tour24 | MIRASOL CAPITAL



STEVE WINN

FORMER CEO OF REALPAGE AND
FOUNDER OF MIRASOL CAPITAL
TOUR24 EXECUTIVE CHAIRMAN



ERIC BROUGHTON

CEO OF TOUR24

TOUR24 BACKED BY **MIRASOL CAPITAL**



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For years, multifamily operators have invested heavily in technology to improve leasing performance, but the actual touring experience has remained an important point of friction. Tour24 built the leading self-guided touring platform in the industry and proved that prospects want a simpler, more flexible way to experience a community. We see a significant opportunity to invest behind that platform, improve quality and service, and accelerate its growth.”

Steve Winn

Former CEO of RealPage and Founder of Mirasol Capital

Tour24 Executive Chairman

tour24®



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Creating Tour24 and helping establish self-guided touring as a meaningful part of the apartment search has been an extraordinary journey. I am deeply grateful to our team, our customers and the partners who believed in the opportunity from the beginning. As I pass the leadership of the company to Eric, I am proud of what we have built and excited to see that vision continue with Steve and Mirasol’s support.”

Georgianna W. Oliver
Founder of Tour24

tour24®



> Tour24 has already changed how people tour apartments. We want to make it the standard for apartment touring across the industry—simple and flexible for renters, reliable for operators, and consistently excellent from one property to the next. We have a strong foundation, and we're going to invest in the product, the service and the team to build on that lead."

Eric Broughton
CEO of Tour24

tour 24®