

Real Estate Asset Management software industry Study in the U.S



2022

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Introduction

I wrote this report under the direction of Whiterock.ai's CEO Jordan Girard during my internship with Virtual internships in partnership with Saudi Digital Academy.

I thoroughly studied the Real Estate Asset Management software industry in the U.S. First, I provide an overview of existing asset/property management software solutions. Next, I analyze the market size by calculating Whiterock's Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM). Then, I analyzed RealPage and AppFolio's financial reports from 2013 to 2020 to understand their revenue, market, and expense growths. I utilize this analysis to predict Whiterock's potential growth over the next five years. Finally, I delve into AppFolio's financial analysis to uncover the strengths and weaknesses of the business so as to make recommendations for Whiterock's product and go to market strategy.

Chapter 1

Overview of Existing Asset/ Property Management Software Solutions

1.1 Building Engines

Provider of web and mobile building operations software platform for commercial real estate owners and managers to help owners and operators deliver an exceptional experience for occupants while still maximizing efficiency and profitability.

Company overview	
Founded Date	2001
Company size	101-250
Total Funding	\$38.7M
Time raised	Oct 15, 2019
Number of Funding Rounds	2
Last round	Venture - Series Unknown
Estimated Revenue Range	\$1M to \$10M

1.2 Cozy

Online property management service designed for landlords and renters. Its products is for rent payments, rental applications, and tenant screening. Cozy helps small and medium landlords and renters to get things done.

Company overview	
Founded Date	Mar 1, 2012
Company size	11-50
Total Funding	\$18.4M
Time raised	Aug 30, 2016
Number of Funding Rounds	4
Last round	Series B
Estimated Revenue Range	\$100M to \$500M

1.3 Breezeway

Mobile solution for intelligent property care and maintenance. Combining robust property profiles with straightforward task management, it enables managers and owners to improve the quality and efficiency of their operations and enjoy seamless rental turnovers. Its clients leverage their integrated platform to conduct inspections, monitor property cleaning and readiness, and coordinate tasks with internal staff or remote service partners.

Company overview	
Founded Date	2015
Company size	11-50
Total Funding	\$21.2M
Time raised	Apr 26, 2021
Number of Funding Rounds	5
Last round	Series B
Estimated Revenue Range	\$1M to \$10M

1.4 Buildium

Software company that provides cloud-based property management software to landlords, professional property management companies, and self-managed condos and homeowners associations. It manages more than 1 million residential units in 46 countries worldwide.

Company overview	
Founded Date	Aug 9, 2004
Company size	51-100
Total Funding	\$65M
Time raised	Jun 8, 2016
Number of Funding Rounds	1
Last round	Private Equity
Estimated Revenue Range	\$50M to \$100M

1.5 Rentec Direct

Provides online property management software, tenant screening, and rent collection tools for residential property managers

Company overview	
Founded Date	Feb 6, 2009
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$1M to \$10M

1.6 TrueRent

Property Management Software .Online Rent Collection, Tenant Screening ,Maintenance Tracking. Acquired by Rentec Direct.

Company overview	
Founded Date	Jul 1, 2014
Company size	1-10
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	Private
Estimated Revenue Range	\$1M to \$10M

1.7 Tenant Inc

Technologies for a seamless user experience. the open platform is designed to create customizable solutions through a suite of product offerings for storage operators, including innovative property management software, cutting-edge websites, digital marketing services, and signage, the Tenant Interface platform, and the self-storage industry's first global distribution system.

Company overview	
Founded Date	Jul 2019
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	Private
Estimated Revenue Range	-

1.8 MRI

Software Solutions to manage your commercial properties and workplaces and residential properties and communities.

Company overview	
Founded Date	1971
Company size	1001-5000
Total Funding	\$16M
Time raised	Aug 18, 2021
Number of Funding Rounds	4
Last round	Debt Financing
Estimated Revenue Range	\$100M to \$500M

1.9 AppFolio Inc

- [AppFolio Property Manager](#) An innovative cloud-based solution to enable property management businesses to digitally transform their business, address critical business operations and enable exceptional customer service.
- [AppFolio Investment Management](#) A cloud-based software solution for real estate investment managers that provides innovative tools and services designed to manage investor relationships by increasing transparency and streamlining communications.

Company overview	
Founded Date	2006
Company size	1001-5000
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$100M to \$500M

1.10 Update Capital

Cloud-based platform exclusive for the real estate industry that would let commercial real estate firms effectively market, manage and grow their businesses.

Company overview	
Founded Date	-
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.11 Juniper

Transforming private equity with innovative software and solutions that deliver a more modern, efficient, and effective approach to managing private partnerships. Designed to provide real-time information and workflow for all parties involved in a private partnership, they have quickly become a leading provider of investment management and administration solutions for commercial real estate.

Company overview	
Founded Date	2014
Company size	251-500
Total Funding	\$108M
Time raised	Nov 21, 2019
Number of Funding Rounds	4
Last round	Series C
Estimated Revenue Range	\$10M to \$50M

1.12 Stessa

Stessa is the essential tool for the real estate investors with single-family rentals and multifamily buildings. Stessa offers a powerful new way to track, manage, and communicate the performance of real estate assets. Property owners can now see all their key metrics in one place with a visual dashboard, automate their income and expense tracking.

Company overview	
Founded Date	2016
Company size	11-50
Total Funding	-
Time raised	Dec 5, 2017
Number of Funding Rounds	1
Last round	Non-equity Assistance
Estimated Revenue Range	\$1M to \$10M

1.13 Brivity

CRM, task management tool, marketing automation platform, and client communication system for real estate professionals.

Company overview	
Founded Date	Aug 1, 2011
Company size	11-50
Total Funding	\$920K
Time raised	Jan 1, 2014
Number of Funding Rounds	1
Last round	Seed
Estimated Revenue Range	\$10M to \$50M

1.14 Dynamo

Its ability to track detailed portfolio data across all asset classes, from top-level investing entities, such as accounts and pools, all the way to underlying assets like deals, real assets, and securities. Developed with an open architecture, Dynamo's portfolio management software instills confidence in effectively managing your investments

Company overview	
Founded Date	1999
Company size	101-250
Total Funding	\$80.6M
Time raised	Jul 13, 2018
Number of Funding Rounds	2
Last round	Private Equity Firm
Estimated Revenue Range	\$100M to \$500M

1.15 Groundbreaker

All-in-one suite of tools for small to medium-sized commercial real estate investment firms that raise outside capital. Its tools help teams increase productivity and investor satisfaction by automating fundraising, reporting, and investor relations workflows.

Company overview	
Founded Date	2017
Company size	11-50
Total Funding	\$2M
Time raised	Apr 20, 2021
Number of Funding Rounds	4
Last round	Seed
Estimated Revenue Range	Less than \$1M

1.16 InvestNext

Manage the entire lifecycle of real estate syndication. From raising capital to complex waterfall distributions. All while delivering an institution-grade experience to your investors.

Company overview	
Founded Date	2016
Company size	11-50
Total Funding	Oct 7, 2021
Time raised	\$4.3M
Number of Funding Rounds	1
Last round	Seed
Estimated Revenue Range	Less than \$1M

1.17 Backstop

Productivity Solutions for Real Estate Investment Fund Managers that empowers real estate organizations to consolidate all of their qualitative and quantitative data into one centralized database, support their capital-raising cycle, and track all contacts and interactions effortlessly.

Company overview	
Founded Date	Apr 1, 2003
Company size	51-100
Total Funding	\$20M
Time raised	Oct 30, 2018
Number of Funding Rounds	1
Last round	Venture - Series Unknown
Estimated Revenue Range	\$10M to \$50M

1.18 Re-Leased

Automated, intelligent commercial property management software designed for landlords and property managers, significantly reducing their customers operating risk and saving up to 70% of administration time.

Company overview	
Founded Date	Apr 12, 2012
Company size	101-250
Total Funding	\$9.8M
Time raised	Apr 1, 2021
Number of Funding Rounds	5
Last round	Angel
Estimated Revenue Range	\$1M to \$10M

1.19 StrataFolio

Online software solution designed specifically for people who own or manage real estate, use QuickBooks, and want to streamline their operations to save time, increase profits, and reduce manual work.

Company overview	
Founded Date	May 1, 2017
Company size	1-10
Total Funding	\$1.2M
Time raised	Sep 23, 2021
Number of Funding Rounds	1
Last round	Venture - Series Unknown
Estimated Revenue Range	-

1.20 Archibus

Create a market-leading real estate and workplace management platform to Integrate strategic real estate planning, capital planning, portfolio project management, finance, and operations information to align all assets to an organization's objectives.

