

# 3.5 Release Notes

February 2025

V1

## What’s Ahead

The REBA Platform 3.5 release delivers key enhancements across Amenities, BI, Budget, and Rent, improving data visibility, workflow efficiency, and reporting accuracy. Amenities introduces seamless audit integration, enhanced navigation, and refined pricing analysis. BI expands date calculation options, lease concession tracking, and data connectivity for deeper insights. Budget improves financial reporting with expanded data exports and enhanced vacancy tracking. Rent streamlines leasing and pricing workflows with new concession options, bulk user management, and enhanced override controls. These updates optimize system performance, increase usability, and ensure more precise data-driven decision-making.

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# REBA Amenities

## Enhancements

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- Legacy D2 users can now integrate their existing amenity audits with the Import from REBA button.
- When running a DOM pricing review, transaction dates are now displayed for better data analysis.
- Users can now move seamlessly between the audit, pricing review, and square foot offset analysis screens.
- New prompts on the Pricing Review screen highlight floor plan DOM statistics for easier comparison with amenities.
- For users not integrated with REBA Rent, the square foot offset analysis now sources asking rents from the REBA data warehouse where available.

## Bug Fixes

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- Several fixes improve how the building builder handles data exceptions, ensuring a more robust experience.

# REBA BI

## Integrations

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- Perq
  - Purpose: Identifies which Property Interest leads were supported by Perq.
  - Fact Table: Property Interest
  - Attribute Tables
    - Lead Source
    - Household => Marketing Attribute
- Birdeye
  - Purpose: Aggregates review (reputation) data by property as well as a more granular view of individual comments, responses, and ratings.
  - Fact Table: Property Review
  - Attribute Tables:
    - Property Review Attribute
- Google Ads
  - Purpose: Reports on Google Ad responses (impressions, click counts, cost, etc.)
  - Fact Table: Daily Google Ad Performance
  - Attribute Tables:
    - Google Ad
    - Google AdGroup Keywords

## Enhancements

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- Date Calculation:
  - Added new member labeled "Selected". This new member of the Date Calculation family will provide users a more clear label to use when needing to use the selected date frame in the date filter. The "Selected" member uses the same logic as the "Current" member and will eventually replace the "Current" member in the list of date calculation options. It is recommended that report builders begin updating reports using the new "selected" member label to replace any date calculations that use the "current" member label.
  - Added new member labeled "Trailing 180 Days".
  - Added new member labeled "WTD" meaning Week to Date. The WTD selection calculates data beginning the first day of the client's business week (Monday to Sunday, Sunday to Saturday, etc.) through the date selected in the report date filter.

- Added Preceding as well as Succeeding lease concession measures to the Lease Fact table.
  - Preceding Lease Recurring Concession
  - Preceding Lease Non-Recurring Concession
  - Preceding Lease Special Discount
  - Preceding Lease Concession (Amortized)
  - Succeeding Lease Recurring Concession
  - Succeeding Lease Non-Recurring Concession
  - Succeeding Lease Special Discount
  - Succeeding Lease Concession (Amortized)
- Added sub-folders to the Lease-Over-Lease set of facts for more organization of this measure list.
- Connected the Employee dimension to the Application table allowing application data to be filtered by employee name.
- Connected the Employee dimension to the Property Interest table allowing lead data to be filtered by employee name. (Current yExport version required for Yardi data feeds.)
- GL Balance: Two new measures: GL Balance – Sum(Period Start) and GL Balance – Sum (Period End)
- In the Product dimension, added new Property Attributes.
  - RebaRent Property Campus
  - Property Phone
  - Property Email
- Added new measures to the Daily RebaRent New Lease Recommended Rent fact table.
  - RebaRent Prior Gross Rent
  - RebaRent Prior Lease Term
- Updated Quarter attribute values from an integer to a string value. Quarter values have changed from '1,2,3,4' to 'Q1, Q2, Q3, Q4'.
- Added Neighborhood Type as an attribute to the Product dimension under Property Attributes. This value may be updated in the MDM in the Property Entity.
- Added new measures for 60 and 90-day availability to the Daily Unit Status Snapshot fact table.
  - 61-90 Day Availability
  - 61-90 Day Available Unit Count
  - 90-Day Availability
  - 90-Day Availability Unit Count



