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REAL ESTATE SOFTWARE

Callmax Pricing Proposal

City of West Allis, WI Housing Authority

November 22, 2019

Brett Baxt
MRI Public Housing Account Executive
518-633-1869
brett.baxt@mrisoftware.com

Ethan Finn
Callmax Account Executive
216-825-6709
ethan.finn@mrisoftware.com

Always Open. Always Connected.

Dear Patrick,

Thank you for giving us the opportunity to work with you to create a comprehensive communications and feedback system to enhance the communication between your agency and its clients.

Callmax Automated Communications will provide your agency with the flexibility to meet these needs. Our interactive Communications Suite allows your communities to capture feedback and communicate with prospective and current residents in a streamlined solution.

Callmax Communications Suite will free up time for your staff while also creating a direct line of communication for clients to provide feedback and receive information about the community.

On the next few pages please find descriptions of the features within the Callmax Communications Suite and the pricing for the solution.

When we previously spoke, you had requested that we include the following points in our proposal:

- Features and Functionality
- Details on our Integration with Housing Pro
- Time Frame to Implement
- Communications Suite Pricing

In this proposal we have addressed those four points.

We look forward to working with the City of West Allis team on this project.

All the Best,

- Brett Baxt, MRI Public Housing Account Executive
- Ethan Finn, Callmax Account Executive

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Communications Suite

- Bulletins
    - Target prospects and residents with individual and/or bulk messaging while documenting communication and receipt.
    - Notify residents of any routine maintenance or construction with the touch of a button.
    - Provide 24-hour notices to residents for inspection of a unit. All bulletins that are sent through Callmax can be confirmed in the system that they arrived to the correct recipient.
    - Send mass emails with on-brand messaging with the ability to upload word documents into Callmax Communications Suite.

- Resident Surveys
    - Text/Call capabilities for surveying social activities, amenity interest and more.
    - Follow up with residents after maintenance emergencies to ensure satisfaction with maintenance technicians.
    - Surveying for community social activities.

- Keyword Text Campaigns
    - Text "keyword" to property-specific number.
    - Automated text responses with custom information.
    - Unlimited text campaigns can be used simultaneously.

- Live Text Chat
    - Providing real-time lead/prospect follow-up.
    - Direct communications with residents via text message.

- Outbound Call Recording.

- Work with Housing Pro 9.2 to upload resident data into Callmax
    - Integration is set up between the Callmax Integration Team and the City of West Allis IT Team.
    - CSV Reports would be generated from Housing Pro, sent to Callmax and uploaded to match resident data.
    - City of West Allis sends report on an "as-needed" basis (weekly, monthly, etc.) to cmx.integration@mrisoftware.com

Automated Communications with Callmax

Summary of Benefits

- Improve resident communication and engagement in community activities.
- Save time for staff in the leasing office through quick notifications with the bulletin and live text chat features.
- Increase resident retention and feedback through maintenance surveys. Surveys allow communities to make sure that residents have a positive experience in the event a work order or emergency maintenance page out is completed.
- Keyword text campaigns to track marketing data and provide prospective residents with up-to-date information about communities.
- Professional follow up to both residents and prospects through live text chat features that can be tracked through Callmax.
- Decrease delinquent rents by consistently sending rent reminders or past due statements to residents.

Implementation Timeline
- Agreement is signed between MRI and City of West Allis.
- Integrations are set up between OneSite and Callmax (1-2 Weeks).
- Existing Callmax Accounts are configured to add the Communications Suite (1-2 Weeks).
- Training is scheduled for City of West Allis on the Communications Suite (Timeline dependent on availability for training).
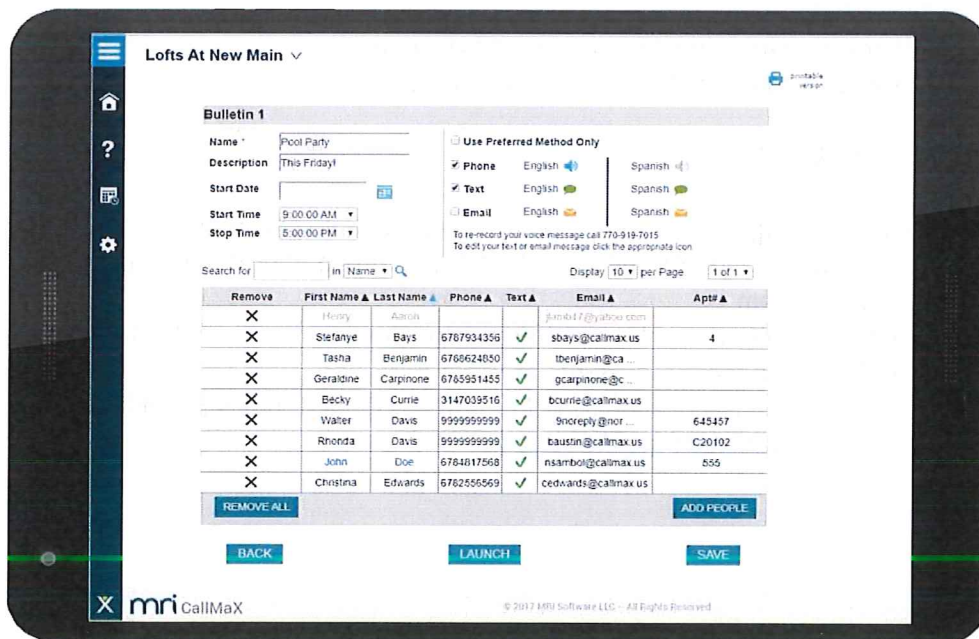
Pricing Proposal

