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**MITS LEAD MANAGEMENT 2.0  
DATA TRANSFER STANDARD RELEASE SUMMARY  
NOVEMBER 13, 2007**

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- This MITS Release Summary provides information about the release of the most recent MITS data transfer standard, Lead Management 2.0.
- MITS Lead Management 2.0 will support the automation of property management software with call center, lead management, application and leasing, reservation and pricing solutions.
- MITS Lead Management 2.0 addresses a variety of transactions including:
  - Capture and track incoming leads (guest cards) originated by ILS, centralized or third party call center, web site, telephone, email inquiry and walk-in.
  - Track, categorize and process generated leads to applications or inactive (dead).
  - Incorporate data into application processing.
- Recommended distribution:
  - Technical and operations staff
  - Software developers and technicians
  - Apartment operations and management staff
  - Lead management and property management software firms and other solution providers
  - Others

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## **LEAD MANAGEMENT 2.0 DATA TRANSFER STANDARD (DTS)**

The MITS Lead Management 2.0 data transfer standard was released for open industry use on October 3, 2007. The Lead Management 2.0 data transfer standard was developed by industry representatives to enhance and facilitate the automation of lead tracking functions that occur between property management software and lead generating activities including those provided by third-party call centers and ILS sites.

This MITS data transfer standard (DTS) will enable owners and/or their property management software providers to integrate software with other applications supported by providers to track incoming leads generated through a variety of means including but not limited to; ILS, centralized or third party call center, web site, telephone, email inquiry and walk-in. This data standard will enable apartment firms to select their preferred provider, for property firms to effectively integrate and collaborate with lead management solutions.

This MITS DTS utilizes the MITS 2.0 data architecture incorporating a core group of required data elements that are applied for all MITS data transfer standards. The Lead Management data transfer standard was needed particularly because of the integration needs with lead tracking software. This DTS will be included with the upcoming MITS 3.0 release that will update the MITS Core architecture and provide for added Custom XML components in every MITS standard.

## **DTS DEVELOPMENT PROCESS**

The DTS development work was undertaken by a development committee composed of 20 MITS member firms between February 2007 and October 2007. Participating firms included:

- AMSI/GEAC
- ApartmentGuide.com
- CallSource
- Domin-8 Enterprise Solutions
- eREI
- ForRent.com
- Intuit Real Estate Solutions
- Lead Tracking Solutions
- Lincoln Property Company
- Move.com
- MyNewPlace
- NWP Services Corporation
- On-site.com
- RealPage, Inc.
- Realty DataTrust
- Rent.com
- Resite Online
- Spherexx.com
- Snapt (Formerly Web Rent Pro)
- Yardi Systems, Inc.

The Lead Management standard development committee met at least once a month for the eight month period and undertook testing and other diagnostic review work in addition to the collective meetings. The group was composed of system developers and others familiar with the lead tracking and retrieval process. Meeting summaries are available to all MITS members and upon request can be made available to others.

Collaboration among the many volunteer MITS participants was key to the success of this development project, as it is to all MITS development work. The work and dedication of the participating firms benefits the multifamily industry and even more importantly, apartment residents. By improving efficiency of data transfer processes, owners and managers are able to better serve their residents.

## **MITS Data Transfer Standard Release Summary**

The approval process for the Lead Management 2.0 DTS is as follows:

- Development work and testing February 8-July 31, 2007
- MITS member review and input period: August 1-31, 2007
- MITS member approval and vote: September 2007
- Release October 3, 2007
- Also note: the 2.0 version will be updated to 3.0 with the release of MITS Core Data 3.0 and concurrent update of all other 2.0 data transfer standards

### **ACCESSING AND DOWNLOADING MITS DATA TRANSFER STANDARDS**

Each MITS data transfer standard contains multiple forms of documentation to facilitate implementation of the standard.