# Data Quality Improvements

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- Make-Ready Status Update:
  - Data source: Yardi
  - Current logic looks for make-ready status in the unit\_status table. At times, there are situations when a unit “jumps” from a non-ready status to a status of occupied with no mention of when the unit became ready.
  - For these types of situations, REBA will now count a unit as ready when a unit becomes occupied if no other ready status exists for that unit.
  - The make-ready completion date will default, in REBA, to the day of the move-in when a unit does not have a make-ready status available.
- Survey Response Update:
  - Data Source: Kingsley
  - The Survey Response Answer Memo attribute now presents the survey’s “verbatimText” field values where the QuestionType value equals Verbatim Comment. In other words, free-form response text from the survey is now present in this attribute.
- Demographic integration support for Yardi clients
  - Data source: Yardi
  - A new Yardi package was created to allow for a common location in Yardi for demographic data to be entered, stored and picked up by REBA.
- Reba Rent market rent data now populates the Daily Unit Market Rent Snapshot for all Reba Rent units. If a client does not use Reba Rent, the market rents will populate using the same logic as previous versions.
- Market Rent Update:
  - Data Source: Entrata
  - REBA has begun bringing in an additional API for the Entrata Market Rent Schedule Report data.
  - This will allow REBA to supplement the current market rent data with market rents for those units that are currently occupied or unavailable for which we are not able to pull market rents from the regular market rent tables.
- Market field update:
  - Data source: Yardi
  - In the MDM, the Market column is now editable for customers using Yardi as a data source.
- Job Cost Category update:
  - Data source: Yardi
  - In order to allow Reba Budget to create line items for CapEx job cost categories that don’t yet have any activity, the categories will be moved to a new table in REBA.

# Bug Fixes

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- Market Rent PSF
  - Issue: There were some cases where units did not have market rent daily as far back as the unit square foot data was collected. This caused inaccurate results when the data was rolled up.
  - Resolution: The aggregation was changed to account for those blank data points.
- Unit Counts
  - Issue: When units were brought online over a period of time in a lease-up situation, it caused fractional unit count values.
  - Resolution: The calculation was updated to use whole unit count values.
- Financial Occupancy %
  - Issue: When vacancy and resident rent values were blank, the financial occupancy value displayed 100% instead of blank.
  - Resolution: The calculation was updated to add error handling to return blank if both the underlying standard nodes (resident rent & vacancy) are blank.
- Make Ready Date Aspect
  - Issue: Spelling error in aspect labeled "Preceding Move Out".
  - Resolution: Corrected spelling error

# REBA Budget

## UX/UI Updates

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- Enhancement to Export Account Level Data to include 24 months of data; current year and budget year
- Enhancement to Snapshots to include the account level comments
- The Vacancy Days Profile setting now shows the value that results from the Occupancy Target calculation, as well as the value that was entered by the user
- The Profile Setup screen has been enhanced so that it is clear which SubGroups are being impacted by the profile assignment
- CapEx Project screen now shows all Categories as selections
- Reporting Enhancement - For the Standard Monthly Budget and Monthly Forecast reports, we have added the option to include certain operational metrics at the top of the financial report



# REBA Rent

## Integrations

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- Added new integration to push pricing into AppFolio

## Model Updates

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- New "move-in by" concession type to allow user to incentivize earlier move-ins by requiring a certain move-in date to receive the concession
- Add new concession option to "Apply to Vacant Units Only"
  - This setting will dynamically add or remove concessions from units, depending on if they are vacant available or not.
- Various bug fixes and performance improvements

## UI Updates

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- Search functionality added on Parameters, Renewal Workbench, Pricing Overrides, and Users screens
- Bulk user import/export functionality added to Users screen by using new import/export buttons in the top right corner of the screen
- Ability to edit multiple parameters at once in the Parameters screen
  - When selecting a parameter, the detail panel at the bottom has the option for Single or Multi-select. Single is the default existing method. Multi will turn the hierarchy into checkboxes and allow you to quickly apply a parameter change to a mix of choices in the hierarchy.
- Added the ability to enter notes and view note history on the Pricing Override (Pricing Group) screen
- Added price floors and other engine rents to the Pricing Group Override screen to show outcomes of overrides
- Added the ability to enter notes and view note history on the Pricing Group screen
- Added a new column to the Pricing Group screen labeled "Last Modified" to show when an offset was last adjusted.
- Added expanded contextual menu (...) to the Pricing Group screen with "Edit Offset", "History", "Clear Offset" and "Remove Floor Plan" options

- Added a warning window when creating or editing a Campus to warn that all existing Pricing Groups will be reset
- Added new columns on Alerts Dashboard for Floor Plan/Unit where applicable and added Building number to the Unit
- Parameters/Alerts configuration screens updated to allow users to change parameter/alert selection but remain focused on the portfolio hierarchy node that was already selected.
- Unit counts are now shown in the Parameters screen next to Pricing Groups in the Portfolio Hierarchy
- Added Locked Date to the Renewal Workbench to show when the most recent renewal lock occurred
- Added Lease-End (Month/Year) to the Renewal Workbench offer detail pop-up
- Added "Restore Last Session" to the Renewal Workbench so when the user leaves the screen, they are able to re-open the last settings applied
- Added a "\$" and "%" sign in the Offer Value input box in the Renewal Profiles creation/edit screen
- Reports
- Added Calibration Rent (normalized) to the Unit Market Rent visual on the Trend tab
- Added new cards for T7/T30 lease count, T7/T30 avg lease rents on the Dashboard tab
- Consolidated Renewal Summary/Detail reports into a single Renewal Analysis report
- Added offer data on all expiring residents in the Renewal Analysis tab
- New Lease Pricing
- Changed default sorting and highlighted key columns in the report
- Added "Prior Gross Rent" and "Prior Lease Term" to Best Pricing tab
- Multi-sort is available on any of the sortable tables in the Reports and New Lease Pricing screens
- Hold shift while clicking on the headers and release shift when done. The first header clicked on will be the primary sort.
- Various bug fixes and performance improvements

