

MRI Software Announces Acquisition of CallMaX

CallMaX's Automated Communications Suite Is Newest Addition to MRI's Comprehensive Technology Platform for the Multifamily Real Estate Sector

Solon, OH – October 4, 2016 – [MRI Software](#), a global leader in real estate software solutions, announced it has acquired Atlanta-based [CallMaX](#), a leader in SaaS and mobile front-office solutions for apartment communities in the multifamily real estate industry. CallMaX's automated communications platform enables communities to significantly improve their leasing and marketing functions, resident communications, office management and maintenance operations with an innovative combination of automated answering and outbound call services, mobile and web technology.

"In today's on-demand digital economy, prospects and residents expect leasing and property management teams to be available 24/7," said Patrick Ghilani, Chief Executive Officer of MRI Software. "With the addition of CallMaX to our portfolio, MRI is now able to offer our multifamily customers a complete marketing and automated communications suite that allows them to generate more and higher quality leads, increase resident satisfaction and improve customer service."

CallMaX estimates that approximately 80% of multifamily property management firms still rely on inefficient, error-prone and costly approaches to call management. These systems are plagued by poor quality of service, slow response times and high human error rates, which – in turn – lead to lost revenue from missed leasing opportunities and high resident turnover. CallMaX's front-office solutions enable property management teams to automate inbound call processing, broadcast messages, facilitate resident surveys, and manage package tracking and notifications. Additionally, through the combination of MRI's Connect suite and CallMaX's services, marketing and leasing teams can capture and track all prospect leads across channels and analyze campaign performance to optimize marketing ad spend. Built atop a multi-modal communications platform, CallMaX's solutions enable prospect and resident communications via traditional telephony, text, email, and live web and text chat – allowing prospects and residents to reach leasing and property management teams anytime using their preferred method of communication.

"We are thrilled to be joining forces with MRI Software, a respected and leading brand in the real estate technology sector, and look forward to developing the many synergies that exist between our two companies," said John Lamb, previously Chief Operating Officer of CallMaX and now Managing Director of MRI's CallMaX division. "MRI's focus on customer success aligns perfectly with our commitment to delivering high-quality communications and unparalleled service for leasing teams, property managers, prospects and residents."

CallMaX will continue to serve its clients without interruption and remains committed to providing and supporting solutions for all organizations, regardless of their property management software. Integration initiatives with MRI Software will focus on alignment of shared services, sales and account management and joint product development to integrate the CallMaX solutions into MRI's multifamily Connect suite.

About CallMaX

CallMaX is the leading provider of front office solutions for the multifamily industry. Since its founding in 2003, CallMaX has been the recognized leader in feature innovation with a growing list of industry-firsts,

including speech recognition technology, web and mobile based answering service access, lead follow-up automation and many more. CallMaX serves more than 1 million units nationwide and processes more than 1 million phone calls per month, while enjoying one of the highest customer retention rates in the industry. More information is available at www.callmax.us.

About MRI Software

MRI Software LLC is a leading provider of innovative software solutions for the global real estate industry. MRI delivers a comprehensive and truly configurable solution, from property-level management and accounting to the most complex, long-range financial modeling and analytics for both the commercial and multifamily real estate markets. As a leading provider of real estate enterprise software applications and hosted solutions, MRI leverages over 45 years of business experience to develop long-term successful relationships with its clients. Founded in Cleveland, Ohio, U.S.A., the company has offices in Atlanta, Toronto, London, Sydney, Singapore, and Hong Kong. For more information, please visit www.mrisoftware.com.

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