Company overview	
Founded Date	1982
Company size	5001-10000
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$10M to \$50M

1.21 CompStak

Nationwide Commercial Real Estate Data. One Platform for the exchange of commercial lease comps. Brokers, landlords, appraiser, and researchers use their site and submit comps on completed commercial lease transactions.

Company overview	
Founded Date	2012
Company size	11-50
Total Funding	\$80.9M
Time raised	Nov 15, 2021
Number of Funding Rounds	11
Last round	Series C
Estimated Revenue Range	\$10M to \$50M

1.22 Pereview

Commercial real estate asset management software platform to manage all data across the entire lifecycle of a real estate investment. supports all front office business functions and tracking data from acquisitions to dispositions, from the fund level to the lease level. Cloud-based and secured on the Microsoft Azure platform.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.23 eFront

The eFront Solution Suite empowers property investors and fund managers to make fact-based decisions and excel in this increasingly competitive market.

Company overview	
Founded Date	1999
Company size	501-1000
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$100M to \$500M

1.24 Reliance

Cloud-based real estate software for managing property and contact information. It is a leading real estate CRM and real estate deal management system designed specifically for investors and professionals.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.25 Ucloser

Real estate software for management of property transactions.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.26 Acturent

Online property management software for landlords and property managers.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.27 dwel.co

Online property management software built to help simplify property management for Real Estate Investors

Company overview	
Founded Date	Oct 2017
Company size	1-10
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	Less than \$1M

1.28 ValencePM

Property management software on a mission to help property management companies become more efficient, save money, and streamline operations.

Company overview	
Founded Date	2012
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	Less than \$1M

1.29 Ark7

Fractional real estate platform that provides self-motivated investors full control to diversify their portfolios and earn passive income. Ark7 empowers its users to build personalized real estate portfolios with curated properties. Ark7 provides users with full transparency to control their own investments that fit their budget and handles all property management.

Company overview	
Founded Date	Jun 26, 2018
Company size	11-50
Total Funding	\$2M
Time raised	Jul 1, 2019
Number of Funding Rounds	1
Last round	Seed
Estimated Revenue Range	-

1.30 Backshop

Single application that combines workflow and the ability to manage and model both property and loan cash flows.

Company overview	
Founded Date	Jan 1, 2000
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.31 FacilityForce

Real Estate & Lease Management Software help organizations manage their entire portfolio of properties, as well as leases from the landlord or tenant perspective.

Company overview	
Founded Date	2021
Company size	51-200
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.32 RE optimizer

Develops lease management software for commercial real estate to manage multiple leases across different locations.

Company overview	
Founded Date	Jan 1, 2011
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.33 Easy

SaaS company that provides work flow software for commercial real estate & facilities management.

Company overview	
Founded Date	Aug 1, 2004
Company size	1-10
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.34 Common Areas

Property management software helps you achieve visibility into your information, documentation and processes to drive your business. Founded by a team of experienced real estate executives who know property management, our software gives you a lens into your business, helps streamline your operations, easily share information and collaborate with your team, tenants, and vendors.

Company overview	
Founded Date	Jan 1, 2014
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$1M to \$10M

1.35 TenantCloud

Cloud-based platform that enables landlords and tenants to manage their rentals. The portal offers online payments, market rentals, accounting, tracking, information storage, and maintenance requests to tenants. Renters are able to share their profiles in order to obtain new homes.

Company overview	
Founded Date	Nov 1, 2014
Company size	11-50
Total Funding	\$6.6M
Time raised	Jun 27, 2018
Number of Funding Rounds	7
Last round	Venture - Series Unknown
Estimated Revenue Range	\$1M to \$10M

1.36 Avail

Free rental property management software that enables landlords to advertise their rental property listing across a dozen sites, screen tenants with customizable questions, request in-depth background checks, create and sign state-specific leases, collect rent, track your rental income and expenses, and much more — all online.

Company overview	
Founded Date	2012
Company size	11-50
Total Funding	\$9.7M
Time raised	Jul 22, 2020
Number of Funding Rounds	6
Last round	Series A
Estimated Revenue Range	\$1M to \$10M

1.37 TurboTenant

Property management software designed for landlords with up to 100 rental properties in their portfolio. Landlords can collect rent online, utilize rental advertising tools, and store important documents at no additional cost.

Company overview	
Founded Date	May 1, 2015
Company size	11-50
Total Funding	\$10.2M
Time raised	Jul 18, 2019
Number of Funding Rounds	3
Last round	Series A
Estimated Revenue Range	\$1M to \$10M

1.38 Rentler

Support for DIY landlords and property managers by giving them tools to find the right tenants, collect rent online, access legal forms, and more. It also helps tenants navigate the rental process with digital applications, online rent payments, and rental listings that are easy to search, so that finding a home is exciting, instead of aggravating.

Company overview	
Founded Date	Jan 18, 2012
Company size	11-50
Total Funding	-
Time raised	Aug 5, 2016
Number of Funding Rounds	3
Last round	-
Estimated Revenue Range	Less than \$1M

1.39 MiniCal

Open-source property management system, which helps businesses in the hostel, hotel, apartment, vacation rental, car rental, and office space sectors manage and get an overview of their properties. Key features include multi-property management, user management, multi-language support, extensions, intuitive calendar, and invoices.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.40 Rent Manager

Property management software that combines all the features you need to run your business into a single integrated solution. Exceptionally customizable and ideal for properties of every size, Rent Manager is your key to an effective and efficient business.

Company overview	
Founded Date	1987
Company size	101-250
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$10M to \$50M

1.41 RentPost

Cloud-based property management software that enables managers and landlords to manage their rental properties.

Company overview	
Founded Date	Jun 1, 2009
Company size	1-10
Total Funding	\$25K
Time raised	Oct 24, 2013
Number of Funding Rounds	1
Last round	Seed
Estimated Revenue Range	Less than \$1M

1.42 Total Management

Web-based software provides property management companies with a cost-effective tool to more efficiently manage and grow their businesses. The software includes features for complete accounting capabilities, emailing work orders, communicating with residents and tenants, and more.

Company overview	
Founded Date	Mar 1, 2007
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	Less than \$1M

1.43 Property Manager

Cloud-based property management solution designed for landlords and property managers of all sizes. It is suitable for a range of properties including apartments, condominiums, and affordable housing. It gives users the tools to automate daily processes such as applications, maintenance requests, notices to tenants, accounting, and more. Property managers can even set up an automatic debit system with their residents for conveniently processing monthly payments. Users can run multiple background checks on prospective tenants to make decisions and finalize allotments.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.44 AIMS

Cloud-based property management solution for apartment owners, landlords and property managers.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.45 Property

Cloud-based property management solution for apartment complexes and multi-family unit properties. It offers applications for tenant and lease tracking, property accounting, building maintenance, CRM and online classifieds.

Company overview	
Founded Date	2001
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	Less than \$1M

1.46 SimplifyEm

Property management software designed to meet the requirements of small and mid-sized landlords and property managers. The web-based solution offers features like property accounting, tenant management, lease tracking, bank reconciliation, maintenance scheduling and vendor management.

Company overview	
Founded Date	Jan 15, 2006
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	Less than \$1M

1.47 Entrata

Cloud-based property management solution that features property accounting, facilities management and resident management. The solution includes invoice creation, vendor management, bank reconciliation, lead management, inter-company transactions and work order management. It also provides open APIs for integrations with third-party solutions.

Company overview	
Founded Date	Jul 11, 2003
Company size	1001-5000
Total Funding	\$507M
Time raised	Jul 7, 2021
Number of Funding Rounds	1
Last round	Private Equity
Estimated Revenue Range	\$100M to \$500M

1.48 ResMan

Industry-leading property management platform preferred by owners, operators and investors across the multifamily, affordable and commercial real estate marketplace.

Company overview	
Founded Date	2000
Company size	251-500
Total Funding	\$36M
Time raised	Oct 25, 2017
Number of Funding Rounds	2
Last round	Venture - Series Unknown
Estimated Revenue Range	\$10M to \$50M

1.49 Smart Property

Cloud-based property management system designed for landlords, real estate investors, property management companies and managers of student or employee housing. It offers accrual accounting, tenant and lease tracking and maintenance functionality.

Company overview	
Founded Date	2005
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$1M to \$10M

1.50 Tenant File Property Management

On-premise property management solution for apartment, condo, commercial, residential, retail and self-storage property managers. The solution includes accounting, tenant and lease tracking and building maintenance functionalities.

