



**Real Estate
Business Analytics**

REBA 3.0

Release Notes

Rev. 1 – February 21, 2024



Version 3.0 is Here!

This release unifies the REBA platform and products and marks the official release of our newest product REBA Rent.

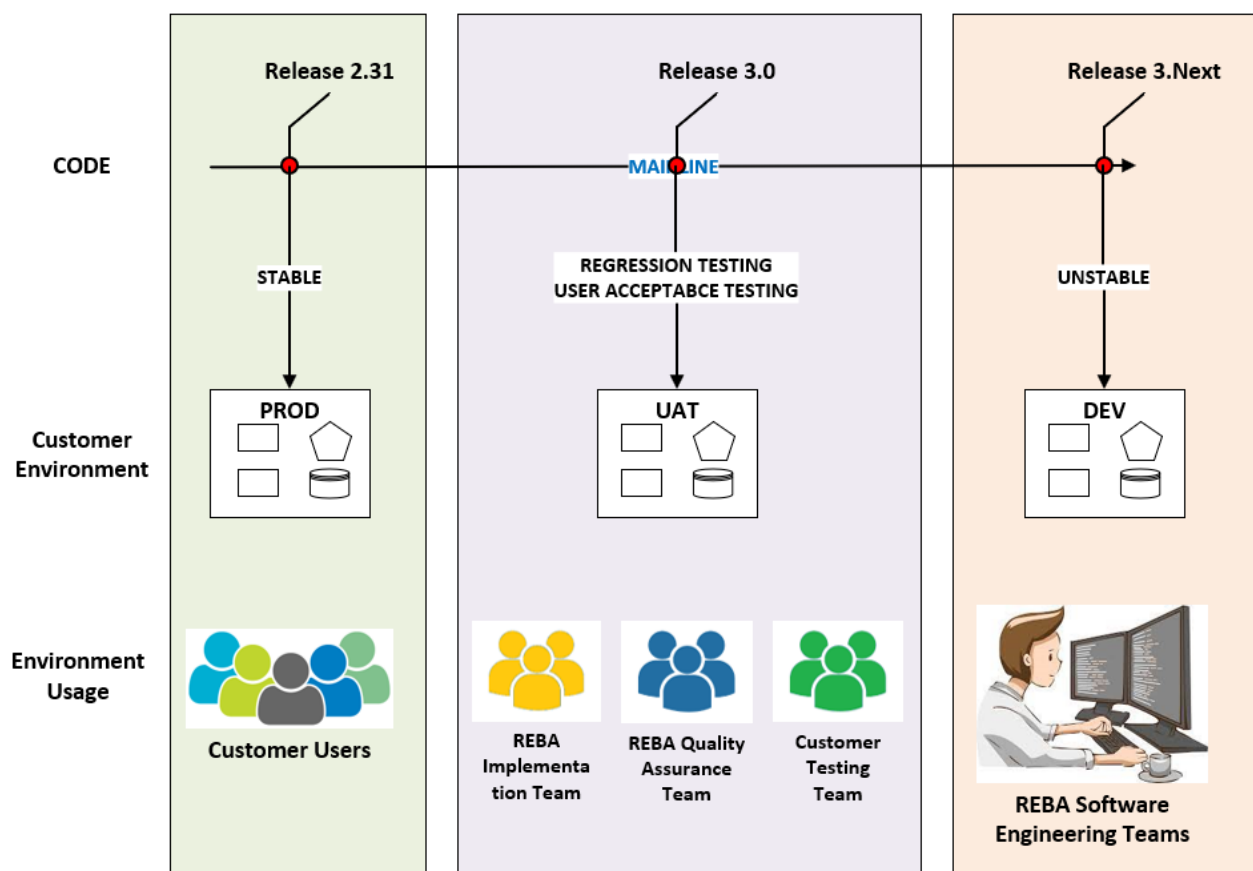
- ✓ REBA Rent Released
- ✓ Azure Active Directory Authentication
- ✓ Integrations to Funnel and Google Analytics
- ✓ New Budget Reports
- ✓ Support for Single Family
- ✓ And a whole bunch more!

