

FOR IMMEDIATE RELEASE

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PorchLight answers RMCs need for real-time, predictive reporting with exclusive RenterAnalytics™ Dashboard.

STOW, OH – PorchLight Rental & Destination Services continues to address the needs of the everchanging rental market – this time transforming the way the industry sees and uses data – with the introduction of **RenterAnalytics™ Dashboard**. This first-of-its-kind solution produces anytime, anywhere real-time reporting at your fingertips.

“What are the results of offering a service, is it worth the spend? Is the service resulting in an address? What services are my assignees using most often? How often are my assignees using a second day? How does my lump-sum population use their money? Answers to these and many other questions can now be found with RenterAnalytics Dashboard,” explains PorchLight President and Co-founder Diane Ayres. Here’s how it works:

See. Visually communicates via graphs what your assignees are doing.

Understand. Data within the portal is clickable to reveal even more detail allowing you to drill down and analyze the data more specifically.

Predict. Analyze the trends of usage, outcomes, volume, etc. to predict trends for budgeting and policy recommendations.

Educate. More effectively consult on policy, transferee usage, cost savings potential and satisfaction to better educate managers and/or clients about destination services.

According to a recent user of RenterAnalytics Dashboard, “I’m able to talk to clients about transferee satisfaction rates **but even more importantly**, I’m able to show my clients exactly how many of their renters found their new address as-a-result of PorchLight’s service (89 percent). We’ve all heard the saying – information is power. The data provides me the power I need to arm my clients with the power they need to report to their executive team on the results of their renter

program. It's working. It's producing ROI and reduced costs, downstream, because PorchLight effectively manages the rental home finding and the data supports that. I never had this kind of confidence talking with my clients about their renter policy and program results until I worked with PorchLight. It's truly life-changing for my role as a client service director."

PorchLight Rental & Destination Services strategically works within the framework of relocation policies to assist transferees with their rental housing needs. Since 2003, this woman-owned firm has supported companies from around the globe with their Rental and Destination Service needs throughout the U.S. and Canada with the commitment that assistance will continue until a rental is secured. **For a personalized consultation or demo of the RenterAnalytics™ Dashboard, contact: info@porchlightrental.com.**

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For more information concerning this press release, please contact Jamie Moeller, Marketing & Business Development at jamie@porchlightrental.com. To learn more about PorchLight Rental Service & Destination Services, please visit us at <http://www.porchlightrental.com>.