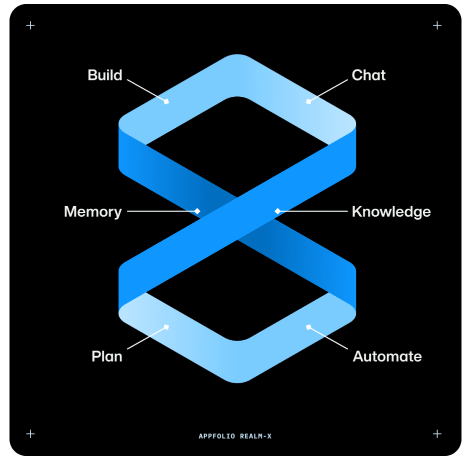
AppFolio Introduces the New Realm-X, Built in the Platform That Already Knows Your Business

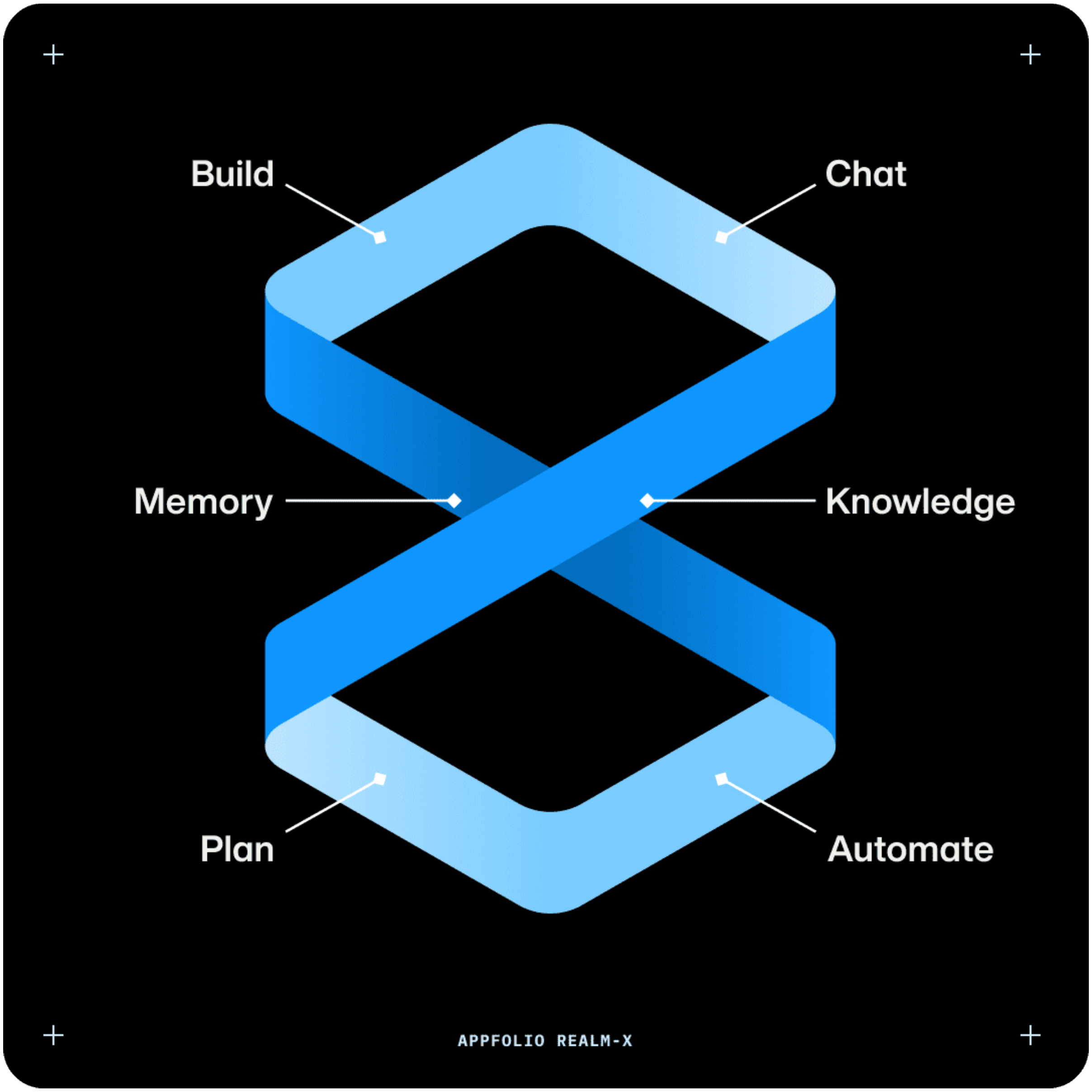
September 29, 2026

Thousands of real estate operators at FUTURE are winning the next era of property management with Real Estate Performance Management. The new Realm-X extends that advantage — handling multi-step work, remembering business context, and building custom workflows and dashboards from a prompt, across all plans.