What’s Ahead

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Our Release Process

Now that our products are unified, we are better able to test our products, fully integrated and working together. We call this process “Regression Testing” which involves testing every feature that was added or impacted across all the products. What this means for our customers is a higher quality release with less bugs. And the good news is that the User Acceptance Testing (UAT) process will be easier! ***Our goal is to continue to reduce the burden of UAT on our customers, so please share your experiences and let us know how we’re doing.***



REBA BI

REBA BI is the core of the entire REBA Platform. The primary components are the Data Warehouse Database, Analysis Services (OLAP Cube), Data Integrations, and PowerBI Reports. In this release many enhancements were made to the BI product in the form of new features, data quality improvements, bug fixes, and process optimizations.

Cube Improvements

- Unit status dimension has been joined with the Service Request Snapshot table to allow for filtering of the service request data.
- Added new dimensions that capture key lease and application dates.
- Added metrics for tracking service requests relative to when a new tenant moves in.
- Added “Per Square Foot” measures for actual and forecasted rents.
- Added measures related to lease gaps between the end of one lease and the beginning of the next lease.

Data Quality Improvements

- For Entrata clients: Added new functionality so that newly acquired property data is automatically imported.
- Added support for service request status category mapping in MDM.
- Improved logic for handling Yardi unit status history records to create a better representation of unit history.
- Improved Yardi integration logic.
- Added logic to handle lease data for Yardi and Entrata customers that fixes underrepresented leases due to lack of prospect / lead data.

Data Sets

- Added a lease auditing dimension for measuring lease compliance with revenue management suggested values.
- Added a new notice to vacate fact table has been created.
- Added support for Yardi JobCost data.
- Added support for Entrata demographic data.
- Added support for sourcing data from certain third-party managers for consolidated portfolio reporting.
- Added support for Yardi RevenueIQ revenue management data.
- Added support for combining data from multiple instances of the same type of source (e.g., 2 or more Voyager instances, 2 or more Onesite instances, etc.).
- Added support for Google Analytics data.
- Added support for REBA owners to receive data in their cube from their operators who are also Reba customers (Yardi and Entrata customers only).

Integrations

In this release, we added new Integrations for Funnel, Google Analytics, and JTurner. For Single Family Rentals, we added Integrations for Marketplace, Mynd, and Progress. For REBA Rent, we added integrations for Yardi, Entrata, and CSV Exports.

Integration	Category	Supported	Available 3.0	Coming Soon
Yardi	PMS	✓		
RealPage/OneSite	PMS	✓		
MRI	PMS	✓		
Entrata	PMS	✓		
Engrain	Property Maps	✓		
Kingsley	Surveys	✓		
LRO	Revenue Management	✓		
Maritz	Surveys	✓		
Reputation.com	Online Reviews	✓		
Funnel	CRM		✓	
Google Analytics	Websites		✓	
JTurner	ORA Scores		✓	
Knock	CRM			✓
Opiniion	Online Reviews, Surveys			✓
HappyCo	Inspections			✓
ResPage	Online Reviews			✓
Grace Hill - Validate	Mystery Shops			✓
PERQ	Chatbot/CRM			✓
Elise AI	Chatbot/CRM			✓
SFR Integration	Category	Supported	Available 3.0	Coming Soon
Marketplace	SFR PMS		✓	
Mynd	SFR PMS		✓	
Progress	SFR PMS		✓	

PowerBI Reports

Here is a complete listing of all the standard “out of the box” reports available in REBA BI 3.0. If you see one on the list that you would like added to your workspace, please contact your Implementation Manager or Customer Success Manager.

