



Entrata Ranks #1

in Enterprise, Midmarket Property
Management Software

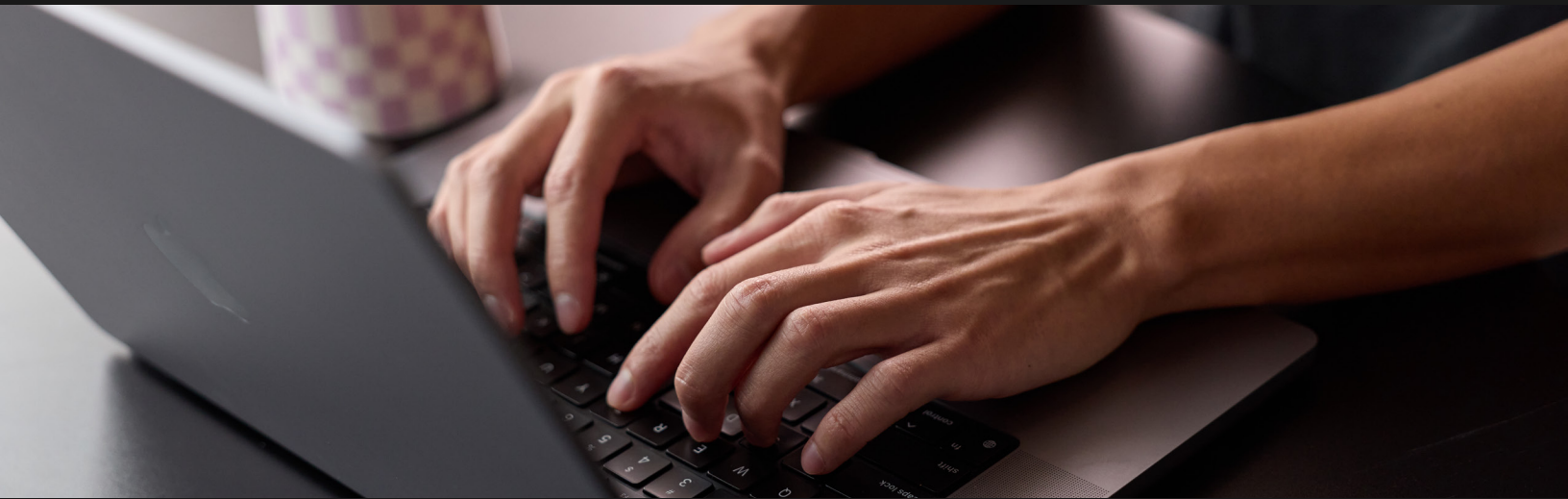


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What is G2?

G2 is the world's leading business software review platform. It not only collects review data from end users, it builds out its own proprietary scoring grids and metrics to compare software products side by side. G2 is designed to help companies make informed buying decisions.



Category Definition:

Property management software

Property management software streamlines and automates the day-to-day responsibilities of landlords and property owners or managers. The core functionality of property management software revolves around the management of real estate, either in terms of physical space, tenants, leasing, or accounting.

How G2 Software Grid® Scoring Works?

G2 scores software based on two components—Satisfaction and Market Presence. G2 uses reviews from real users to gauge ease of use, whether it meets the users requirements, quality of support, direction of the company, and likelihood to refer. When calculating market presence, G2 incorporates metrics from G2 reviews and other third-party sources, including total number of reviews, number of employees, revenue, and online presence.

Interpreting the Grid

The Grid is divided into four quadrants—Niche, Contenders, High Performers, and Market Leaders—divided by Customer Satisfaction (Y-axis) and Market Presence (X-Axis). The upper right quadrant includes the leaders and includes software with strong customer validation and significant traction. Top left are the high performers meaning the software scores well with users, but has a smaller presence in the market. Contenders make up the bottom right and include software providers with a broad reach, but lower satisfaction scores. Finally, Niche offerings make up the bottom left of The Grid and typically includes software with limited functionality, market penetration and is reserved for solutions that meet specific needs.

