## 1 Easiest to Use

**Our approach is different - we believe that the most important "feature" is that you can use the software effectively.** In contrast, the typical process to evaluate software consists of looking at the list of features and finding those that matter to your business. Easiest to use software means you spend time focused on running your business, not on figuring out complicated technology.

## 2 Technology

**We have built our product using the most current technology and with a top-notch engineering team.** Our team is composed of many engineers with graduate degrees and even PhDs, led by Jon Walker, CTO and AppFolio Founder. We've invested in the technology and the people so you don't have to.

## 3 On-Demand

**With AppFolio there is no hardware, software or servers to buy, install, maintain and upgrade.** You are always on the most current version and we handle it all. And because our solution is web-based, you can work from anywhere at anytime.

## 4 Cost-Savings

**Make your routine tasks easier so you can devote more time to filling vacancies and growing your business.** With AppFolio you avoid mail costs by emailing statements and work orders, you can automatically post vacancies to Craigslist and your website, use advanced searching to find information quickly, and customize the reports to work for your business. When you save time, you save money.

## 5 Simple Pricing

**We believe in simple pricing models.** Our pricing model is easy to understand, posted to our website and predictable each month, there are no surprises.

## 6 Modern

**What if you could build a new property management software from scratch, designed for how you run your business now?** We interviewed residential property managers before building AppFolio Property Manager to learn exactly what they needed to be successful. Then we created web-based software that is built for how you want to run your business today so you have the flexibility to work from anywhere, easily and professionally market your properties and manage your finances with a complete accounting package.

# 7 Built for the Long Term

**AppFolio creates complete, easy-to-use, business solutions for multiple vertical markets and the first vertical market we're focusing on is property management.** We have raised over $30M in funding to-date and our investors include Cisco Systems (Fortune 100 Company with $40B in 2008 revenue); BV Capital (Venture capital firm who's portfolio spans Internet services, Digital media and communications software); and the Investment Group of Santa Barbara (successful private investment partnership). Our company is built to last.

# 8 Secure

**We understand that your data is your livelihood and it must be kept secure.** We've invested in a state of the art data center, manned 24x7x365. All sensitive data is encrypted and our redundant infrastructure ensures the highest levels of service availability. It is bank-grade security.

# 9 Experience

**Our team knows how to build a successful company and we've done it before.** We have over 10 years of experience building web-based software and developing successful applications specifically designed for small and medium sized business. Our Chief Strategist, Klaus Schauser, and our CEO, Brian Donahoo, were responsible for creating Citrix GoToMyPC and GoToMeeting - two award winning web-based collaboration solutions that generate over $250M annually. Expertcity, now Citrix Online, is one of a handful of web-based software companies that are worth more than $1 Billion dollars today.

# 10 Trust

**Unlike traditional software, at AppFolio our business success is based on long-term customer retention, not a one-time sale.** So basically, we are only successful if our customers are happy. That is why there is extensive support, training, and upgrades included in the AppFolio service.