Company overview	
Founded Date	1990
Company size	1-10
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$10M to \$50M

1.51 Track Vacation Rental PMS

Hospitality Software offers a suite of applications for hotels, resorts and vacation rental management companies. The solution offers both seasonal and pricing options and customizable rate and yield management tools.

Company overview	
Founded Date	Jul 1, 2014
Company size	11-50
Total Funding	\$750M
Time raised	Mar 27, 2015
Number of Funding Rounds	1
Last round	Seed
Estimated Revenue Range	Less than \$1M

1.52 Hemlane

Nationwide property management platform. They empower rental owners to manage their properties remotely with a transparent solution that offers online tools and connections to maintenance coordinators and local support. For agents and managers, they can manage existing clients and meet new clients directly on Hemlane

Company overview	
Founded Date	Jul 2015
Company size	1-10
Total Funding	\$12M
Time raised	Jan 18, 2022
Number of Funding Rounds	3
Last round	Series A
Estimated Revenue Range	\$1M to \$10M

1.53 LandlordTracks

Cloud-based property management suite suitable for residential, commercial and corporate housing. Key features include automatic rent collection and owner disbursements, automatic vacancy listings, background checks, accounting, online payment management and communication tools.

Company overview	
Founded Date	2009
Company size	11-50
Total Funding	
Time raised	
Number of Funding Rounds	
Last round	
Estimated Revenue Range	Less than \$1M

1.54 Escapia

Cloud-based vacation rental system that helps vacation rental managers automate property management tasks and online distribution. Key features include accounting tools, lead management, reservations, maintenance, housekeeping, marketing and an owner portal.

Company overview	
Founded Date	2000
Company size	1001-5000
Total Funding	\$3.6M
Time raised	Jun 24, 2009
Number of Funding Rounds	2
Last round	Venture - Series Unknown
Estimated Revenue Range	\$1M to \$10M

1.55 LiveRez

Cloud-based vacation rental software suite, featuring a property management and central reservation system, customer relationship management (CRM) system, survey and review system, work order system, owner logins, guest app and full trust accounting system.

Company overview	
Founded Date	Feb 28, 2009
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	Less than \$1M

1.56 iManageRent

Cloud-based property management solution suitable for landlords managing single or multiple properties of all sizes. The platform offers online rent collection and security-deposit management, tenant screenings, maintenance management and more.

Company overview	
Founded Date	2010
Company size	1-10
Total Funding	\$450K
Time raised	Jan 8, 2013
Number of Funding Rounds	1
Last round	Seed
Estimated Revenue Range	Less than \$1M

1.57 Innago

Cloud-based property management platform for landlords with small to midsize property portfolios. With Innago, users can collect rent, manage leases, collect signatures and manage tenants

Company overview	
Founded Date	Jan 1, 2017
Company size	1-10
Total Funding	\$3.7M
Time raised	Jan 1, 2020
Number of Funding Rounds	2
Last round	Series A
Estimated Revenue Range	Less than \$1M

1.58 Rentmoji

Cloud-based property management solution designed for small and midsize businesses. It offers lead management, tenant screening, a tenant portal, online payments, document storage and vacancy tracking functionalities within a suite.

Company overview	
Founded Date	2016
Company size	1-10
Total Funding	\$3M
Time raised	Jul 29, 2016
Number of Funding Rounds	1
Last round	Venture - Series Unknown
Estimated Revenue Range	

1.59 Yardi

Property management software that's intuitive to use, quick to set up and designed to work on any device.

Company overview	
Founded Date	-
Company size	11-50
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$10M to \$50M

1.60 Unit Trac

Cloud-based self-storage management software solution that helps users manage their facilities. Key features include lease management, credit card processing, facility maps, business accounting and multi-device support.

Company overview	
Founded Date	-
Company size	-
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	-

1.61 RealPage

Provider of cloud-based software for managing multi-family real estate, which include payment processing, central reporting, and document management systems for automating the leasing, renting, purchasing, facilities management, and accounting of housing properties.

Company overview	
Founded Date	1998
Company size	1001-5000
Total Funding	\$105M
Time raised	Jan 13, 2022
Number of Funding Rounds	9
Last round	Post-IPO Equity
Estimated Revenue Range	\$100M to \$500M

1.62 Yardi

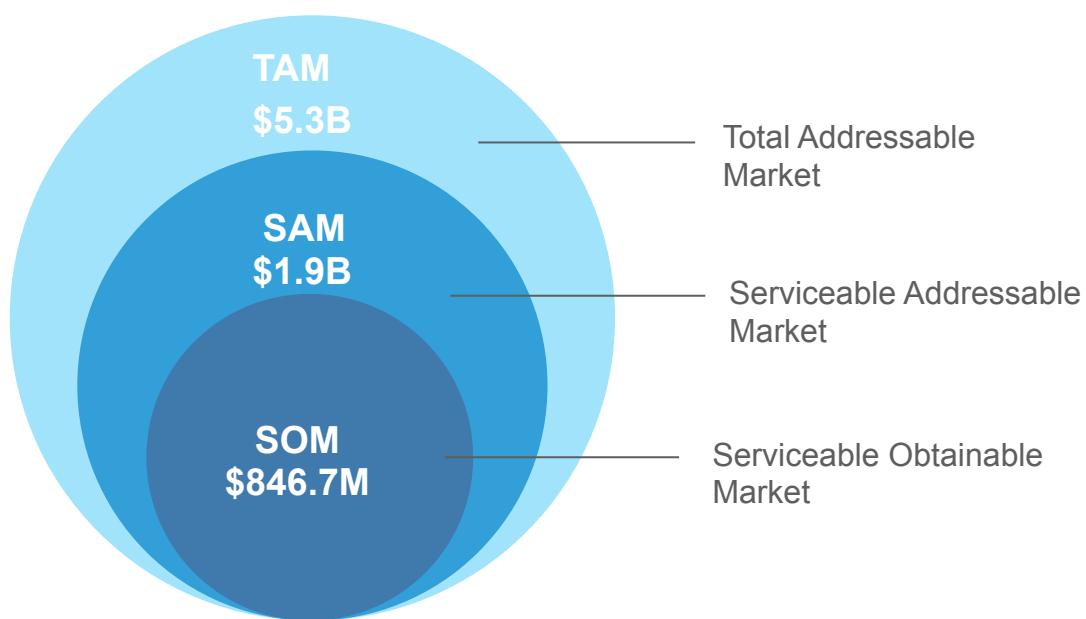
Software vendor for the real estate industry with end-to-end property and investment management software and services.

Company overview	
Founded Date	1984
Company size	5001-10000
Total Funding	-
Time raised	-
Number of Funding Rounds	-
Last round	-
Estimated Revenue Range	\$500M to \$1B

Chapter 2

TAM, SAM, SOM, and Predicted Revenue for Whiterock.ai

TAM SAM SOM



2.1 TAM

Total RE units in the US:

- SFR Units = 44MM units¹
- MF Units = 43.9MM units ²
- Total Units = 87.9MM units.

TAM=87.9MM * (\$5*12) = \$5.3B.

2.2 SAM

MF homes in the US of properties that are larger than 5 units, 25% of SFR owners and owned by professionals:

MF	MF (in US)	% owned by professionals	Units owned by professionals
50+units	16.4MM	92%	15.1MM
25-49 units	2.7MM	81%	2.2MM
5-24units	4.6MM	62%	2.9MM
Total			20.2MM

SAM =(20.2MM +(44MM * 25%)) *(\$5*12) = \$1.9B

source:<https://urbn.is/3wGpfhm>

2.3 SOM

MF owned by professionals

Cites	5-49 units	50+ units	Total units
New York	449.3K	761.5K	1.2MM
Washington-DC	34.2K	50.7K	84.9K
Miami	22.3K	24.2K	46.5K
Altlanta	23.1K	15.3K	38.3K
Boston	35.1K	37.6K	72.7K
Philadelphia	26.6K	32.0K	58.6K
Total			1.5MM

SOM=1.5MM* (\$5*12) = \$846.7MM.