G2 Software Grid[®] Scoring Description Software

In G2's Winter 2026 Report, Entrata ranked **No. 1** across a field of 8 Enterprise and 21 Midmarket players in 3 reports

- Midmarket players in 3 reports:
- Enterprise Property Management
- Mid-Market Property Management
- as well as an **Overall Market Leader** for Property Management Software



Products shown on G2 Grids are ranked by:

- Customer satisfaction (based on user reviews)
- Market presence (based on market share, vendor size, and social impact)

Products are then placed into these categories:



Niche

Relatively low satisfaction scores and low market presence



Contenders

Relatively low customer satisfaction scores and high market presence



High Performers

High customer satisfaction scores but low market presence



Market Leaders

High customer satisfaction and substantial market presence scores

entrata

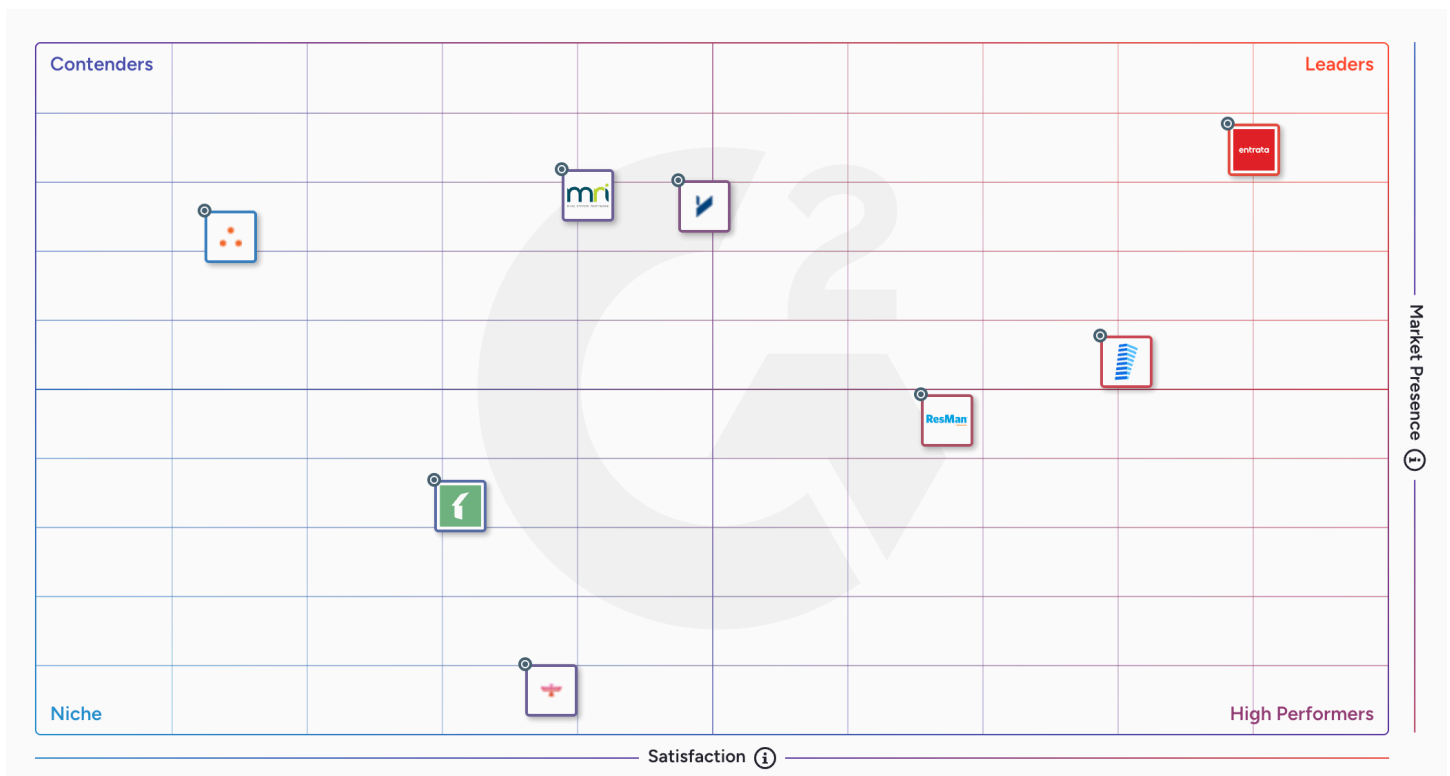
You'll find Entrata here.

