



send word now®  
EVERY MESSAGE COUNTS™

REAL ESTATE

## SEND WORD NOW® FOR REAL ESTATE FIRMS: PROTECT TENANTS AND STAFF.

For property owners and building managers, communicating with tenants, staff, maintenance workers, and managers during an incident is essential. Whether there is a fire in the building, or scheduled maintenance in the lobby, with Send Word Now, notifications can easily be sent out to some or all of these parties in a matter of a seconds.

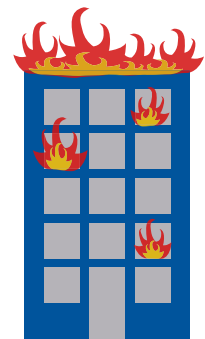


## STAFF COORDINATION & TENANT COMMUNICATION

When confronted with crises, property owners and managers must be able to reach their employees, contractors, and tenants in a very short period of time. They must be able to broadcast messages and receive responses in real time to ensure that tenants are safe and that their team is properly managing the event.



Successful real estate firms around the world depend on Send Word Now for on-demand alerting and incident response services to instantly reach thousands of contact points – anytime, anywhere, and with any device. Send Word Now's state-of-the art software services facilitate everyday communications with staff, tenants and contractors to help maintain property security and the timely delivery of services.



## KEY BENEFITS

- **Coordinate** staff in real time via wired and wireless phones, e-mail, pagers, SMS, and BlackBerry smartphones®.
- **Inform** tenants and staff about events and issues and obtain feedback using Get Word Back.
- **Fill** vacancies in staff schedules by using the polling feature to see who is available to work.
- **Synchronize** tenant contact information with your HR database easily and automatically using Send Word Now's web services application programming interface (API).
- **Maintain** a record of alerts sent out to tenants, using Send Word Now's Alert Tracer® feature.
- **Save money** with our Software-as-a- Service (SaaS) model, which provides access to the latest upgrades, features, and functionality without the need to purchase or configure any new hardware.
- **24/7/365 Customer Support** means that, during any crisis, Send Word Now is ready to answer your question and quickly solve your issue.

# SYSTEM & INFRASTRUCTURE

## Easy-to-Use Interface

Takes only minutes to learn and seconds to use. Quickly and simply account for, communicate with, and coordinate among all personnel.

## Message Delivery to Multiple Modalities on a Massive Scale

Send messages out via some or all modalities (SMS, voice, email, BlackBerry PIN, fax, etc.) to ensure that important messages are received. Send over a million voice, SMS, and email per hour.

## International Capability

Robust international voice and 2-way text messaging capability to over 200 countries provides an easy communication channel for overseas personnel.

## Security

128-bit SSL encryption via Web-based services. The Send Word Now alert service has undergone a full SAS 70 Type II audit, and Send Word Now uses SAS 70 Type II compliant data centers.

## KEY FEATURES

### Application for BlackBerry Smartphones

Proprietary application for BlackBerry smartphones provides all the capabilities of the standard Alert Service right in your hand.

### Get Word Back

Two-way communication allows message recipients to respond to alerts they receive, and have responses tallied in a report.

### AlertTracer®

Provides an audit trail for message tracking. Date and time stamps on messages sent and responses received allow for detailed accountability and after-action review.

### On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of passcodes and dial-in numbers.

## ABOUT SEND WORD NOW

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations, and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes. The company is headquartered in New York City.