Community	Unit Count	Monthly Price
City of West Allis	606 (Per HUD Profile)	$161.60 (Annual: $1,939.20)
End of Year Promotion Signed and Returned to MRI Prior to 12.31.19	10% Discount	-$16.16 (Annual: -$193.92)
TOTAL MONTHLY COST:		$145.44 (Annual: $1,745.28)

HAPPY
SOFTWARE
An MRI Software Company

11 Federal Street • Saratoga Springs, NY 12866
(518) 584-4668 • (888) GT HAPPY • Fax (518) 584-5388
www.happysoftware.com

November 21, 2019

Ms. Mellena Hoppe, Housing Specialist
City of West Allis Housing - X577999
Purchasing Division
7525 West Greenfield Avenue
West Allis, WI 53214

Quote
FSS Pro

This quote is valid until 12/21/2019.

HAPPY Software

Item	Price	Quantity	Price
FSS Pro (Family Self-Sufficiency)	$990.00	1	$990.00
Discount	-$99.00	1	-$99.00
- 10% Off End of Year Promotion			
- Contract Must Be Signed and Recieved By MRI Prior			
to 12/31/2019			

Total HAPPY Software:		**$891.00**

Services

Item	Price	Quantity	Price
Project Management (per hour)	$150.00	2	$300.00
Internet-based Training (per hour)	$150.00	1	$150.00
Internet-based Follow Up Training (per hour)	$150.00	1	$150.00

Total Services:		**$600.00**

Agency is responsible for sales and use tax if applicable.

Total:	**$1,491.00**

MRI Software LLC
28925 Fountain Pkwy
Solon, OH 44139
FEIN 27-1499609
Tel 1 (800) 321-8770 | mrisoftware.com/us/

HAPPY SOFTWARE
An MRI Software Company

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OCT 26 2020

CITY OF WEST ALLIS
HOUSING DIVISION

INVOICE

Invoice To:
City of West Allis Housing
City of West Allis Housing
7525 West Greenfield Avenue
West Allis, WI 53214
United States

Invoice Number:	US-INV1056846
Client ID:	X577999
Invoice Date:	09/30/2020
Due Date:	01/01/2021
Opportunity ID:	
P.O. Number:	

If you have questions about this invoice, please contact us by emailing **MRIAR@mrisoftware.com**. Please reference your Invoice Number **US-INV1056846** & Client ID **X577999**.

Period	Description	Memo	Qty	Price	Amount (USD)
01/01/2021 - 12/31/2021		Annual Subscription Renewal (includes 12% price increase)	1	15,947.31	$15,947.31
01/01/2021 - 12/31/2021		Annual SaaS Renewal (includes 12% price increase)	1	3,430.45	$3,430.45
01/01/2021 - 12/31/2021		Annual Configuration Maintenance Agreement Renewal (includes 12% price increase)	1	672.66	$672.66
				SUBTOTAL	$20,050.42
				SALES TAX	$0.00
				TOTAL	$20,050.42

Don't forget to ask us about our new payment portal to better assist you! See the email for a list of new features.

Past Due Balances (USD) as of Invoice Date Above					
1-30	31-60	61-90	91-120	121+	Total Past Due
0.00	0.00	0.00	0.00	0.00	**0.00**

Please remit below portion with your check payment

Payment For:
City of West Allis Housing
City of West Allis Housing

Remit To:
MRI Software, LLC
29596 Network Place
Chicago, IL 60673-1295

For Electronic Payments
Account Name:	MRI Software LLC
Bank Name:	JPMorgan Chase
Account #:	200323605
Routing # for Wire:	021000021
Routing # for ACH:	044000037
Bank Address:	4 New York Plaza, Floor 15 New York, NY 10004