

RealEra[®] 3.0



Business intelligence, investor reporting and portfolio management capabilities designed specifically for the needs of commercial real estate investment companies.

Efficiently monitor and manage your debt and equity investments

Our clients require the ability to monitor and manage their investments in a way that is automated, user friendly and secure. RealEra[®] 3.0 makes it possible. It effortlessly delivers key information including alerts, messages and task lists. The alert options can be based on critical dates or metrics such as budget variances, occupancy, loan maturities and other data points crucial to an organization. With its intuitive navigation and pull down menus at the portfolio and asset levels, our clients can quickly view or update critical data, create reports and charts or download important documents.

Streamline your organization's workflow and access to centralized information

Real estate institutions demand the right information to the right people at the right time to support their business and investment decisions. Business intelligence must reach across all areas of the investment organization—from internal users like investment analysts, acquisitions staff, asset managers, operational and capital managers to external users like lenders and rating agencies. RealEra[®] 3.0 streamlines these workflow functions to improve the productivity of the entire organization.

Eliminate the old time-consuming and costly paper-based reporting process

Why struggle with time-consuming, paper based processes associated with monthly and quarterly investor reporting? RealEra[®] 3.0 provides an environment that eliminates the use of separate word processing, spreadsheet, and database applications required to coordinate and assemble investor reports, which are painful and reduce productivity. RealEra[®] 3.0 is equipped with a large collection of pre-designed and custom-made report templates in a variety of delivery formats. In addition to being able to automatically create investor reports with a few keystrokes, our clients have the option of providing investors with direct Internet access to their investments via RealEra[®] 3.0.



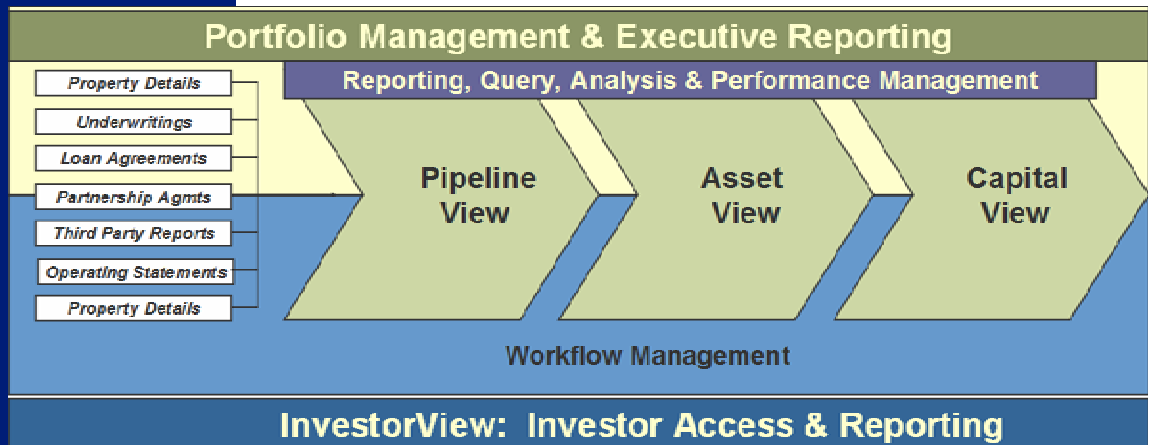
We are not just a technology company, we are also experienced commercial real estate professionals—and that makes us different and easy to work with.

Call us at 877-792-REAL (7325) x702 today to speak with a sales representative.

Business Intelligence

Business intelligence has become a mission-critical requirement for commercial real estate investment firms whose operations encompass a diverse set of information sources. How can a commercial real estate investment firm make use of all this data? The answer is RealEra® 3.0.

RealEra® 3.0 provides a user-friendly business intelligence solution that enables immediate and centralized access to critical information needed for investment pipeline management, asset management, capital management, and investor reporting.



The most cost-effective and scalable method of achieving additional value from real estate investments is through improved information management at both the asset and portfolio level. RealEra® 3.0 provides three separate workflow specific service modules to support a modern real estate organization:

PipelineView

Acquisition and deal sourcing professionals can access PipelineView to track all deal types, whether they are current deals, inactive deals or closed deals. Executives are able to report, query and analyze a variety of pipeline allocation characteristics such as property types, geographic location, deal size, investment type, broker and deal source. Customizable query fields allow you to add to your reporting, query and analysis capabilities.

AssetView

Once a deal closes in PipelineView, the information automatically flows from PipelineView to AssetView where your asset management professionals will begin to monitor, manage and update the new investment. RealEra® 3.0 provides the ability to upload, view and report on a variety of financials including operating statements, budgets, variances, rent rolls, and capital projects.

CapitalView

While most software and service companies in the real estate industry started out by integrating property management software for their clients, RealEra® 3.0

was designed from the very beginning to have a focus on investment capital

management. We know that our clients' objectives are ultimately based on returns to their investments, not just the amount of square feet under management, and that objective underlies the information depth and functionality built into the RealEra® 3.0 application. When capital management professionals are in CapitalView, they are able to query, report and analyze all critical capital information such as investor profiles, total commitments, future funding schedules, and disbursement histories.

Investor Reporting

RealEra® 3.0 is a remarkably efficient means of producing investor reports, and gives an organization the option of providing investor access to a variety of portfolio and asset information, depending on the level of transparency that is desired. Just like it does with internal users, RealEra® 3.0 provides a set of pre-designed report templates for investors to download in a wide variety of file formats. The application is always branded with your logo, available 24/7 through your company's website and is secure, encrypted and password protected.