the New Realm-X



the New Realm-X



SAN DIEGO, Sept. 29, 2026 (GLOBE NEWSWIRE) -- AppFolio (Nasdaq: APPF), the technology leader powering the future of the real estate industry, today announced new innovations at FUTU*RE: The Real Estate Conference by AppFolio*, expanding AppFolio Realm-X and the AppFolio Performance Platform. The Performance Platform already holds each customer's permissions, policies, workflows, and business context; the new Realm-X puts more of that context to work. The announcements advance the vision AppFolio has for Real Estate Performance Management (RPM), helping operators move beyond task efficiency to deliver outcomes for teams, residents, and investors.

The New Realm-X Handles Multi-Step Work, Remembers, and Builds From a Prompt

The new Realm-X stays through the whole ask, handling multi-step work, remembering the conversation, and building what's described in the moment. Realm-X Flows and Realm-X Performers handle the processes a business has already defined; the new Realm-X handles what comes up in between. New capabilities put that power within reach of every team member:

- **Memory** provides more personalization by remembering and understanding the user based on previous conversations.
- **Knowledge Base** gives Realm-X a repository of a customer's documents and policies for additional context.
- **Skills** let a user create and share prompts, making them repeatable across teams. For example, when a leasing agent calls in sick, a manager can use a "reassign showings" Skill to redistribute tours to available team members, with user approval.
- **Prompt-to-Flow and Prompt-to-Dashboard** let a user describe the workflow or dashboard in plain language for Realm-X to build.

Together, these capabilities make it easier for teams to build and scale repeatable ways of working. Realm-X AI actions completed on AppFolio are up sevenfold year-over-year — real work performed on operators' behalf. The new Realm-X is available with all AppFolio plans, now including the Realm-X Connector for Anthropic's Claude , first introduced in June 2026.

"We believe the most powerful technology in this industry should be available to every customer. The Performance Platform already knows how our customers' businesses run, and the new Realm-X uses that knowledge. The result isn't simply more efficiency. It's better performance for teams, residents, and investors," said Kyle Triplett, chief product officer at AppFolio.

A Connected System of Action, A Growing Suite of Performers

Realm-X and the Realm-X Performer suite work from the same platform, business context, and governance, rather than operating as disconnected agents sitting in different parts of a technology stack, and operate within the permissions and guardrails each customer sets, with human oversight. The goal is connected AI that gets more capable the more of it a business puts to work – and that's showing up in what each Performer delivers.

- Leasing Performer boosts showings by up to 35%, a third of them from after-hours leads.
- Maintenance Performer resolves one in four work orders directly with the resident.
- Resident Messenger Performer fully resolves over 30% of conversations on the spot, day or night.
- Accounting Performer beta customers report saving an average of 17 hours per month.

Receptionist Performer is the newest example of this approach. It answers incoming calls, handles simple questions on the spot, and routes anything else to the right person or Performer — so every caller reaches someone who can help, at any hour. Receptionist Performer is customizable with a range of voice options available at launch.

Built In, Not Bolted On

The AppFolio Performance Platform gives customers an AI-native foundation to practice RPM: a system of record that connects their business, a system of action that does the work, and a system of growth that creates value across their ecosystem. One data model ties it together, giving customers the flexibility to work with their data where they work and build their business their way.

At FUTU*RE*, AppFolio announced new capabilities that expand the platform across accounting and resident experience.

- In accounting, AppFolio is expanding entity-based accounting, portfolio cash management, and credit card accounting. The Realm-X Accounting Performer, now available to customers, automates bill entry, financial close, and budgeting. Coming soon, it will add reconciliation, connecting bank data directly to the ledger through AppFolio's partnership with Column.
- In resident experience, AppFolio is extending the platform across the moments that matter most in a resident's journey. A new partnership with Snappt adds document fraud detection inside FolioScreen™ Trusted Renter, catching fraudulent income documents before an application is approved. Online Certified Funds at Move-In enables residents to pay move-in costs with guaranteed funds instead of a check or a trip to the bank. All of it now runs through FolioSpace™, AppFolio's resident experience app, to which every resident has transitioned.