Enterprise Property Management Software

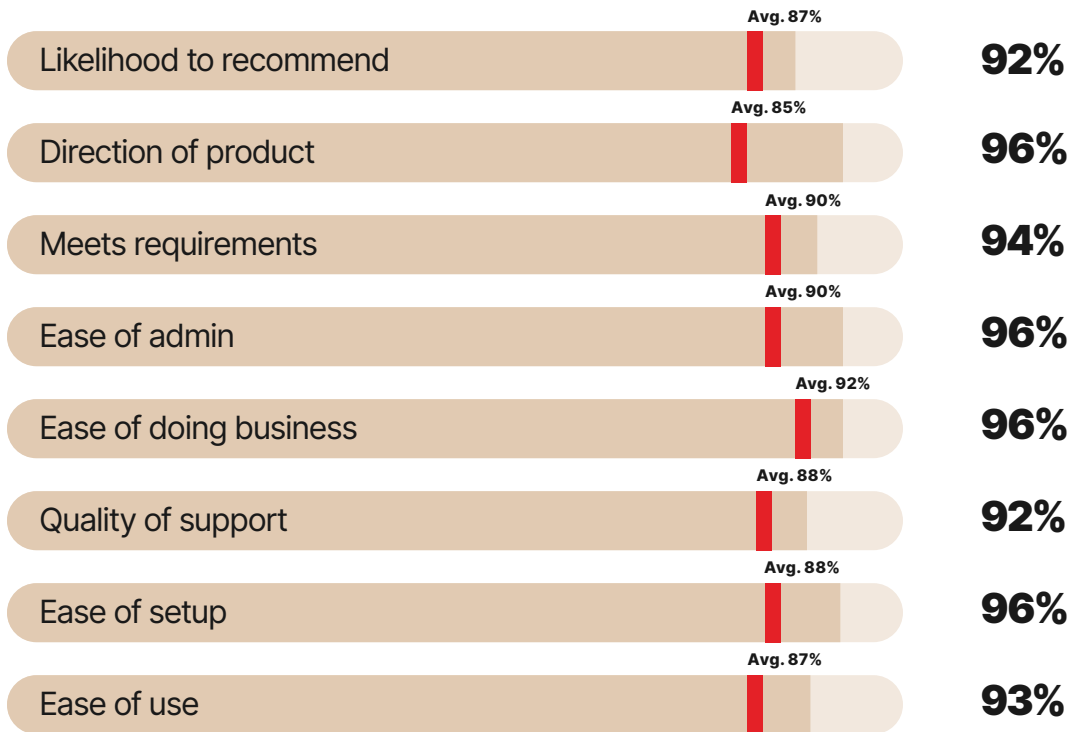


Entrata Ranked #1 Enterprise Property Management Software

Per G2's Winter 2026 Report, Entrata is the clear market leader for Enterprise Property Management with an overall score of **92** (out of 100) and a satisfaction score of **91**. A vast majority of reviewers (92%) said they would be likely to recommend, while **96%** indicated that the product is headed in the right direction.



Satisfaction Rankings



Overall Ranking



Enterprise Reviews

“The best large-scale property management system. Entrata offers the largest amount of support for it’s users, which greatly benefits companies that are scaling and growing. Our company is acquiring significant holdings and needs a PMS that can grow with it and provide consistency from the start. That consistency and ease of use/ learning curve are how we benefit most.”

Joshua W.
Training Manager

“I like the ease of use and that it is basically a one stop shop. You don’t have to use a bunch of different softwares to accomplish the same goal. I use Entrata every day also and I barely ever run into any issues or glitches. It is just a very good program for property management.”

Julia G.
Assistant Property Manager

“I’ve worked with all of the top property management software programs and Entrata is by far the best available. It is very intuitive, even a brand new employee can figure out the basics in no time at all. Additionally, it allows for saving of documents (allowing a paperless office) and seamlessly migrates with other property software such as package check-out.”