1 <https://bit.ly/38U5E4j>

2 <https://bit.ly/3kTgjyq>

2.3.1 New York

MF units	% of units	units
2 units	12.8	450.5K
3 or 4 units	9.3	327.3K
5 to 9 units	6.5	228.8K
10 to 19 units	6.4	225.3K
20 or more units	48.4	1.7MM
Total		2.9MM

properties owned by professionals

source:<https://bit.ly/3lM1i1X>

- 5-49 units = $2.9MM * 35.6\%{}^3 = 1.0MM * 43\%{}^3 = 449.3K$ units
- 50+ units. = $2.9MM * 28.2\%{}^3 = 827.8K * 92\%{}^3 = 761.5K$ units.

2.3.2 Washington-DC

MF units	% of units	units
2 units	3.1	9.9K
3 or 4 units	7	22.3K
5 to 9 units	7.1	22.7K
10 to 19 units	9	28.7K
20 or more units	37.8	120.7K
Total		204.3K

properties owned by professionals

source:<https://bit.ly/39UIJpB>

- 5-49 units = $204.3K * 38.9\%{}^3 = 79.5K * 43\%{}^3 = 34.2K$ units.
- 50+ units = $204.3K * 27\%{}^3 = 55.2K * 92\%{}^3 = 50.7K$ units.

2.3.3 Miami

3 <https://urbn.is/3wGpfhm>

MF units	% of units	units
2 units	3.6	7.5K
3 or 4 units	4.2	8.8K
5 to 9 units	6.6	13.8K
10 to 19 units	6.7	14.0K
20 or more units	44.3	92.7K
Total		136.8K

source:<https://bit.ly/3MP9eeR>

properties owned by professionals

- 5-49 units = $136.8K * 37.9\%{}^3 = 51.8K * 43\%{}^3 = 22.3K$ units.
- 50+ units = $136.8K * 19.2\%{}^3 = 26.3K * 92\%{}^3 = 24.2K$ units.

2.3.4 Atlanta

MF units	% of units	units
2 units	2.2	5.5K
3 or 4 units	4	10.0K
5 to 9 units	6.8	17.0K
10 to 19 units	8.3	20.8K
20 or more units	34.8	87.2K
Total		140.5K

source:<https://bit.ly/3NHDGaN>

properties owned by professionals

- 5-49 units = $140.5K * 38.2\%{}^3 = 53.7K * 43\%{}^3 = 23.1K$ units.
- 50+ units = $140.5K * 11.8\%{}^3 = 16.6K * 92\%{}^3 = 15.3K$ units.

2.3.5 Boston

MF units	% of units	units
2 units	13.1	39.1K
3 or 4 units	23.8	71.1K
5 to 9 units	11.3	33.8K
10 to 19 units	7.7	23.0K
20 or more units	25.5	76.2K
Total		243.1K

source:<https://bit.ly/3PKh8YI>

properties owned by professionals

- 5-49 units = $243.1K * 33.6\%^3 = 81.7K * 43\%^3 = 35.1K$ units.
- 50+ units = $243.1K * 16.8\%^3 = 40.8K * 92\%^3 = 37.6K$ units.

2.3.6 Philadelphia

MF units	% of units	units
2 units	7.9	54.4K
3 or 4 units	6	41.3K
5 to 9 units	3.8	26.2K
10 to 19 units	2.4	16.5K
20 or more units	13.3	91.7K
Total		230.2K

source:<https://bit.ly/3PJBjG7>

properties owned by professionals

- 5-49 units = $230.2K * 26.9\%^3 = 61.9K * 43\%^3 = 26.6K$ units.
- 50+ units = $230.2K * 15.1\%^3 = 34.8K * 92\%^3 = 32.0K$ units.

2.4 Predicted Revenue for

Using AppFolio's financial information To
Predicted

- Revenue of 2021 = \$359M⁴.
- Number of users = 17,215⁴.
- Cost price /unit / year = \$17.1⁵
- $359M = 17,215 * 17.1 * \text{units}$.
- Units = 1,219.

On average, an AppFolio user owns 1219 units.

We believe that most AppFolio users have around 1,250 units managed by the software.

3 <https://urbn.is/3wGpfhm>

Whiterock.ai

- Number of users= 5 users.
- Units on average = 1,250
- Cost price /unit / year = \$60 / unit / year
- Growth rate =49.2%⁶

Year	Predicted revenue
2022	\$375K
2023	559K
2024	834K
2025	\$1.2MM
2026	\$1.8MM

- year of 2022 = $5 * 1250 * \$60 = \$375K$
- year of 2023 = $\$375K * (1.492) = \$559K$
- year of 2024 = $\$559K * (1.492) = \$834K$
- year of 2025 = $\$834K * (1.492) = \$1.2MM$
- year of 2026 = $\$1.2MM * (1.492) = \$1.8MM$

4 <https://bit.ly/3N48H89>

5 chapter 4 part 2

6 chapter 4 part 1(average of revenues growth from 2014 to 2018)

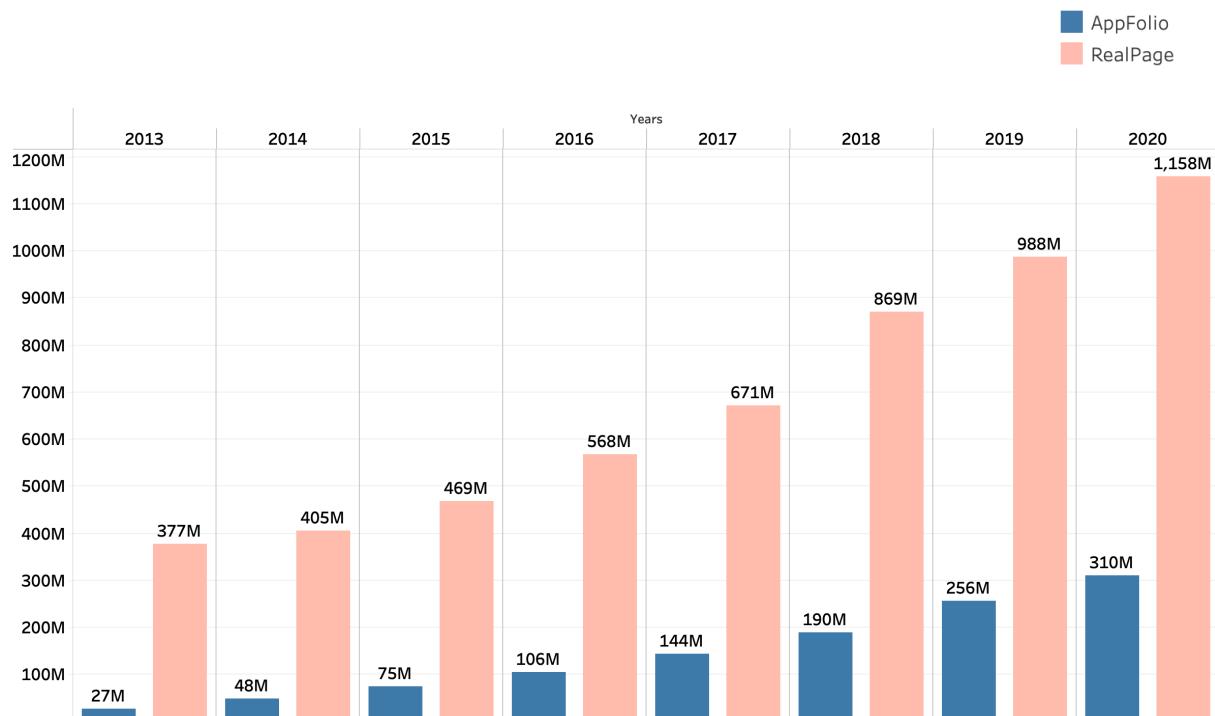
Chapter 3
Analysis of the 2013 to 2020
Financial Report of RealPage
and AppFolio

3.1 Profitability

The profitability are used to measure and asses the businesses ability to generate a profit in respect to its costs.