Report	Format	Category	Description
Boxscore	Dashboard	Unit Status & Leasing	Mimics a boxscore report from a property management system. Unit Status page include metrics of Vacant, Occupied, Stats, and Rents. Leasing Page includes metrics of move ins, move outs, renewals, leases, current occupancy and leased %
Budget Rent Drivers	Dashboard	REBA Budget	Provides historical data for seven of the rent drivers from REBA Budget, intended to help support looking at historical data as a starting place to create data for rent drivers in REBA Budget Rent Engine. Drivers: Vacant Days, Renewal Retention, Rent Seasonality, Lease Terms (move in / renewal), Early Termination, Bad Debt
Daily Activity Report	Dashboard	Leasing	Mimics a daily activity report from a property management system. Metrics of operational metrics, Activity status, Application Details, Cancels, and Denials.
Delinquency	Dashboard	Delinquency	Dashboard provides high level and detailed pages on aging delinquency and collections. End of month collections page shows resident charges collected % and open vs collected charges by months.
Delinquency Analysis	Paginated	Delinquency	Report shows all properties total open amount, current month open amount and aging delinquency of 30 days, 60 days, and 90+ days categories.
Delinquency Unit Detail	Paginated	Delinquency	Mimics the same report format and metrics as the Delinquency Analysis report but lists each bldg.-unit and resident for all categories. (total open amount, current month open amount and aging delinquency of 30 days, 60 days, and 90+ days)

Report	Format	Category	Description
Demographics	Dashboard	Resident Demographics	Dashboard displays resident demographic information such as household income, generation breakdown, # of residents per household, Avg income, avg residency years, and rent to income ratio **only available for Onesite & Yardi Customers at this time. Development work in progress for other property management systems**
Financials	Dashboard	Financials	Dashboard displays financial data in a summary format, income statement, and property detail. <u>Financial Summary Page</u> - displays NOI, top 6 total account categories with actuals vs scenario and variance <u>Income Statement Page</u> - displays actuals/scenario/variances by GL account detail in a MTD, QTD, YTD format. <u>Property Detail</u> - Allows user to select a specific GL account to view actuals/scenario/variances by GL account detail in a MTD, QTD, YTD format.
Financials per Unit by Property	Dashboard	Financials	Dashboard displays GL account activity, User can select GL account and metric to view by MTD, QTD, YTD, and T-12 for Actuals, Budget, Variance \$ and Variance % by unit.
KPI Trend	Dashboard	Unit Status & Leasing	Dashboard displays metrics Occupancy, Occupied Unit Count, Average Unit Rent, Average Unit Rent PSF, Traffic, Net Leases, and New Rent Growth by property and select time frame.
Lease Expirations	Dashboard	Leasing	Dashboard displays Lease Expiration counts by month and property in visual displays. Lease expiration counts by property have a drill through on selected count.
Lease Trade Out	Paginated	Leasing	Report shows gross or effective rent, trade out \$ and %, and current lease terms by Property and Floor Plan Type for New Leases, Renewal Leases, and All Leases.
Lease Trade Out-Detail	Paginated	Leasing	Report shows gross or effective rent, trade out \$ and %, and current lease terms by specific unit and floor plan for New Leases, Renewal Leases, and All Leases