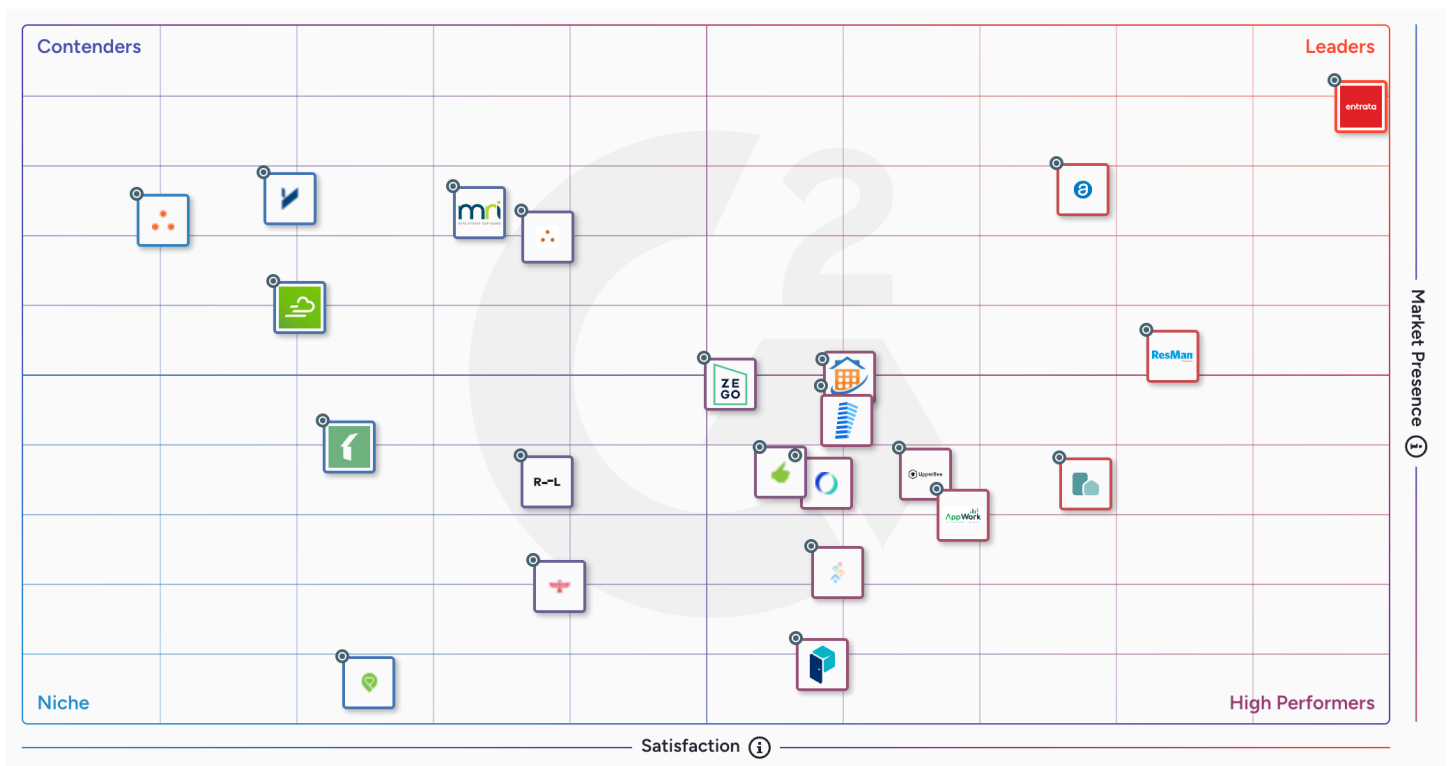
Jason B.
Community Manager

Mid-Market Property Management Software

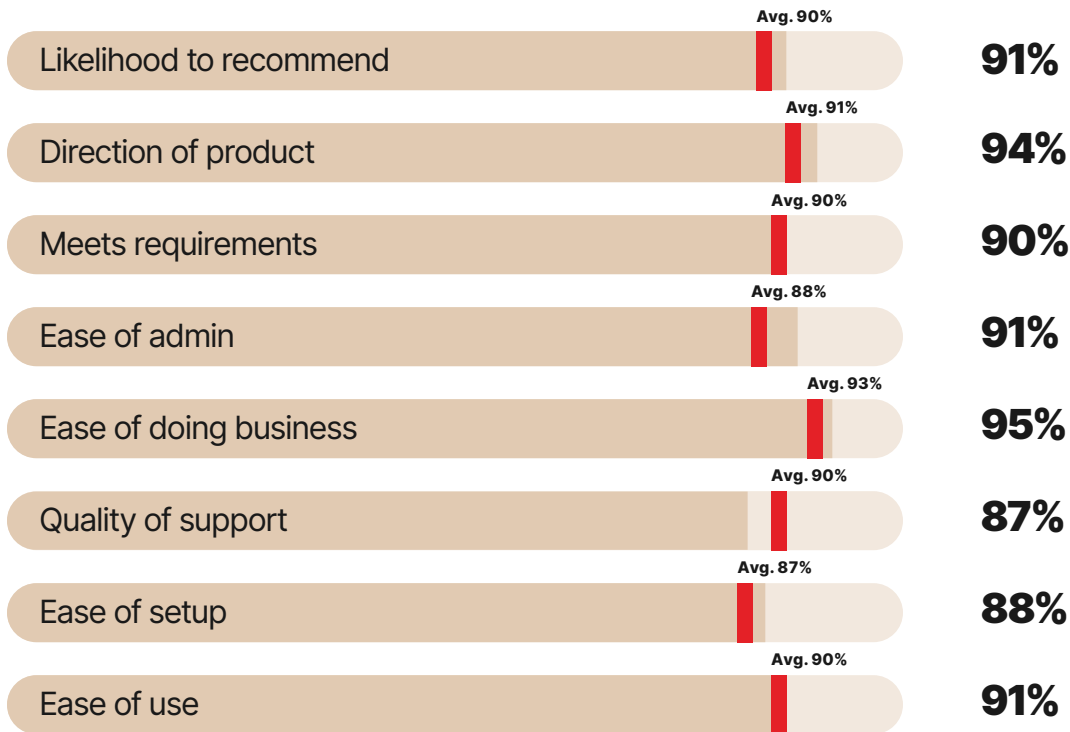


Entrata Ranked #1 Mid-Market Property Management Software

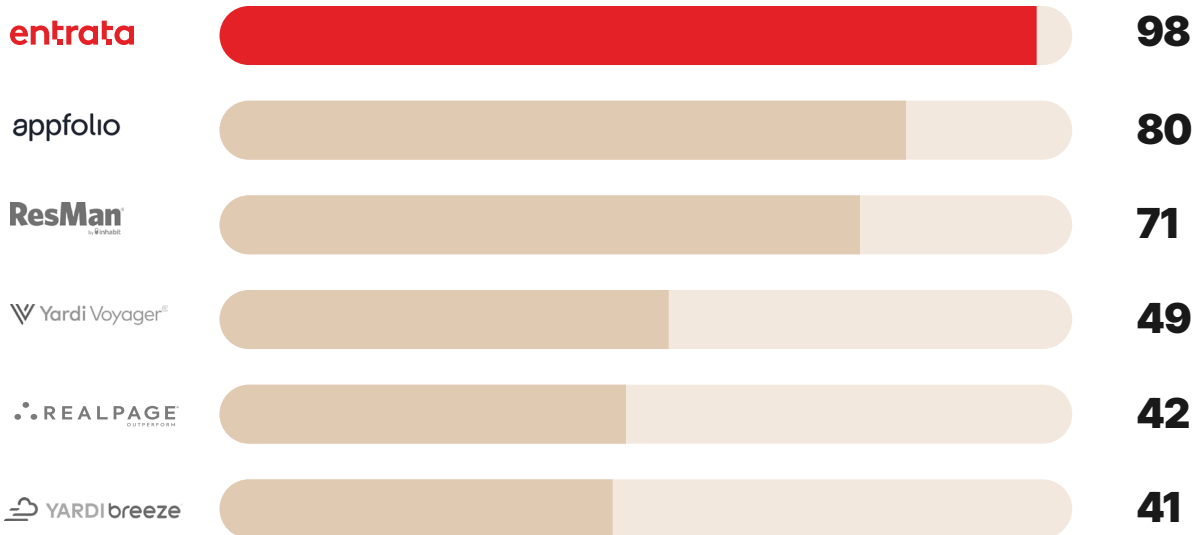
Entrata ranks first among mid-market property management software companies for both market presence (97/100) and satisfaction (99/100) with an overall score of **98**. A vast majority of reviewers (91%) said they would be likely to recommend, while **94%** indicated that the product is headed in the right direction.



Satisfaction Rankings



Overall Ranking



Mid-Market Reviews

“Entrata helps streamline property management by centralizing leasing, payments, maintenance, and communication in one platform. It reduces manual work, improves visibility into key metrics like occupancy and delinquency, and enhances the resident experience through an easy-to-use portal. Overall, it saves time, increases efficiency, and helps us stay organized.”