Portfolio Management

Alerts & Calendar

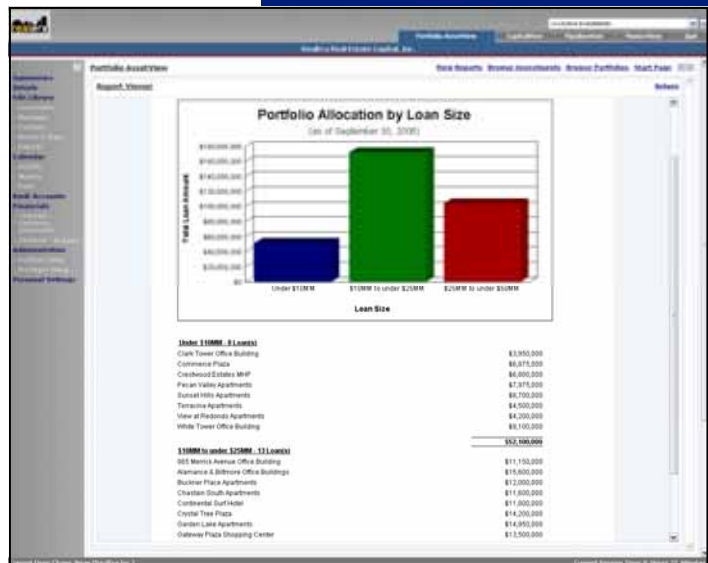
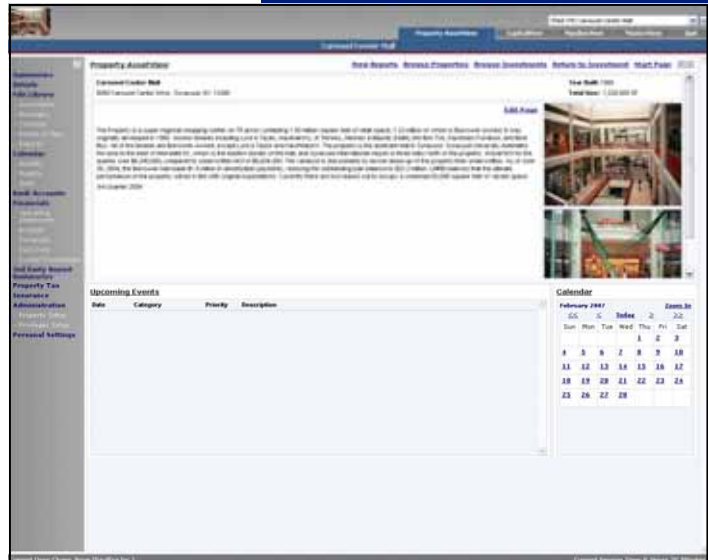
RealEra® 3.0 lets users quickly set up daily, weekly or monthly alerts for important events such as transaction and closing deadlines, loan maturity dates, third party report due dates, property tax due dates, insurance expirations, lease expirations, loan maturities, rate changes, extension options or any other events you customize and need to track. Alerts appear prominently on the main user interface, and can also be sent via email.

Contact Management

Contact management databases are featured across the RealEra® 3.0 application for each workgroup to instantly access important contacts and other client information in order to track deal, asset and investor related contact information in order to increase staff productivity, accuracy and efficiency.

Centralized Information Warehouse

As a central data warehouse, RealEra® 3.0 stores financial statements, budgets, rent roll, lease data, documents and asset photos that uploaded, downloaded and shared. Property financials available in an organized and consistent format. Collateral detail and investment terms are quickly accessible, eliminating errors caused by redundant or inaccurate data and resulting in a speedier due diligence process.



INCREASED PRODUCTIVITY

Get investment and portfolio information when and where it's needed. RealEra® 3.0's web-based platform means a 24/7 connection to your business, from anywhere in the world.

Accomplish more in less time. With an easy-to-use interface, the documents, contacts, and other critical investment information you need are only a few clicks away.

Access and analyze your real estate portfolio information more easily. Utilize existing data such as operating statements, rent rolls, and loan information to automatically generate reports based on your specific guidelines.

Spend time managing, not inputting. Intelligent data import and export functions mean less time organizing and more time analyzing.

EFFECTIVE COLLABORATION

Manage all your portfolio data in one place. RealEra® 3.0 stores and retrieves data from a single source so your analysis can be conducted using all available data, to ensure a more complete and accurate decision making process.

Coordinates tasks and events easily. Manage all portfolio and asset related events in a single, consolidated event calendar. The automated System Agent alerts you to important events and deadline such as loan maturities, extension options, tax and insurance bill due dates, and lease expirations.

FLEXIBILITY AND SECURITY

Open Design. RealEra® 3.0's open platform was designed to meet your business and IT needs. Customizable settings and modules mean that RealEra® 3.0 can adapt to the way you do business.

Experience data reliability and security. With regularly scheduled data backup and archiving, you can be assured that your valuable portfolio data is safe. In addition, customizable security controls and settings that you administer means that your data is accessible only by your authorized users.

HIGH RETURN ON INVESTMENT

Every aspect of RealEra® 3.0 was designed with the goal of providing commercial real estate companies with institutional-quality business intelligence, workflow management and investor reporting solution without the associated development and infrastructure costs. RealEra® 3.0 provides a means for easy integration and implementation for you to leverage your existing infrastructure and be up and running quickly.

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