Report	Format	Category	Description
Maintenance	Dashboard	Service Requests and Make Ready	Dashboard displays service requests and make ready metrics that include aging days, total open and completed, average days to completions, and other various trends.
Marketing	Dashboard	Customer Events, Marketing Costs, Leads	<p>Dashboard displays several pages targeted around marketing costs, leads, and leasing activity.</p> <p><u>Funnel Report</u>-user interaction with data inputs to see analysis in generating traffic and leases for performance targets</p> <p><u>High Marketing Priority</u>- user interaction with data inputs in alert thresholds to see which properties are not meeting desired targets and analysis review.</p> <p><u>Absorption & Availability</u>- displays move in/outs and occupancy by week ending status and line chart on availability by bedroom type.</p> <p>Marketing Channel-displays top 10 marketing channels and additional visual displays of traffic.</p> <p><u>Customer Event</u>- displays customer event by recent, % day of week, and historical counts from prior years.</p> <p><u>Marketing Costs</u>- displays marketing costs in visuals by cost per lead and cost per lease by property, prior years, and user adjusted time range.</p>
Operational Activity Summary	Paginated	Occupancy, Availability, Vacancy, Leasing Activity	Report shows weekly leasing statistics of occupancy, availability, vacancy, and more by property and user can select "as of date"
Operations	Dashboard	Occupancy, Availability, Rent, and Supply	Dashboard displays multiple visuals of current and historical analysis of Rent, Leasing, and Occupancy. The first page of dashboard is a daily scorecard.
Projected Occupancy	Dashboard	Unit Status & Occupancy	Mimics a projected occupancy report from a property management system displays week ending total unit count, beginning, and ending occupancy, scheduled move ins/outs, and total with % calculations.

Report	Format	Category	Description
Recent Leases	Dashboard	Leasing	Mimics a recent leases report from a property management system and displays Lease Details including lease beginning/end date, lease type, rent, and lease term. Users can select a different timeframe in navigation panel.
Renewal Negotiation Tool	Dashboard	Renewals	Dashboard is a interactive user tool for associates who primarily work through renewal conversations with residents at the property level. Displays current renewal offer (highlights best offer), lease details, service request history, resident ledger, and lease history to help support resident conversations.
Renewals	Dashboard	Renewals	Dashboard displays several pages targeted around renewal performance. <u>Monthly Results</u> - graph display by month of metrics of renewed, unresolved, vacated, and % of renewed. <u>Renewal Rate Build Curve</u> - visual display of % of offer accepted over a period of time. <u>Renewal Trends</u> - visual displays of renewal trends over time such as achieved renewal increase %, gain/loss of achieved renewal rents, and market premium to expired rent %. <u>Offer Analysis</u> - displays high level of renewal status, average offer increase, and average gain/loss of best renewal offer. <u>Renewal Status</u> - table display of accepted offers, rejected offers, and unresolved offers and details. <u>Renewal Detail</u> - table showing details of all renewals including status, lease term, expiring rent, increase %, etc...
Rent Roll	Paginated	Unit Analytics	Mimics a rent roll report from a property management system. Report shows unit status, move in date, notice date, days vacant, lease start and end, market rent, gross rent, concessions, and amenity \$ for every unit for selected property.

Report	Format	Category	Description
Reputation Management	Dashboard	Surveys and Ratings	<p>Dashboard displays metrics related to data integration from Reputation.com.</p> <p><u>Review Ratings</u>-visual display of Sentiment % of review Count and Review Count and ratings.</p> <p><u>Property Reviews</u>- visual displays Top 5 communities by review count and ratings. Includes details of the Property review count and normalized rating.</p> <p><u>Rating vs. Metric</u>- displays a scatter chart of property review ratings vs Availability %.</p> <p><u>Move in Surveys</u>- displays data for survey detail, average response score by week, and prospect survey score vs. selected measure.</p> <p><u>Maintenance Surveys</u>-displays data for survey detail, average response score by week, and property survey score vs. selected measure.</p> <p><u>Prospect Surveys</u>- displays data for survey detail, average response score by week, and prospect survey score vs. selected measure.</p> <p>**only available for customers who currently use Reputation.com**</p>
Unit Visualizations	Dashboard	Unit Analytics	<p>Dashboard displays maps created by Engrain and allows user to select a measure to view such as availability, effective rent, days on market, occupancy, etc.). Maps are displayed on Flat Map view and Satellite Map view.</p> <p>**Map views may vary based on the building type of property**</p>
Weekly Absorption Report	Dashboard	Occupancy, Availability, Vacancy, Leasing Activity	Dashboard displays a table format of data of average rents, move in/move out activity, occupancy, vacancy, and occupancy trends with a user select timeframe.
Weekly Asset Statistic Performance	Paginated	Occupancy, Availability, Vacancy, Leasing Activity	Report displays weekly statistics of occupancy, leased %, availability, weekly traffic, weekly net leasing, conversion %, effective & gross rent, renewal, and weeks of supply by property.