# Appendix

## Table Updates

Table Name	Action Take	Notes
Daily Google Ad Performance	Add	
Google Ad	Add	
Google AdGroup Keywords	Add	
Website Session Device	Add	

## New Attributes




Attribute Table	Attribute Name	Data Source
Product	Neighborhood Type	MDM
Product	Property Email	PMS
Product	Property Phone	PMS
Product	Reba Rent Property Campus	RebaRent
Google Ad	Google Ad Campaign ID	GoogleAd
Google Ad	Google Ad Campaign Name	GoogleAd
Google Ad	Google Ad Id	GoogleAd
Google Ad	Google AdGroup Id	GoogleAd
Google Ad	Google AdGroup Name	GoogleAd
Google Ad	Google AdGroup Status	GoogleAd
Google Ad	Google AdGroup Type	GoogleAd
Google AdGroup Keywords	Google AdGroup Criterion Keyword Match Type	GoogleAd
Google AdGroup Keywords	Google AdGroup Criterion Keyword Text	GoogleAd
Website Session Device	Website Session Device	GoogleAd

















# New Measures

Table Name	Measure Name	Data Source
Daily Unit Status Snapshot	61-90 Day Availability	PMS
Daily Unit Status Snapshot	61-90 Day Available Unit Count	PMS
Daily Unit Status Snapshot	90 Day Availability	PMS
Daily Unit Status Snapshot	90-Day Availability Count	PMS
General Ledger Balance	GL Balance - Sum (Period Start)	PMS
General Ledger Balance	GL Balance - Sum (Period End)	PMS
Lease	Preceding Lease Concession (Amortized)	PMS
Lease	Preceding Lease Non-Recurring Concession	PMS
Lease	Preceding Lease Recurring Concession	PMS
Lease	Preceding Lease Special Discount	PMS
Lease	Succeeding Lease Concession (Amortized)	PMS
Lease	Succeeding Lease Non-Recurring Concession	PMS
Lease	Succeeding Lease Recurring Concession	PMS
Lease	Succeeding Lease Special Discount	PMS
Daily RebaRent New Lease Recommended Rent	RebaRent Prior Gross Rent	RebaRent
Daily RebaRent New Lease Recommended Rent	RebaRent Prior Lease Term	RebaRent
Daily Google Ad Performance	Google Ad Click Count	GoogleAd
Daily Google Ad Performance	Google Ad Conversion Count	GoogleAd
Daily Google Ad Performance	Google Ad Impression Count	GoogleAd
Daily Google Ad Performance	Google Ad Interaction Count	GoogleAd
Daily Google Ad Performance	Google Ad Total Cost	GoogleAd

# Integrations

In this release, we added new integrations for Perq, GoogleAds, and Birdeye in REBA BI and Appfolio in REBA Rent

Key	
	Currently Supported
	New to 3.5 Release
	Coming Soon

Category	Inegration	BI Supported	Rent Supported	Coming Soon
Customer Relationship Management	Knock			
	Funnel			
	Anyone Home			
	PERQ			
	Elise AI			
	Yardi CRM			
	Lease Hawk			
Expense Management	Concur			
HRIS	Paycor			
	Azure AD			
	WorkDay			
Inspections	HappyCo			
	Leonardo 247			
Marketing Analytics	Google Ads			
	Radix			
	Plot-Z			
	MRI Demographics			
Mystery Shops, Surveys, Reputation Management	Grace Hill - Validate			
	Kingsley			
	Maritz			
	Reputation.com			
	ResPage			
	Opiniion			
	Birdseye			
	Satisfacts			
ORA Scores	JTurner			

Category	Inegration	BI Supported	Rent Supported	Coming Soon
<b>PMS Modules</b>	Yardi Affordable			—
	Yardi Procurement			—
	Yardi Student Housing			—
	Yardi International			—
<b>Property Management System</b>	Yardi	○	○	
	RealPage/OneSite	○		
	MRI	○		
	Entrata	○	○	
	AppFolio		●	
	Resman			—
	Fortress			—
	Quext			—
<b>Visualization &amp; Maps</b>	Engrain	○		
	Evolution Virtual			—
<b>SFR PMS</b>	Marketplace	○		
	Mynd	○		
	Progress	○		
	Renters Warehouse	○		
<b>Smart Home</b>	SmartRent			—
<b>Utilities</b>	Conservice			—
<b>Websites</b>	Google Analytics	○		—