struggling to learn an antiquated system, doesn't present you with a hard-copy invoice for their inefficiencies (at least not directly). Similarly, when you lose an account, because of antiquated reporting, no one hands you a bill. So what was the actual "cost"? The loss of revenue this year, plus next years lost revenue . . . plus the additional cost of finding a new account just to stay even!

We have found that the **blissful denial** of the true cost of remaining on an old DOS-based system is the central justification property management organizations use to delay migration to a new system. Ignoring your true operational costs is risky business.

REMANAGE offers . . .

Experience: REMANAGE has now transitioned hundreds of end-users to a WINDOWS-based product. Our property management experience and our software expertise have given rise to an orderly, low cost, migration and training process.

Low-cost: REMANAGE has successfully designed and tested software migration tools, methods and procedures that make the upgrade EASY and AFFORDABLE.

An intuitive interface: The system is built for ease-of-use and overall total low cost of ownership.

Security: A centralized database is under your control, no third party or co-mingling of data.

More . . .

A Superior Technology: Modern platform utilizing MS .NET architecture, MS SQL database, and flexible deployment options, plus lot's of integration options to remain flexible and competitive.

Third-party applications: Microsoft framework enables seamless access to other key business applications (such as Blue Moon, eRentPayer and others).

**93% of REMANAGE clients who call our Support line
get their answers on the first call.**

SEMINAR: Let us show you why we believe that REMANAGE Enterprise is the last Property Management and Accounting Software solution you will ever need - join us for a live demonstration and open discussion:

Thursday, April 21st
2:00 p.m. to 4:00 p.m.
Sheraton Suites Market Center
White Oak Room
2101 Stemmons Freeway
Dallas, TX 75207

Call (972)862.3609 today to reserve seats for yourself and a guest and find out what you are missing.

Sincerely,

Robert Hornbeck
Regional Sales Manager
REMANAGE, Inc.

P.S. Really, what are you waiting for? It's time to upgrade and REMANAGE is the modern solution that you have been waiting for. Bring your questions and a guest - **seating is limited** so call (214) 523-9663 to make your reservation today!

P.P.S. If April 21st isn't a convenient time for you, we would be happy to schedule a personal or online demo when your calendar is open. But **please**, don't wait much longer to find out how REMANAGE can benefit your business.