3.1.1 Revenue growth

	RealPage		AppFolio	
Years	Revenue	revenue growth	Revenue	revenue growth
31-Dec-20	1.2B	17%	310.1M	21%
31-Dec-19	988.1M	14%	256.0M	35%
31-Dec-18	869.5M	30%	190.1M	32%
31-Dec-17	671.0M	18%	143.8M	36%
31-Dec-16	568.1M	21%	105.6M	41%
31-Dec-15	468.5M	16%	75.0M	57%
31-Dec-14	404.6M	7%	47.7M	80%
31-Dec-13	377.0M	17%	26.5M	



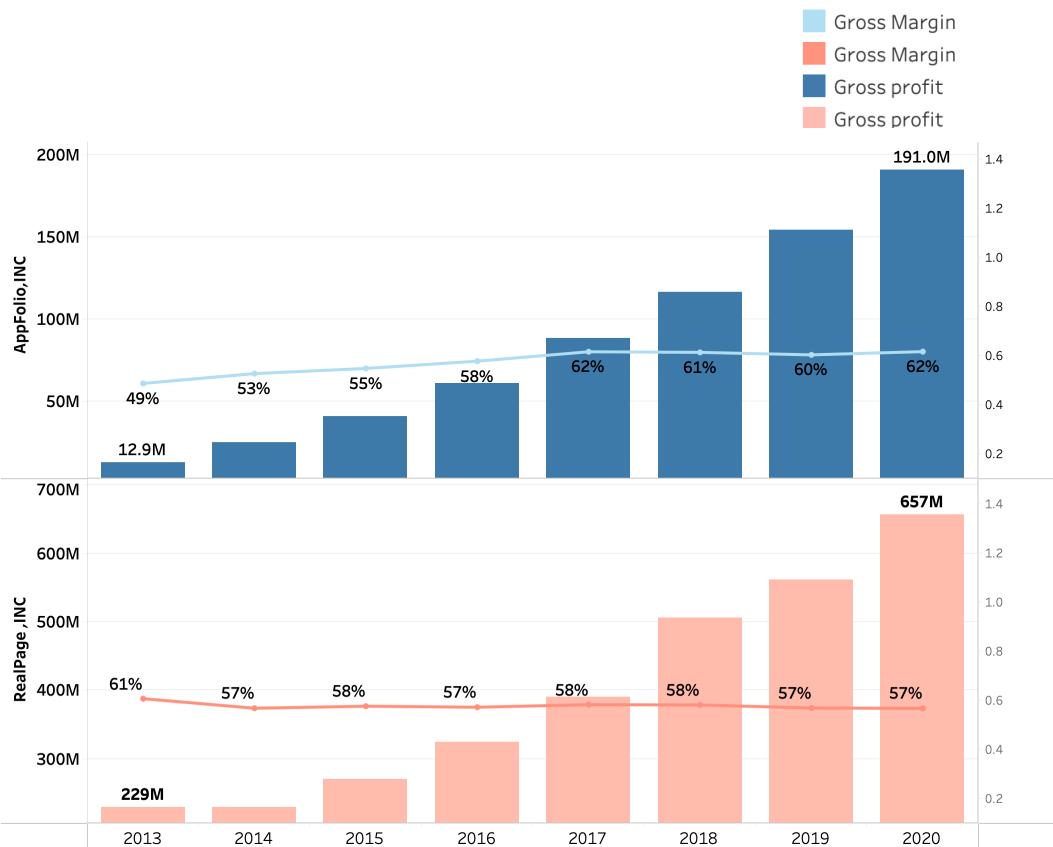
This graph shows revenue growth from 2013 to 2020. It can be seen that AppFolio achieved huge increased revenue growth in 2014 by 80%.and then there are consistently increased. in 2020 growth ratio was 21%, and revenue was \$310.1M.

Revenue of Realpage has constantly increased. It arrived in 2020 at \$1.2B with revenue growth of 17%.

Despite the excellent performance of AppFolio in the growth rate, RealPAge generated more revenue than AppFolio.

3.1.2 Gross profit & Gross Margin

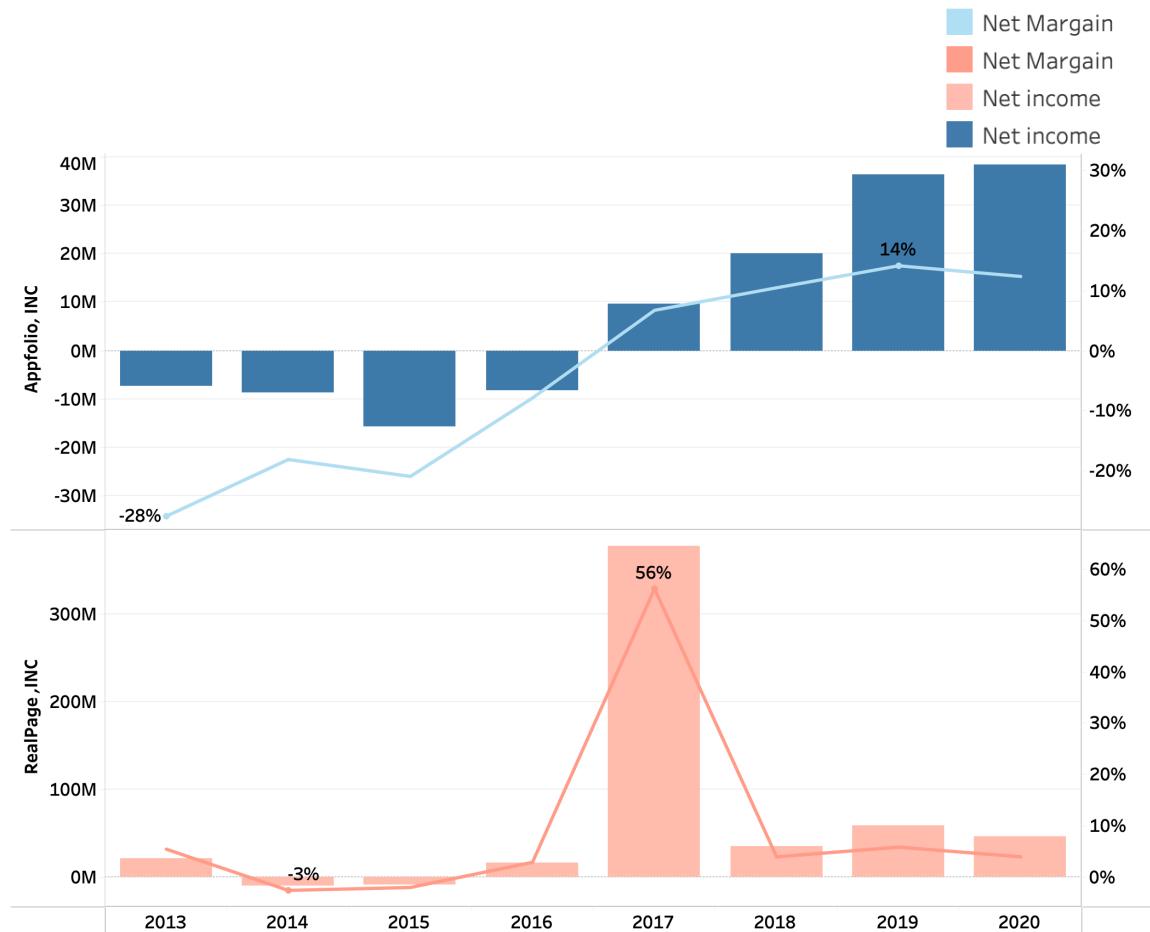
Years	RealPage		AppFolio	
	Gross profit	Gross Margin	Gross profit	Gross Margin
31-Dec-20	657.2M	57%	191M	62%
31-Dec-19	562M	57%	154.4M	60%
31-Dec-18	505.3M	58%	116.5M	61%
31-Dec-17	390.7M	58%	88.5M	62%
31-Dec-16	324.9M	57%	61.0M	58%
31-Dec-15	269.9M	58%	41.1M	55%
31-Dec-14	229.7M	57%	25.1M	53%
31-Dec-13	228.7M	61%	12.9M	49%



The gross margin from both companies is similar, but RealPage produced three times the profit of AppFolio in gross profit. Whereas RealPage has a higher profit of \$657M in 2020 while AppFolio generated a high level of 191M from profit in 2020.