MDM Updates

- Added support for Active Directory (now called [Microsoft Entra ID](#)) Authentication.
- GL Account Tree Builder:
 - Added a toggle on Secondary and Primary Node list to display all nodes or to limit the list to REBA created nodes only.
 - Updated clone option to copy PMS secondary and primary nodes for additional manual tree building functionality.
 - Added the ability to move a Primary\Secondary node to another Secondary node.
 - Resolved an issue related to custom default nodes errors.
 - Added back-end functionality to archive tree builds for audit comparisons.
- Updated the password reset functionality to resolve various issues.

REBA Budget

Our Budget Development team has been working hard to improve the system's overall performance and implement the first phase of Single Sign-On (SSO). This means no more passwords! We also continue to invest heavily in our Budget Reports and Dashboards and plan to add more.

Budget Updates

Module/Area	Description
General	Added support for Active Directory (now called Microsoft Entra ID) Authentication.
General	Notification of "Pending Process" of any unfinished processes (such as ACP, Std Costs, Management Fee) when exporting a Budget Review, or running a report.
Switchboard	Added the ability for Switchboard users to open line-items created in the Analyst Control Panel in read-only mode.
Switchboard	Added the ability to comment separately for each of the 5 years for capital accounts.
Profit Center Management	Added a new Asset Management Fee feature, that works like Management Fee.
Profit Center Management	Users can now show Owner Group/Portfolio on Profit Center Management screen.
GL Account Management	Resolved an issue where Redirect on the GL Account Management screen was not working properly.
Reports	PowerBI Embedded Reporting Platform was implemented which allows for Portfolio and Profit Center multi-selection, selection of detail/summary presentation, selection to include comments, as well as exports to Excel and PDF for the following 4 standard formats: 12 Month Current Year, 12 Month Budget Year, Annual Comparison Report, Payroll Report.
Setup >> Import	The Customer Logo can be uploaded and used on the Budget reports.

REBA Rent

REBA Rent is REBA's new pricing and revenue management platform. The product was recently commercially launched in November 2023 with an additional 6 months in beta testing prior to launch. There are several current live clients on REBA Rent representing integrations with Yardi, Entrata, and CSV file. The release notes below are the changes that are included in the 3.0 version.

Rent Model Updates

- Completed implementation of Entrata integration.
- Completed implementation of CSV pricing file generation.
- Fixed a bug where a Pricing Floor parameter entered at a floor plan and unit level were not being honored.
- Adjusted multiple models to better handle campuses, specifically for SFR clients.

Rent UI Updates

- Added support for Active Directory (now called [Microsoft Entra ID](#)) Authentication.
- Comp module released – Summary, Setup, and Mapping screens.
 - Summary: displays all a property's pricing groups and mapped comp floor plans with all rent-related metrics.
 - Setup: allows user to create Comps and comp floor plans for which the user desires to track pricing.
 - Mapping: allows user to create a relationship between Pricing Groups and comp floor plans. Also allows user to choose the weight and position of the comp floor plans assigned.
- Updated UI for Renewal Workbench which allows user to pre-select desired population prior to loading the page.
- Added new slicers to Renewal Workbench to allow user to filter by Renewal Status.
- Added new feature to allow for bulk locking/unlocking renewal offers on the Renewal Workbench.
- Lease Trade Out report added to the Reports screen.
- Unit Info report added to the Reports screen to allow users to find market rents for non-available units.
- Updated Reports to use a Property/Campus slicer.
- Fixed a bug related to unit counts showing on the Reports screen.
- Fixed bugs related to lease units being removed from the pricing history in the New Lease Pricing Report.