**NEWS RELEASE** Contact Information:

October 19, 2016 Michelle Perroni, PR Manager
 FOR IMMEDIATE RELEASE 832.971.6230

 mperroni@entrata.com

**Entrata Partners with Shelters to Shutters to Combat Homelessness with ResidentPortal Technology**

*Giving Campaign Launched in Conjunction with National Hunger and Homelessness Awareness Week*

Lehi, UTAH - October 19, 2016 – Entrata, multifamily’s fastest growing technology provider, announced it will join Shelters to Shutters (S2S), a non-profit organization that works with apartment industry and real estate professionals to offer opportunity and economic independence to the homeless, in the fight to relieve homelessness in the United States.

Shelters to Shutters pairs property management professionals with individuals experiencing homelessness who are ready to work to provide them with full-time employment and housing opportunities. Entrata will launch a nationwide giving campaign and call on its multifamily industry partners to help raise funds and provide support to the organization. Entrata’s client base represents more than 3 million residential units across the country providing the opportunity to make a material impact with residents giving as little as $1 per month.

“Shelters to Shutters is not only getting people off the streets, but they are also training a solid workforce to fill the gaps in an industry that traditionally suffers from high turnover.” said Ben Zimmer, president, Entrata. “We are honored to join forces with this great organization and hope that our client partners will join in the cause.”

The [giving campaign](entrata.com/s2s) is set to begin November 1, in conjunction with National Hunger and Homelessness Awareness Week, and run through the entire holiday season.

“The strength of our organization depends on partners like Entrata and other multifamily companies coming together to make a difference,” said Chris Finlay, founder and chairman, Shelters to Shutters. “Over the course of a year more than 3.5 million Americans will experience homelessness. We’re grateful to Entrata for leading a charge to raise awareness and support for this worthy endeavor.”

As part of the giving campaign, Entrata will be providing the technology and promotional materials necessary for any organization, using Entrata’s [ResidentPortal](https://www.entrata.com/property-management-software/resident-portal/), an online payment platform that gives residents 24-hour access to pay rent, submit a maintenance request or support a worthy social cause by seamlessly adding a donation to their monthly rent, to participate.

“ResidentPortal’s charitable giving functionality has provided a convenient, easy way for us to involve our residents in supporting organizations like Shelters to Shutters,” said Jonathan Wogan, president, Lennox Companies. “We’re excited to join Entrata in the giving campaign and are grateful for the tools and resources they have provided to simplify the process.”

To kick-off the partnership and campaign, Entrata presented a check for $20,000 at its 2016 Entrata Summit user conference in September and invited Shelters to Shutters program participant Odessa Moore to [share her experience](https://www.youtube.com/watch?v=6joMT7_Z8pY) with more than 300 multifamily leaders in attendance at the conference.

“After a series of unfortunate events for me and my four small children, Shelters to Shutters gave me my life back and set me on a totally different path,” said Odessa, participant, Shelters to Shutters. “S2S gave me a new outlook on life, a rewarding new career as a leasing consultant and a home. I love this industry. I know what it’s like to lose a home and the joy of transitioning into a new home; that’s the part that drives me. There’s a real need for people in this industry that are going to be focused, loyal and driven.”

“We have been touched by Odessa’s story and all those who have received mentorship and support through Shelters to Shutters,” said Carla Alicea, vice president of marketing and training, Trinity Property Consultants. “The program is not only cultivating thriving members of our community, but also valued employees committed to the multifamily industry. We couldn’t be more pleased to partner with them in launching our 2017 Together Program ResidentPortal giving campaign.”

Companies and individuals who would like to join in the partnership or launch a giving campaign at the property level should email S2S@entrata.com or visit entrata.com/S2S.

**About Entrata**

Founded in 2003, Entrata® is the most comprehensive property management software provider with a single-login, open-access Platform as a Service (PaaS) system. Offering a wide variety of online tools including websites, mobile apps, payments, lease signing, accounting, and resident management, the Entrata® platform currently serves more than 20,000 apartment communities nationwide, including 32 of the NMHC Top 50 Largest Managers. Entrata’s open API and superior selection of third-party integrations offer management companies the freedom to choose the technology and software that best fit their needs. For more information, go to[www.entrata.com](http://www.entrata.com).

**About Shelters to Shutters**

Shelters to Shutters is a national 501(c)3 organization that transitions individuals and families from homelessness to economic self-sufficiency by educating and engaging the real estate industry to provide employment and housing opportunities. Shelters to Shutters also partners with local organizations that serve the homeless, veterans, and domestic violence victims to identify successful candidates for the Shelters to Shutters program and find the right individuals for our industry partners’ entry level positions. To learn more, visit [www.shelterstoshutters.org](http://www.shelterstoshutters.org) or contact Kristen@shelterstoshutters.org.