3.1.3 Net Margine

Years	RealPage		AppFolio	
	Net income	Net Margin	Net income	Net Margin
31-Dec-20	46.3M	4%	38.4M	12%
31-Dec-19	58.2M	6%	36.3M	14%
31-Dec-18	34.7M	4%	20.0M	11%
31-Dec-17	377.0M	56%	9.7M	7%
31-Dec-16	16.7M	3%	(8.3M)	-8%
31-Dec-15	(9.2M)	-2%	(15.7M)	-21%
31-Dec-14	(10.3M)	-3%	(8.6M)	-18%
31-Dec-13	20.7M	5%	(7.3M)	-28%



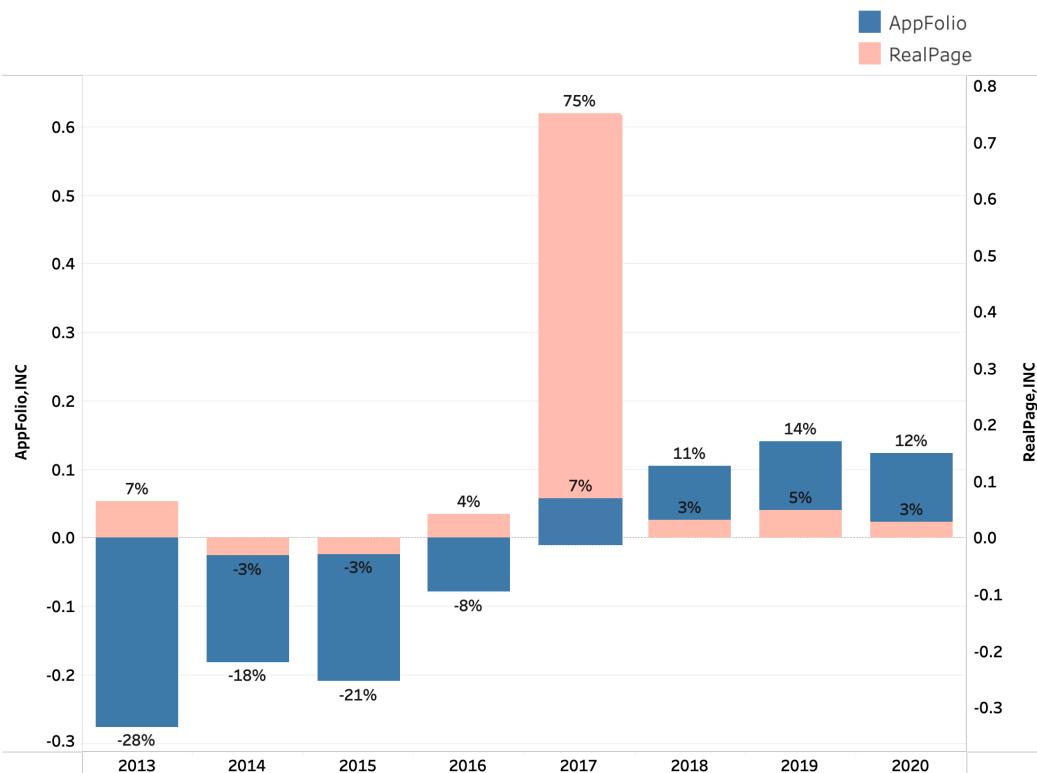
There is a decline in the net income of RealPage from 2014 to 2015 it was -3% and -2%, respectively. In 2017, RealPage witnessed a recovery in its economy as its percentage was 56% at \$377M. Then a followed decline, but the percentage was still higher than zero. In 2020 the net margin arrived at 4%, and net income was \$46.3M.

In AppFolio there was a sharp decline in the net margin, where the highest percentage decline was recorded at -28% in 2013. This situation continued until the year 2016. In 2017, the company seemed to gain income with a percentage of 7% and \$9.7M of the net income, and then followed that a steady increase until it reached 12% in 2020 with a net income was 38.4M.

We note that all companies faced problems in managing costs before 2017. After that companies, It started making net income, with a difference between them of 7.9M in 2020.

3.1.4 Return on Equity

Years	ROE RealPage	ROE AppFolio
31-Dec-20	3%	12%
31-Dec-19	5%	14%
31-Dec-18	3%	11%
31-Dec-17	75%	7%
31-Dec-16	4%	-8%
31-Dec-15	-3%	-21%
31-Dec-14	-3%	-18%
31-Dec-13	7%	-28%

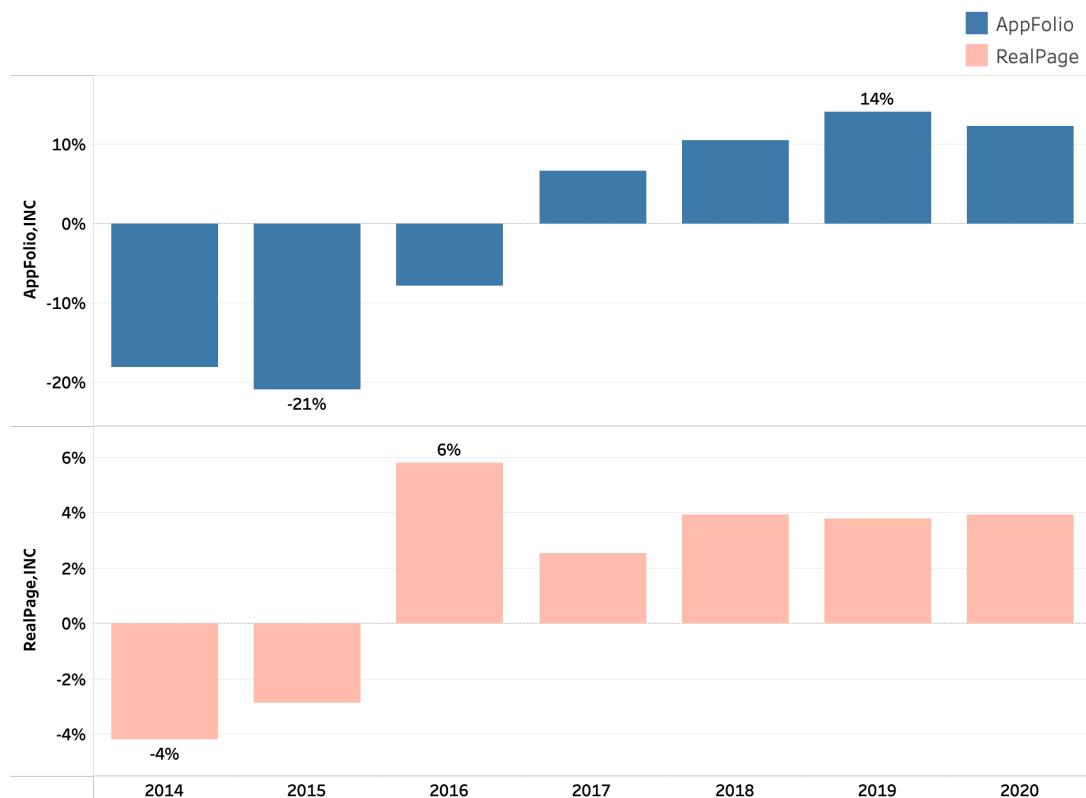


RealPage is not very efficient in generating profit even though in 2017 it generated 75% of ROE but after that ROE ration stile under 10%.

While AppFolio is better performance than RealPage, AppFolio's ROE has exceeded 10% from 2018 to 2020.

3.1.5 Return on Capital Employed

Years	ROCE RealPage	ROCE AppFolio
31-Dec-20	4%	3%
31-Dec-19	4%	3%
31-Dec-18	4%	13%
31-Dec-17	3%	11%
31-Dec-16	6%	0%
31-Dec-15	-3%	-20%
31-Dec-14	-4%	-72%



Realpage's ROCE was constantly increased after the year 2015.in 2020 its ROCE reached 4%

AppFolio achieved the highest percentage of ROCE than Realpage in the years 2017 and 2018 it was 11% and 13% respectively. In 2019, it decreased by 10% compared to the previous year, and the same percentage did not change in the year 2020 and it was 3%.

Both companies have higher revenue in relation to their capital after 2017, meaning that they

3.2 Conclusion

- There is constant growth in their economy for both companies.
- Realpage is better than AppFolio in generating revenue and deals with an expense that provides good net income.
- AppFolio is better than RealPage in Generate profits for investors.
- Both companies utilize capital well to generate additional profits.

