



ASX Announcement  
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## **Top 20 Apartment Manager, Fairfield Residential, Launches Updater to over 52,000 Units**

Updater has signed Fairfield Residential Company LLC, one of the 20 largest apartment management companies in the United States, according to the National Multifamily Housing Council's (NMHC) 2015 rankings.

Fairfield Residential, based in San Diego, CA, manages a portfolio of over 52,000 units across 24 states and the District of Columbia. All residents moving in or out of Fairfield Residential apartment homes now receive access to a personalized version of Updater's Mover Product as part of Fairfield's core amenity offerings. Additionally, all on-site leasing teams now receive training, marketing and leasing sales support from Updater.

"Our mission is to provide our residents with the highest quality living experience," explained Terry Phillips, Senior VP of Strategic Operations at Fairfield Residential. "The move-in is one of the first interactions that our residents experience at our properties – one that sets the tone for their entire time with us. Updater helps us make a memorable first impression."

The addition of Fairfield Residential to Updater's growing client base reflects the strong demand among the leading multifamily companies to leverage Updater's technology to improve and manage the moving process. Updater Founder and CEO, David Greenberg, added, "We are thrilled to offer our Mover Product to the thousands of Movers that choose Fairfield Residential properties each year."

The Fairfield Residential launch comes shortly after Updater took first place in the annual Launch Pad competition at the recent NMHC OpTech Conference. As the winner of the competition with a sweeping 47% of the vote, Updater received the highly coveted Apartment Technology Innovator Award, celebrating the year's best multifamily technology innovation.

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### **About Updater:**

Updater makes moving easier for the 17 million households that relocate every year in the US. With Updater, users seamlessly transfer utilities, update accounts and records, forward mail, and much more. Hundreds of the most prominent real estate companies in the US (from real estate brokerages to property management companies) rely on Updater's real estate products to save clients hours with a branded and personalized Updater moving experience. With significant market share of all US household moves, Updater can enable contextual and personalised communication between relocating consumers and the US businesses spending billions of dollars trying to reach them.

Updater is headquartered in New York City, and prior to listing on the ASX, Updater received significant investments from leading US venture capital firms including SoftBank Capital, IA Ventures, and Second Century Ventures (the strategic investment division of the National Association of REALTORS®).

For more information, please visit [www.updater.com](http://www.updater.com).