1. XML Schema\* (*XSD file*)
2. XML Schema Diagram (*PDF file*)
3. Data Dictionary (*Microsoft Excel file*)

*\*XML schemas are the next-generation of HTML and are now viewed as the standard way information will be exchanged in environments that do not share common platforms. Each Data Dictionary lists all schema elements, their definitions and specific requirements.*

Documentation can be accessed at the MITS web site at the following URL:

<http://www.mitsproject.com/Content/ServeContent.cfm?menuID=425&ContentItemID=2501>

The MITS web site URL is [www.MITSproject.com](http://www.MITSproject.com). This site is the official information source for all projects and committee activities as well as all document postings. All finalized standards are open for use by both member and nonmember firms. Draft documents are available to members only.

The MITS Guidebook which provides information about MITS and its governing policies and procedures is also available on the MITS web site and contains detailed information about the MITS membership, goals, processes, and governance.

### **DATA TRANSFER STANDARD UPDATE PROCESS**

MITS development projects are prioritized by the MITS Governance Committee which operates as the governing body of MITS. It should be noted that MITS data transfer standards are dynamic and are updated periodically to accommodate improved business processes. Updates and change requests for current MITS standards can be considered by MITS industry leadership and staff by downloading and submitting the "Comment Submission Form" form the MITS web site at:

<http://www.mitsproject.com/Content/ServeContent.cfm?menuID=467&ContentItemID=2340>

The MITS Technical Committee reviews and considers input received during the year and schedules new releases associated with changes to each MITS data transfer standard. Once approved, the new standard is released. Existing standards are retained typically for one year. will be updated through the same collaborative development process by which it was originally created. Comment forms submitted between updates are tracked by staff and brought forth for consideration during the standard update time period.

**ABOUT MITS**

The MITS (Multifamily Information Transaction Standards) initiative is an industry-wide effort to create open data transfer standards for a variety of business application process and to support automation and systems integration for the apartment industry. Users of the MITS standard include, but are not limited to multifamily owners, developers and management companies, system and technology providers, investors, government agencies and consumers. Established in 2001, MITS is focused on the development of industry data transfer standards to enable the industry to exchange information more efficiently and economically and to create a more standardized data base. MITS is staffed and supported by the National Multi Housing Council along with financial contributions from it's members. Membership allows firms to be engaged in the development of MITS standards allowing them early adoption and use of the standards. MITS membership is open and membership in NMHC or other organizations is not required. For more information please go to the MITS web site at [www.MITSproject.com](http://www.MITSproject.com).

**ABOUT THE NATIONAL MULTI HOUSING COUNCIL**

Based in Washington, DC, NMHC represents the interests of the nation's largest and most prominent firms in the apartment industry. NMHC members are engaged in all aspects of developing and operating apartments, including ownership, construction, management, and financing. The Council was established in 1978 as a national association to advocate for rental housing and to provide a source of vital information for the leadership of the multifamily industry. Since then, NMHC has evolved into the industry's leading national voice. The association concentrates on public policies that are of strategic importance to participants in multifamily housing, including finance, tax, property management, environmental and building codes. NMHC benefits from a focused agenda and a membership that includes the principal officers of the most distinguished real estate organizations in the United States. For more information on joining NMHC, contact the Council at 202/974-2300 or [www.nmhc.org](http://www.nmhc.org).

**ABOUT THE NATIONAL APARTMENT ASSOCIATION**

The National Apartment Association (NAA) is a federation of more than 170 state and local associations throughout the United States and Canada. Together, we represent more than 32,441 members and 5 million apartment homes. NAA is a leading advocate for quality rental housing with members representing multifamily builders, owners, developers, managers, leasing consultants, service technicians and suppliers. NAA provides industry professionals with a wealth of information through advocacy, research, technology, education, strategic partnerships and an ever-growing membership base.

**Please understand that the information discussed in this guidance is general in nature and is not intended to be legal advice. For specific legal advice, consult your attorney.**