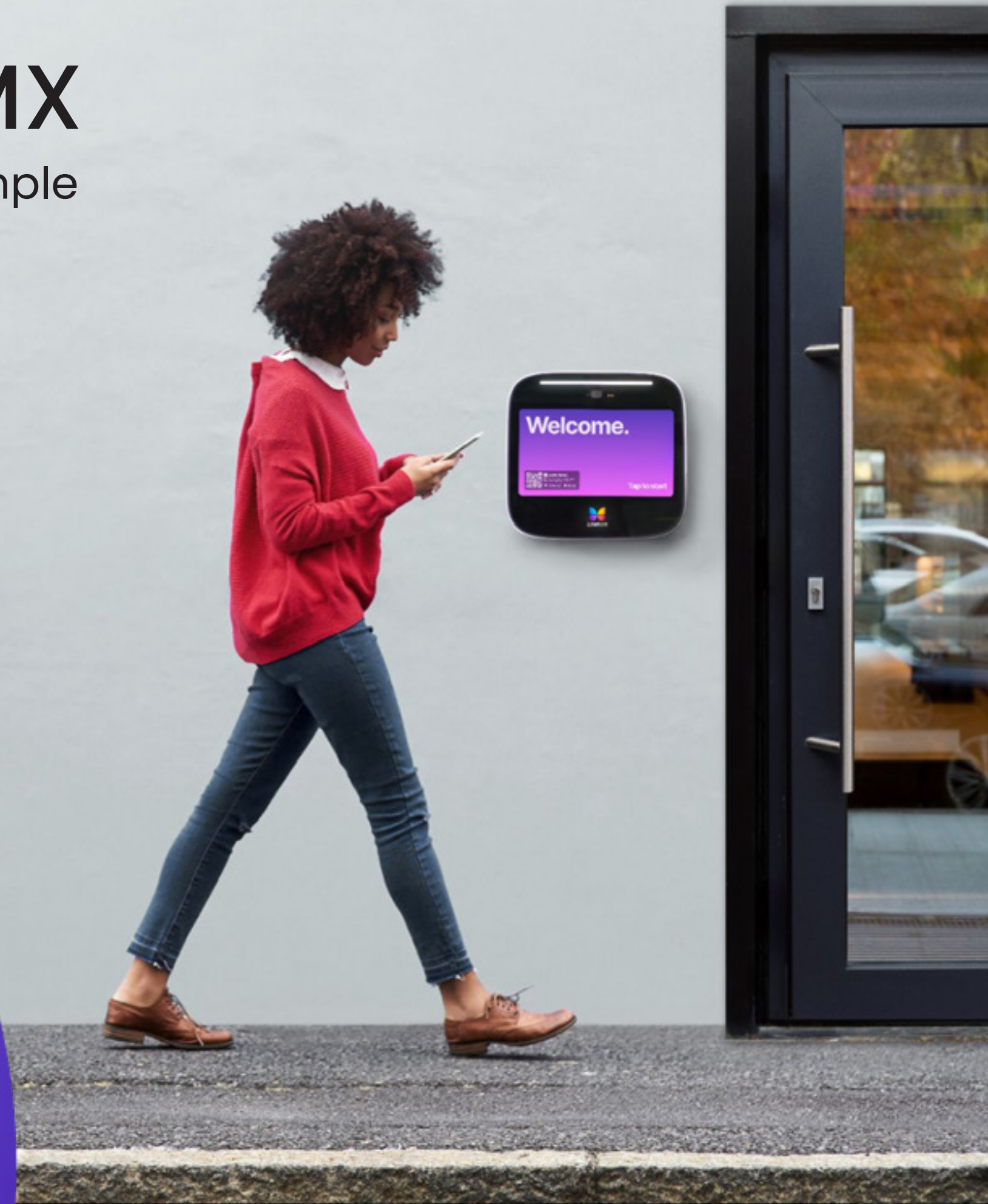




# Press kit

[butterflymx.com](https://butterflymx.com)