Proof in Practice

Across the platform, customer performance is showing up in the numbers:

- Stratton Vantage Property Management: Nearly 40% of residents upgraded their move-in package through Resident Onboarding Lift in August 2026, paying about a third less than they'd pay for the same services on their own.
- Enclave Property Management: 57 Realm-X Flows have completed more than 25,000 workflows in the past 12 months.
- MultiFamily Property Group: After-hours leads are converting 42% more often — demand that used to go unanswered overnight is now revenue.

Eucalyptus Real Estate, a family-owned operator managing nearly 14,000 units and 106 separate tax entities across Oklahoma City, Wichita, and Topeka, previously ran its three cities independently — on paper checks, paper work orders, scanned applications, and fax machines. Since moving to the AppFolio Performance Platform less than a year ago, 85% of Eucalyptus's receivables are now paid online, leasing runs digitally from application to signature, a single automated Flow delivers move-in disclosures consistently across every property, and 53% of maintenance requests now resolve without a work order ever being created.

"We didn't move to AppFolio just to change tools. We moved to change how we run this business," said Megan McGinnis, president of Eucalyptus. "Three cities now work the same way, on the same platform, with one source of truth. That's what lets us grow with confidence instead of just growing."

About AppFolio
AppFolio is the technology leader powering the future of the real estate industry. Our innovative performance platform and trusted partnership enable our customers to connect communities, increase operational efficiency, and grow their business. For more information about AppFolio, visit appfolio.com.

Forward-Looking Statements
This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which statements are subject to considerable risks and uncertainties. Forward-looking statements include all statements that are not statements of historical fact contained in this press release, and can be identified by words such as "anticipates," "believes," "could," "estimates," "expects," "intends," "may," "plans," "potential," "future," "predicts," "projects," "target," "seeks," "contemplates," "should," "will," "would" or similar expressions and the negatives of those expressions. In particular, forward-looking statements contained in this press release include statements relating to the anticipated features, benefits, availability and timing of the new Realm-X , Realm-X Performers, and the new accounting and resident experience capabilities announced in this press release, including those offered through AppFolio's relationships with Anthropic, Column and Snappt; the results customers may achieve using these capabilities; and AppFolio's plans, objectives and expectations for the AppFolio Performance Platform and Real Estate Performance Management.

Forward-looking statements represent AppFolio's current beliefs and expectations based on information currently available and speak only as of the date the statement is made. Forward-looking statements are subject to numerous known and unknown risks, uncertainties and other factors that may cause AppFolio's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. The risks, uncertainties and other factors that may cause actual results, performance or achievements to materially differ from those expressed or implied by these forward-looking statements include AppFolio's ability to successfully develop, launch and deliver the new Realm-X capabilities as and when anticipated; customer adoption of and satisfaction with these capabilities; the accuracy, reliability and performance of AI-enabled capabilities, including actions taken on customers' behalf; the costs of making AI-enabled capabilities available across all AppFolio plans; AppFolio's reliance on third parties, including Anthropic, Column and Snappt, and the continued performance and availability of their technology and services; the extent to which results reported by individual customers, including beta customers, are indicative of results other customers may achieve; evolving laws and regulations governing artificial intelligence, data privacy and security, tenant screening, fair housing, consumer protection and payments; and competition in the market for AI-enabled real estate technology as well as those risks, uncertainties and other factors described in the section entitled "Risk Factors" in AppFolio's Annual Report on Form 10-K for the fiscal year ended December 31, 2025, which was filed with the SEC on February 5, 2026, and the section entitled "Management's Discussion and Analysis of Financial Condition and Results of Operations" in AppFolio's most recently filed Annual Report on Form 10-K or Quarterly Report on Form 10-Q, as well as in its other filings with the SEC. You should read this press release with the understanding that AppFolio's actual future results may be materially different from the results expressed or implied by these forward-looking statements.

AppFolio undertakes no obligation to update any forward-looking statements made in this press release to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law.

For more information, please contact:
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A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/3f00ca82-5849-47d7-8e89-69654e016ecf