Non-GAAP Financial Measures

This IR Fact Sheet, dated as of February 23, 2016, contains non-GAAP financial measures and should be read in concert with our Quarterly Report on Form 10-Q previously filed with the Securities and Exchange Commission ("SEC") on November 5, 2015 and our Annual Report on Form 10-K previously filed with the SEC on March 2, 2015. These non-GAAP financial measures differ from traditional GAAP financial measures in that they (1) include acquisition-related and other deferred revenue adjustments; (2) exclude depreciation, loss on impairment and disposal of assets; amortization of intangible assets; stock-based compensation expenses; any impact related to the Yardi litigation (including related insurance litigation and settlement costs), collectively the "Yardi Litigation"; and acquisition related expenses (including any purchase accounting adjustments); and (3) include income taxes at a sustainable effective rate, which excludes the reversal of valuation allowances due to expected or realization of deferred tax assets.

Specifically, we define the measures as follows:

- *Non-GAAP total revenue* is total revenue plus acquisition-related and other deferred revenue.
- *Non-GAAP on demand revenue* represents on demand revenue plus acquisition-related and other deferred revenue adjustments. We use this metric to evaluate our on demand revenue as we believe its inclusion provides a more accurate depiction of on demand revenue arising from our strategic acquisitions.
- *Ending on demand units* represents the number of rental housing units managed by our customers with one or more of our on demand software solutions at the end of the period. We use ending on demand units to measure the success of our strategy of increasing the number of rental housing units managed with our on demand software solutions. Property unit counts are provided to us by our customers as new sales orders are processed. Property unit counts may be adjusted periodically as information related to our customers' properties is updated or supplemented, which could result in adjustments to the number of units previously reported.
- *Non-GAAP net income* is net (loss) income plus acquisition-related and other deferred revenue adjustments, amortization of intangible assets, stock-based compensation expense, acquisition-related expense, any impact related to the Yardi Litigation, loss on disposal and impairment of assets, and stock registration costs, and an adjustment to income tax expense (benefit) to reflect our effective tax rate.
- *Adjusted EBITDA* is net (loss) income plus acquisition-related and other deferred revenue adjustments, depreciation, asset impairment and loss on disposal of assets, amortization of intangible assets, net interest expense, income tax expense (benefit), stock-based compensation expense, any impact related to the Yardi Litigation, stock registration costs, and acquisition-related expenses.
- *RPU, or Non-GAAP on demand revenue per average on demand unit*represents non-GAAP on demand revenue for the period presented divided by average on demand units for the same period. For interim periods, the calculation is performed on an annualized basis. We

calculate average on demand units as the average of the beginning and ending on demand units for each quarter in the period presented. We monitor this metric to measure our success in increasing the number of on demand software solutions utilized by our customers to manage their rental housing units, our overall revenue and profitability.

- *ACV, or annualized Non-GAAP on demand revenue per average on demand unit*, is calculated by multiplying ending on demand units by annualized Non-GAAP on demand revenue per average on demand unit.
- *On Demand Revenue Detail* uses Non-GAAP on demand revenue (defined above) for each product family and for subscription and transactional components.
- *Top 100 ACV* is ACV (defined above) and RPU (defined above) for our largest ACV customers.
- *Top 50 RPU* is ACV (defined above) and RPU (defined above) for our largest RPU customers.

We believe that the non-GAAP financial measures defined above are useful to investors and other users of our financial statements in evaluating our operating performance because they provide additional tools to compare business performance across companies and across periods. We believe that:

- these non-GAAP measures provide investors and other users of our financial information consistency and comparability with our past financial performance, facilitate period-to-period comparisons of operations and facilitate comparisons with our peer companies, many of which use similar non-GAAP financial measures to supplement their GAAP results;
- it is useful to exclude certain non-cash charges, such as depreciation and asset impairment, amortization of intangible assets and stock-based compensation and non-core operational charges, such as acquisition-related expenses and any impact related to the Yardi Litigation, from non-GAAP earnings measures, such as Adjusted EBITDA and non-GAAP net income, because the amount of such expenses in any specific period may not directly correlate to the underlying performance of our business operations and these expenses can vary significantly between periods as a result of new acquisitions, full amortization of previously acquired tangible and intangible assets or the timing of new stock-based awards, as the case may be; and
- it is useful to include deferred revenue written down for GAAP purposes under purchase accounting rules and revenue deferred due to a lack of historical experience determining the settlement of the contractual obligation in order to appropriately measure the underlying performance of our business operations in the period of activity and associated expense.

We use the non-GAAP financial measures defined above in conjunction with traditional GAAP financial measures as part of our overall assessment of our performance; for planning purposes, including the preparation of our annual operating budget; to evaluate the effectiveness of our business strategies; and to communicate with our board of directors concerning our financial performance.

We do not place undue reliance on non-GAAP financial measures as our only measures of operating performance. Non-GAAP financial measures should not be considered as a substitute for other measures of financial performance or liquidity reported in accordance with GAAP. There are limitations to using non-GAAP financial measures, including that other companies may calculate these measures differently than we do, that they do not reflect changes in, or cash requirements for, our working capital, and they do not reflect our capital expenditures or future requirements. We compensate for the inherent limitations associated with using non-GAAP financial measures through disclosure of these limitations, presentation of our financial statements in accordance with GAAP, and reconciliation of non-GAAP financial measures to the most directly comparable GAAP measure.