[marketing@butterflymx.com](mailto:marketing@butterflymx.com) | 800.398.4416



# Who we are

Founded in 2014, ButterflyMX is on a mission to empower people to open and manage doors & gates from a smartphone. Our products are installed in more than 10,000 multifamily, commercial, gated communities, and student-housing properties worldwide, including properties developed, owned, and managed by the most trusted names in real estate. Our features are designed for developers, owners, property managers, and tenants. And our products lower operating costs and improve tenant satisfaction. Developers and owners no longer need to run building wiring or install in-unit hardware. Property managers can grant building access, revoke permissions, and review entry logs from an online dashboard. Residents can open doors from their smartphones, issue visitor access, and see who is trying to enter the building.





# Meet our founder and our CEO

## Cyrus Claffey

Founder of ButterflyMX

After business school, Cyrus began his career in M&A banking in the tech sector. From this perch, he first became interested in the growing ecosystem of services enabled via a smartphone. Upon noticing that the entryways of many multitenant buildings restricted access to these services, he created ButterflyMX to provide secure, convenient, and affordable property access from a smartphone.

Cyrus received his MBA from The University of Chicago Booth School of Business and his undergraduate degree from Macalester College. Cyrus lives in Brooklyn, New York.



## Aaron Rudenstine

Chief Executive Officer of ButterflyMX

Aaron specializes in building highperforming teams to launch and grow new technology products. He was a cofounder of Citymaps, which was acquired by TripAdvisor in 2016, and is an investor in Reddit, Button, Omaze, Henry The Dentist, Parallel Wireless, Clear Ballot, Pinata, and FilmRise.

He is an angel investor, board member, advisor, author, and a resultsoriented technology executive with extensive experience at startups, growth-stage, and publicly traded companies. Aaron holds an MBA from Harvard.