Source

RealPage annual report

- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1286225/000128622520000011/rp-20191231x10k.htm>.
- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1286225/000128622521000007/rp-20201231.htm>
- <https://www.sec.gov/Archives/edgar/data/1286225/000128622517000010/rp-20161231x10k.htm>

AppFolio annual report

- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1433195/000143319522000023/appf-20211231.htm>.
- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1433195/000143319521000024/appf-20201231.htm>.
- <https://www.sec.gov/Archives/edgar/data/1433195/000143319519000016/appf12311810-k.htm>
- <https://www.sec.gov/Archives/edgar/data/1433195/000143319518000011/appf201710-k.htm>
- <https://www.sec.gov/Archives/edgar/data/1433195/000143319517000010/appf201610-k.htm>

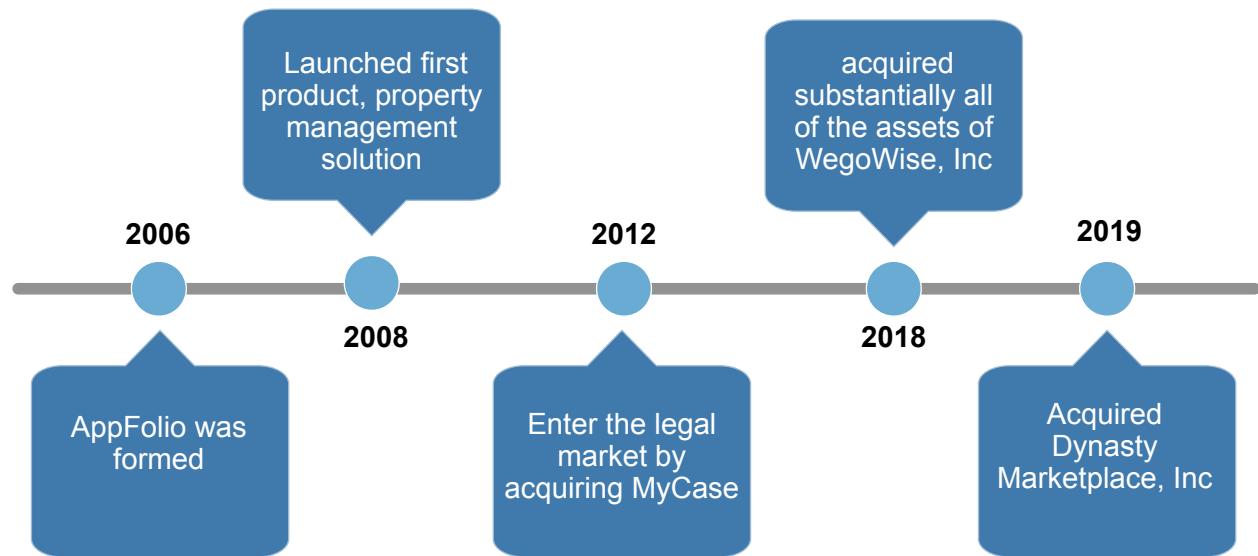
Chapter 4

Financial Analysis of AppFolio Company from 2013 to 2021 and the Strength Factors that Helped AppFolio Growth

Part 1

**Financial Analysis of AppFolio
Company from 2013 to 2021**

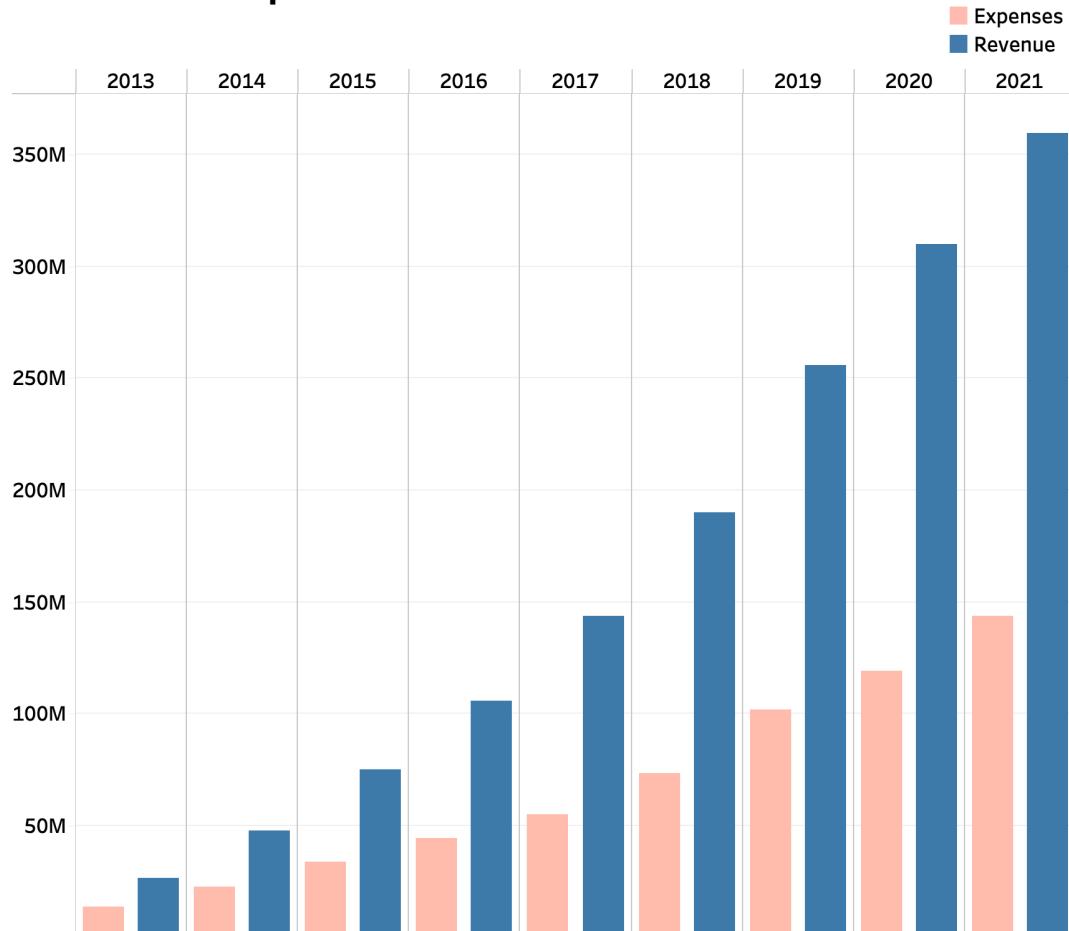
4.1.1 Overview



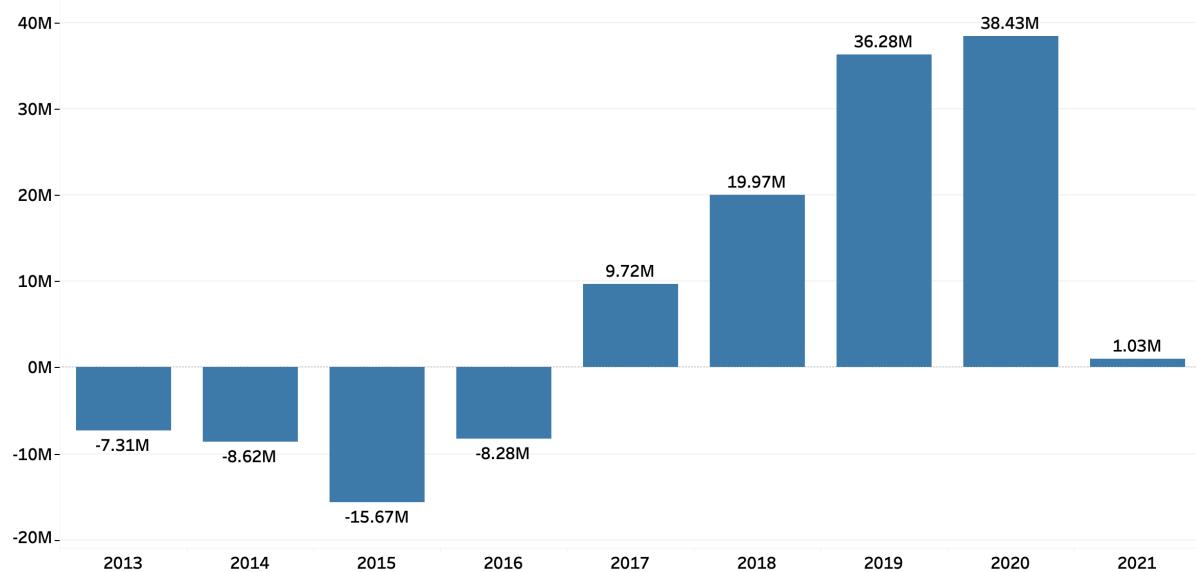
4.1.2 Revenue growth

Years	Revenue	Expense	Revenue growth	Gross Margin	Net Income
31-Dec-21	359.4M	143.9M	16%	60%	1M
31-Dec-20	310.1M	119.0M	21%	62%	38.4M
31-Dec-19	256.0M	101.6M	35%	60%	36.3M
31-Dec-18	190.1M	73.5M	32%	61%	20.0M
31-Dec-17	143.8M	55.3M	36%	62%	9.7M
31-Dec-16	105.6M	44.6M	41%	58%	(8,281,000)
31-Dec-15	75.0M	33.9M	57%	55%	(15,668,000)
31-Dec-14	47.7M	22.6M	80%	53%	(8,621,000)
31-Dec-13	26.5M	13.6M		49%	(7,305,000)

Revenue & Expense



Net Income



- Net losses of \$8.3MM, \$15.7MM, and \$8.6MM for the years ended December 31, 2016, 2015, and 2014, respectively. These losses reflect the substantial investments they have made across organization to develop software solutions and capitalize on their market opportunity. As a result of continuing investments to grow their business in these and other areas, they expect their expenses to increase significantly, and we do not expect to be consistently profitable, if they are profitable at all, for the foreseeable future. Even if they are successful in growing their customer base and increasing revenue from new and existing customers, they may not be able to generate additional revenue in amounts that are sufficient to cover our expenses.
- For the year ended December 31, 2021, investing activities used \$110.5MM in cash primarily due to purchases of investment securities of \$241.2MM, capitalized software development costs of \$24.6MM and capital expenditures of \$8.1MM to purchase property and equipment for the continued growth and expansion of their business. These uses of cash were partially offset by maturities and sales of investment securities of \$107.4MM and \$43.2MM, respectively, and proceeds from the sale of our equity-method investment of \$12.5MM.

