

## Streamlining your resident communications to ensure delivery



### Solution Overview

MRI Software’s CallMaX Communications Suite is a comprehensive resource that will help you connect with your current and future residents. Interacting with your residents using their preferred method of contact (text message, email, phone call) helps to ensure that your message is received. You can communicate with your residents about community events, security notices, late rent reminders, property maintenance advisories, and more.

### Key Features

- Notifications
  - Target prospects and residents with individual and/or bulk messaging while documenting communication and receipt
- Resident Surveys
  - Text/Call capabilities for surveying social activities, amenity interest and more
- Keyword Text Campaigns
  - Text “keyword” to property-specific number
  - Automated text responses with custom information
  - Unlimited text campaigns can be used simultaneously
- Live Text Chat
  - Providing real-time lead/prospect follow-up
- Outbound Call Recording

### Business Benefits

- Improve resident communication and engagement in community activities
- Increase resident retention with better communication using resident’s preferred method
- Decrease delinquent rents by consistently sending rent reminders or past due statements to residents
- Perfect staff communication via call recording