# By the numbers



Installed in

**10,000+**  
buildings



Used by

**1M+**  
apartments



Received

**20,000+**  
5-star ratings

Loved by the most trusted names in real estate



**GREYSTAR**

LINCOLN  
PROPERTY  
COMPANY

**LENNAR**

 Equity Residential

 **BOZZUTO**

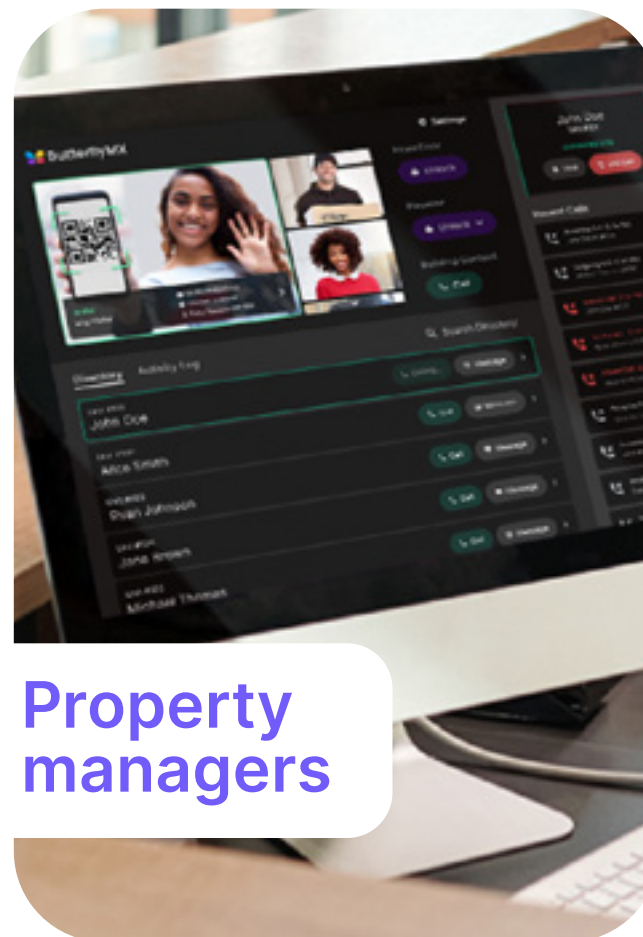


# Features for everyone

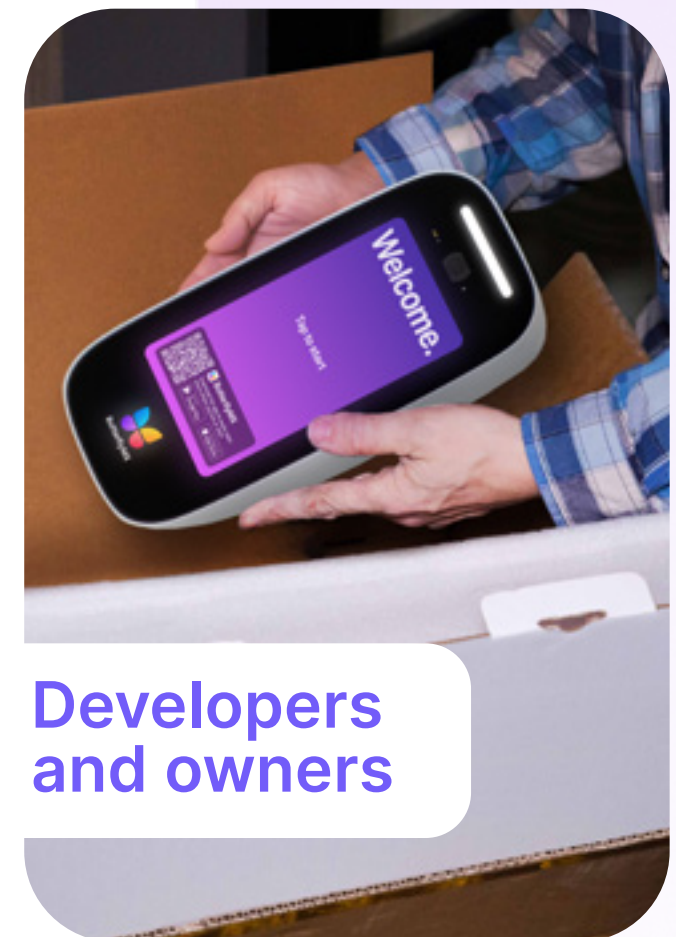
We've designed our features with you in mind. Residents enjoy a seamless building entry experience. Property managers get added security and convenience. Developers & owners eliminate building wiring and in-unit hardware.



**Tenants and residents**



**Property managers**



**Developers and owners**





# Get to know our products

## Video intercom –

to easily manage door, gate, and garage access from a smartphone or computer, see who you are letting in, and connect to your property management & access control system

## Keypad –

for smart, simple, and secure access to amenity spaces, auxiliary doors, garages, and more

## Self-guided tours –

for prospective residents to tour your property on their schedule while keeping your property safe and secure

## Key locker –

an automated key locker system that allows prospective residents to access locked amenity spaces and apartment units during self-guided tours

## Access control –

for property-wide access to any door, gate, or elevator into and throughout your entire building through the ButterflyMX mobile app, PIN codes, key fobs, and key cards

## ButterflyMX OS –

an online platform for building staff to seamlessly manage property access and integrate our products with other property management tools and services

## Vehicle access control –

hands-free vehicle access for your gates, garages, and other property entry points



# What people are saying



ButterflyMX provides excellent customer training online and is quick to respond to any emails or questions. The intercoms work well, and the system is a great improvement over the old intercom that we had. Both the video and the audio are of excellent quality. I would recommend ButterflyMX to other buildings.

**Susan Caprio**

January 20th, 2022



We use ButterflyMX at our property and love it. It's convenient for us in the office and most convenient for the residents who live here. I'm the community manager and it makes life really easy. You're able to buzz people in I also think the feature where you can see the person's face is favorable. I highly recommend the ButterflyMX system for many reasons. The safety features alone are wonderful. Wonderful concept ButterflyMX!