4.1.3 customers

property manager customers include third-party managers and owner-operators, managing single- and multi-family residences, commercial property, home owners' associations and student housing, as well as mixed real estate portfolios. property manager customers typically manage portfolios ranging from 50 to 3,000 units.

2021	 17,215 property management customers. No individual customer represented 10% or more of our total revenue.
2020	 15,724 property management customers. No individual customer represented 10% or more of our total revenue .
2019	 14,385 property management customers. No individual customer represented 10% or more of our total revenue. Over 90% of annual revenue is derived from the software solutions, services and data analytics we offer to the real estate market.
2018	 13,046 real estate property manager customers that directly and indirectly account for more than 90% of our annual revenue.
2017	 11,708 property manager customers that directly and indirectly accounted for more than 90% of our annual revenue.
2016	 10,038 property manager customers.No customer represented 10% or more of our total revenue, and our property manager customers represented more than 90% of our revenue.

Sources

- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1433195/000143319522000023/appf-20211231.htm>
- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1433195/000143319521000024/appf-20201231.htm>
- <https://www.sec.gov/ix?doc=/Archives/edgar/data/1433195/000143319520000019/appf12311910-k.htm>
- <https://www.sec.gov/Archives/edgar/data/1433195/000143319519000016/appf12311810-k.htm>
- <https://www.sec.gov/Archives/edgar/data/1433195/000143319518000011/appf201710-k.htm>
- <https://www.sec.gov/Archives/edgar/data/1433195/000143319517000010/appf201610-k.htm>

Part 2

The Strength Factors that Helped AppFolio Growth

4.2.1 About AppFolio

AppFolio is a cloud-based technology that gives the business everything they need in one place like managing a property, creating accounting, reporting, staying connected, communicating with customers from anywhere, maintenance, efficiency, staffing, training, marketing, Leasing Management, and growth. They serve residential, commercial, investment management, and community associations.



Happy, engaged team members serve our customers better



An award-winning product



#11 fastest growing company

6M+

6+ million units under management on our platform

APPF
Nasdaq Listed
Publicly traded on NASDAQ

4.2.2 Analysis AppFolio's Clients's Review

To know the reason that led to the rapid development of AppFolio company. I Studied the review of the company's clients.

- I found some of the clients before using AppFolio's software relied on paper and several systems to complete their work.
- Other Clients had experience with property management software from other companies

After reviewing 157 clients' reviews (text & videos). I have summarized the key needs and things clients search for, that AppFolio's software covers all these and that makes Clients choose them among other software.

- Allowing Increased productivity.
- Allowing unit growth.
- Allowing increases the bottom line.
- Getting jobs done and more efficiently and faster.
- Spend less time working. no more late nights or working through weekends. and more time pursuing the thing they love.
- Software is more scalable and can manage any number of units.
- Allowing them to grow business without increasing staff.

- Make their employees happier and focus on the company, driving new business and creating better customer service experiences.
- Software that continues experimenting and driving new innovations.
- Single software with Integration of the different aspects of

• Marketing	• Maintenance
• Bill payment	• Rent collection
• Leases	• Reporting
• Investor function	• Communication
- Implementing the Software so easy and fully integrate with their website.
- The software is very user-friendly and convenient.
- Can access real-time data and insights on the performance of their properties from any device quickly.
- Automate the reporting process, and provide a variety of reporting like income statements, balance sheets, tenant transactions summary...etc.
- Increased resident retention.
- Software work consistently without crunch time.
- The service cost is reasonable.
- Clear reports make property managers able to answer a lot of owners' questions without having to contact someone in accounting.
- Very solid training program.
- Software that adapts to meet the needs of their business and fuel their success.
- Trusted property management software.
- Quickly and easily market their vacancies online and for prospective renters to submit applications digitally.
- Having a strong relationship with customer service:
 - They are very open to listening to their client's feedback and implementing it, which makes them feel more confident knowing their feedback is being heard.
 - Respond very quickly when they need them.
 - keep their Client updated. when adding or changing products they send notifications to their client.

4.2.3 Customer Service Team

The customer care team of AppFolio has been recognized as a Customer Service Department of the Year by The Stevie Awards for Sales and Customer Service for the fourth consecutive year.



4.2.4 Cost Pricing

- **For residential**

- \$1.40 / unit / month (Minimum monthly fee is \$280): designed for small to mid-size portfolios .
- : \$3 /unit / month (Minimum monthly fee \$1,500): designed for portfolios managing 1,000+ units.

- **For Community Associations**

- \$0.80 /unit / month (Minimum monthly fee is \$280): designed to manage your entire business

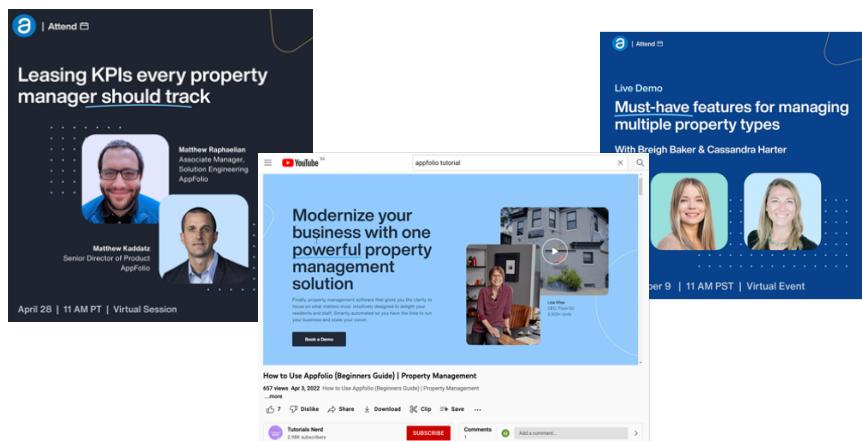
- **For Commercial**

- \$1.50 /unit / month (Minimum monthly fee is \$280): modern PowerPoint designed for small to mid-size portfolios .
- :\$3 / unit /month (Minimum monthly fee is \$1,500): designed for larger mixed portfolios.

4.2.5 My Opinion

In my opinion.Things help AppFolio reach new customer are:

- Having many tutorials on how to use their software on YouTube from Different accounts.
- They have many live webinars.
- Interact with Public events and community
 - Thy accepted workplace visit to bridge the gap between school and the world of work.
 - Build skateboards and create birthday boxes for children in foster care.



- Some of AppFolio Post on Instagram



- They have different types of report cash flow, general ledger, trial balance, and more.

- They show Clients' experience, their reviews, improvement, and growth in the AppFolio website that help increase customer trust in the AppFolio company

This number is more attractive to new customer

Duckworth-Morris has been in real estate development and property and community association management in Tuscaloosa, AL for generations. In business for over 100 years, Duckworth-Morris focuses on providing excellent service to homeowners, residents, and owners.

Challenge:
Prior to switching to AppFolio, Duckworth-Morris had to bring on more staff to handle their volume of management accounts. They needed a solution that would allow them to grow their business without increasing headcount.

Growth with AppFolio Property Manager PLUS:

DOORS MANAGED	UNITS MANAGED
3,500+	1,200+

COMMUNITY ASSOCIATIONS

41	LEADS RECEIVED THROUGH APPFOLIO
11,000+	11,000+

61

Sources

- <https://www.appfolio.com/>
- <https://www.instagram.com/lifeatappfolio/?hl=en>
- <https://www.youtube.com/user/appfolio>