

Leonardo247 Wins Prestigious NMHC Launch Pad Competition at 2014 OpTech Conference & Exposition

The multifamily industry has recognized Leonardo247 as the best new technology company for 2014. Their software, which automates policies and procedures for operating real estate, was voted on by judges at the NMHC OpTech Conference held in November.

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Contact

Daniel Cunningham
[Leonardo247](#)
 +1 2137005872
[Email](#)

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[Leonardo247](#), the emerging leader in solutions that automate and optimize the operations of multifamily properties, was named winner of the 2014 Launch Pad competition at the National Multifamily Housing Council (NMHC) OpTech Conference & Exposition in Orlando, Florida. The competition showcases startups and fast growth companies through a 'shark tank' session judged by property management industry luminaries.

In its third year, the NMHC Launch Pad competition recognizes start up technologies targeting the apartment industry. The 2014 competition attracted a record number of submissions from a wide variety of technology firms that have been in business for fewer than five years. Four finalists were identified and invited to pitch their technology solutions to a panel of industry executives at the closing session of OpTech.

The judges selected Leonardo247 as the competition winner, awarding the operations and risk management software provider a \$5,000 cash prize and a complimentary one-year membership to NMHC. In addition to Leonardo247, the 2014 Launch Pad finalists were Package Concierge, Remotely, and SlopeJet.

"Being selected from such an elite group of multifamily startups is a tremendous validation of our approach," said Daniel Cunningham, CEO and Founder, Leonardo247. "Our goal from day one has been to directly address the hard-to-track operational issues that can make or break the owners and managers of multifamily properties. The feedback we received is that we're filling a real need and we couldn't be more delighted to have been recognized at the industry's premier technology event."

Rick Haughey, NMHC Vice-President of Industry Technology Initiatives added "Congratulations to Leonardo247 on their 2014 NMHC Launch Pad Win! Not only did they impress the judges, but the attendees as well with their selection as the 'people's choice' from live audience polling. The success of Leonardo247, along with the record number of Launch Pad applicants, proves that innovation is alive and well in the multifamily industry. NMHC is proud to support the entrepreneurial spirit of those who are moving the apartment industry forward by using their creative talents to leverage technology and find solutions that increase the efficiency, productivity, professionalism and overall success of the industry,"

Leonardo247's Launch Pad victory continues the company's string of wins and recognition in industry awards in 2014. This includes winner of Top 5 Best New Technology at the Multifamily Technology and Entrepreneurship Conference, and runner-up Best New Technology at the Apartment Internet Marketing Conference.

About Leonardo247

Leonardo247 launched its cloud-based software solution in 2014 through successful pilot programs at both large and smaller-sized property management firms across the country. Leonardo247 provides a dynamic way to tighten and track real estate operational procedures and policies. This is achieved through customizable lists and best practices for on-site staffers that ensure that key maintenance and operational tasks aren't overlooked. The Leonardo247 team includes experienced multifamily industry professionals across disciplines including operations, finance, technology, and marketing. Leonardo247 CEO Daniel Cunningham, authored the book '365 Days of Property Management' which helped set the foundational principles of the company's software solution. For more information go to



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<http://www.leonardo247.com>.

About NMHC

Based in Washington, D.C., the National Multifamily Housing Council (NMHC) is the leadership of the trillion-dollar apartment industry. NMHC brings together the prominent apartment owners, managers and developers who help create thriving communities by providing apartment homes for 37 million Americans. NMHC provides a forum for insight, advocacy and action that enables both members and the communities they help build to thrive. For more information, contact NMHC at 202/974-2300, e-mail the Council at [info\(at\)nmhc\(dot\)org](mailto:info(at)nmhc(dot)org), or visit NMHC's web site at <http://www.nmhc.org>.





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