**Karen Halstead**

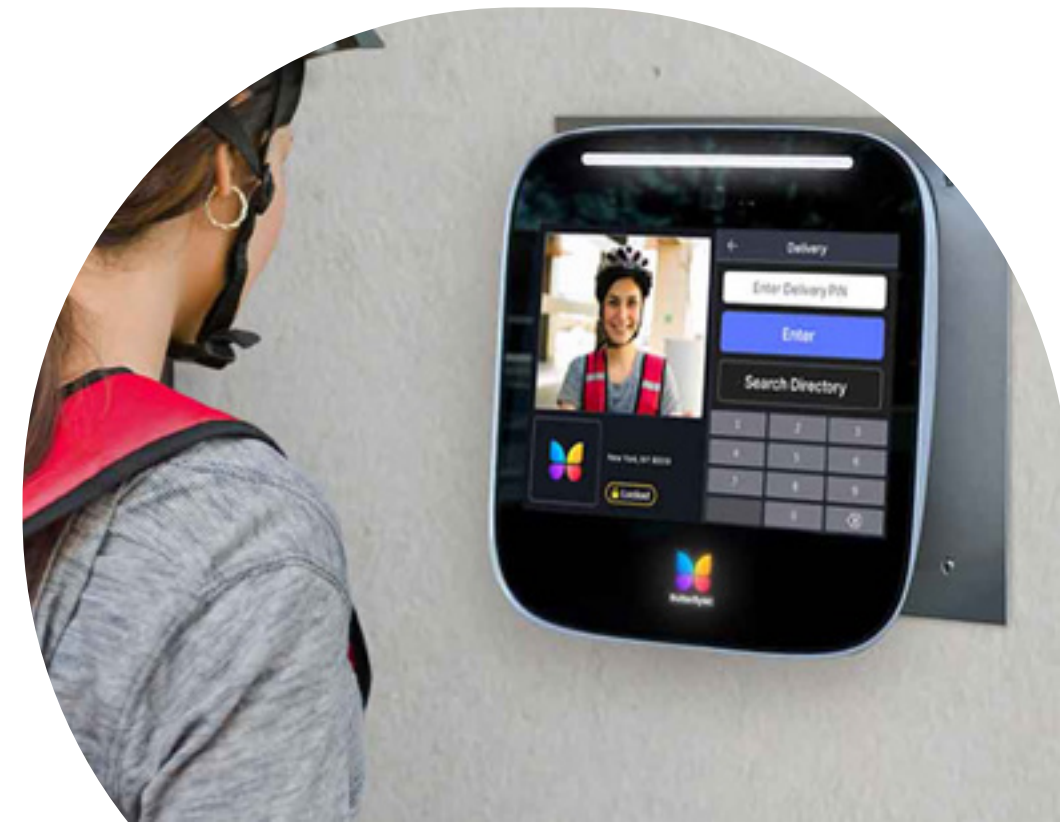
December 16th, 2021



As an integrator who has installed a lot of callboxes, ButterflyMX is by far the best. Excellent tech support, ease of install, and the best part is all of my customers are happy. Thank you!

**Bryan Rice**

April 20th, 2020





# More about our team

ButterflyMX currently has more than 250 talented and hardworking team members. And as a mostly distributed workforce, we proudly employ engineers, designers, client success, sales, and marketing professionals across the United States, Ukraine, Croatia, Spain, Austria, and Montenegro. Our headquarters is in New York City.





# Connect with us

Check out our virtual press kit for downloadable assets and images:  
<https://butterflymx.com/partners/>

## Questions?

Reach out to [press@butterflymx.com](mailto:press@butterflymx.com) for additional information, or visit our website and social media channels.



### WEBSITE

[butterflymx.com](https://butterflymx.com)



### CALL

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 Mon - Fri. 9-6 ET



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 New York, NY 10001



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