entrata | SMARTER PROPERTY MANAGEMENT SOFTWARE
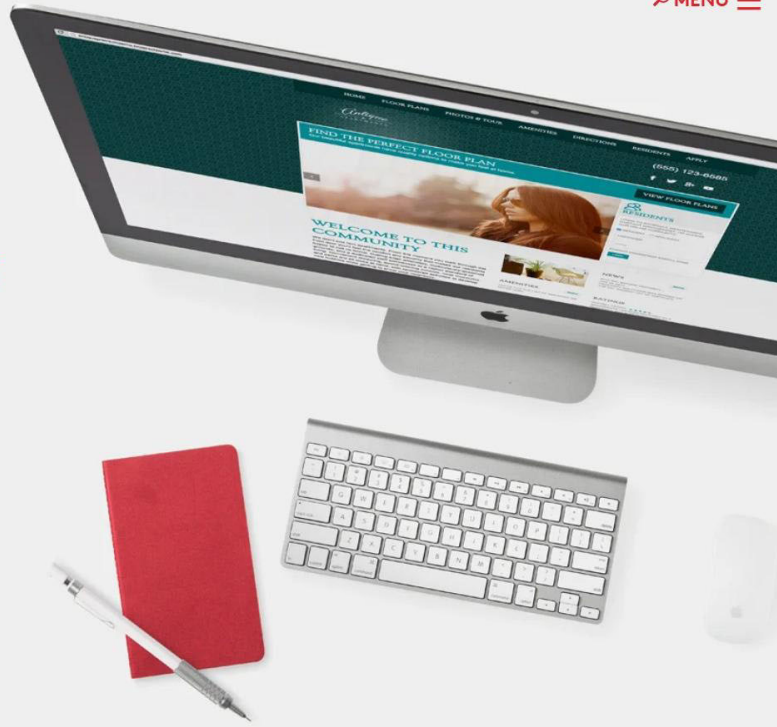
🔍 MENU ☰

Websites That Do The Heavy Lifting

ProspectPortal®

The industry's market leader for apartment websites offers unmatched scalability to easily convert prospects with secure, responsive web designs. A variety of flexible templates showcase real-time data and fully integrate with property management software.

▶

WATCH THE PROSPECTPORTAL INTRODUCTION

25 of the top 50 NMHC Customers use ProspectPortal

Increase Conversion

ProspectPortal offers a research driven, highly structured layout to keep users interested and on your site longer.

TRACKING & REPORTING

Robust reporting tracks lead sources, marketing ROI, and abandonment rates so you can easily follow up or spend your budget better.

USER INFORMED INTERFACE

Our teams have spent months testing our sites through observation and feedback from users who were currently in the market for rental properties.
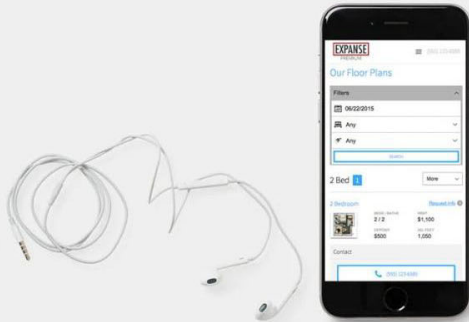
MULTIPLE FLOOR PLAN VIEWS

Floor plans can be viewed as High Rise, 2D, 3D, and Aerial view to ensure that prospects get a realistic perspective.

VIEW THEME GALLERY | 🔍

Generate More Leads

The most advanced and efficient tools in the industry to capture and funnel traffic online.
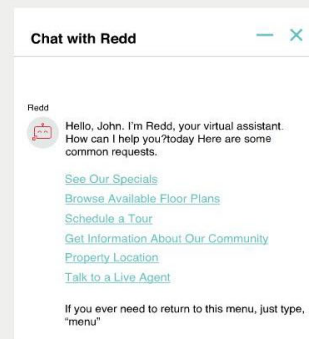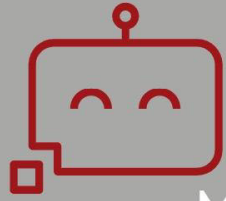

REAL-TIME AVAILABILITY

Our advanced integration and real-time availability allow prospects to select floorplans, check availability and review pricing all in real time.

Redd Chat

Enable an AI-powered, virtual assistant to ease the burden of site teams and provide prospects with an efficient, intuitive web experience. Redd works seamlessly within ProspectPortal websites to answer frequently asked questions, provide real-time information on pricing and availability, and even schedule tours for prospective renters.

Redd engages visitors with menu-based prompts to guide them to relevant information and also records a transcript of each interaction, allowing for effective lead follow up.

Chat with Redd — ✕

Redd

Hello, John. I'm Redd, your virtual assistant. How can I help you?today Here are some common requests.

See Our Specials
Browse Available Floor Plans
Schedule a Tour
Get Information About Our Community
Property Location
Talk to a Live Agent

If you ever need to return to this menu, just type, "menu"

Hi! I'm Redd.

MEET REDD

Control Your Online Presence

Add fresh content, enter SEO keywords, or switch to a new design with just a few clicks.

SEO TOOLKIT

We provide all the tools to control your own content and meta-data. Learn more about our SEO Services.

● ○ ○

REQUEST A DEMO

First name:*

Last name:*

Email:*

Company Name:*

Phone Number:*

Property Count:*

Number of Units:*

MANAGEMENT

Entrata Core
Entrata Accounting
Entrata Student
Entrata Affordable
Entrata Commercial
Entrata Military
Entratamation
Vendor Access

MARKETING

ProspectPortal
ILS Portal
Entrata Pricing
Digital Marketing
ReputationAdvisor
LeadManager
Self-Guided Tours

LEASING

SiteTablet
LeaseExecution
Leasing Center
ResidentVerify

RESIDENTS

ResidentPortal
ResidentPay
ResidentUtility
ResidentInsure
Message Center
Parcel Alert

SERVICES

Paperless Program
Simplementation
Creative Services
Integrations
Theme Gallery
Brand Resources

COMPANY

Contact Us
About Us
Careers
Events
Values
Press Room
Legal

CONTACT US

Sales: 877.826.9700
Support: 877.826.9700
Address:
4205 Chapel Ridge Road
Lehi, UT 84043

State:*

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