David N.
Regional Manager

“Entrata solves many of the challenges of property management by centralizing applications, leases, payments, and communication in one platform. This saves time, reduces errors, and allows me to focus more on residents and operations rather than administrative tasks.”

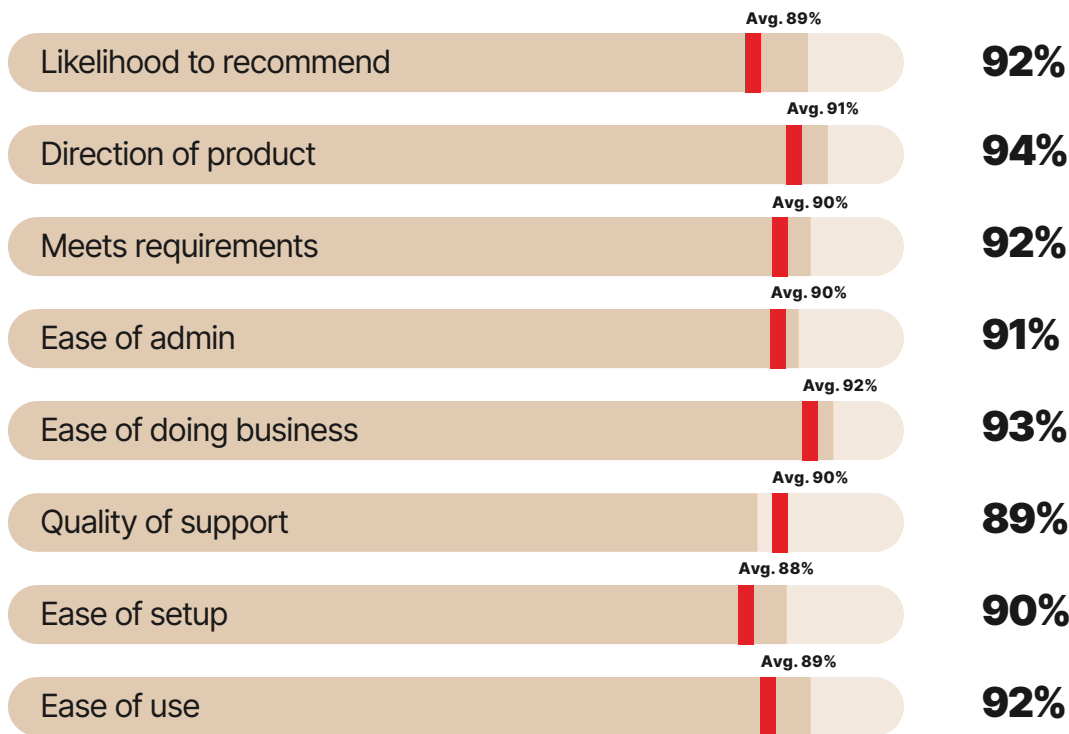
Colton G.
Sales Support Specialist

“[Entrata] is very easy and simple to navigate. I like it better than Yardi. Great customer support.”

Lisa E.
Property Manager

Entrata as a Market Leader for Property Management Software

Entrata ranks as an **Overall Leader** in G2's Property Management Grid Report and has been named a Market Leader in this category based on our strong satisfaction and market presence scores.



The Entrata Difference

Entrata brings all of your property operations together under a unified operating system, simplifying operations, improving productivity, enhancing decision making, and delivering a consistent experience for both residents and site teams. All of this is accomplished through its unified data layer, which powers AI and automation to drive efficiencies, improves reporting and forecasting, and provides the necessary context needed to improve day-to-day engagement.

Autonomous Property Management

Autonomous Property Management transforms operations by combining AI-driven automation with human expertise, allowing teams to focus on resident experience, property performance, and growth.

Cohesive Product Structure

Entrata makes it simple to manage and grow your business with four connected product suites built to work together and adapt to meet your needs.

Integrated Ecosystem

Entrata's Operating System provides a single connected ecosystem which makes it easy to utilize partner apps directly in workflows, AI, and across the platform.

Unified Data Layer

Entrata's platform brings all of your property operations into a single data layer, giving you complete visibility into how your property is performing, seamless workflows to drive efficiencies, and advanced reporting that drives better insights across your entire portfolio.

