

RAUTH WILLIAM R III  
Form 4  
October 15, 2018

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
RAUTH WILLIAM R III

(Last) (First) (Middle)

C/O IGSB, INC., 1485 E. VALLEY ROAD, SUITE H

(Street)

SANTA BARBARA, CA 93108

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
APPFOLIO INC [APPF]

3. Date of Earliest Transaction (Month/Day/Year)  
10/11/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |                                      |        |   |                                     |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|--------------------------------------|--------|---|-------------------------------------|
|                                 |                                      |  |                                | Code  | V   | Amount   | (A) or (D)  | Price                                |        |   |                                     |
| Class A Common Stock            | 10/11/2018                           |  | C <sup>(1)</sup>               |   | 20,000  | A  | \$ 0  | <sup>(1)</sup><br><sub>(2) (3)</sub> | 20,000 | D |                                     |
| Class A Common Stock            | 10/15/2018                           |  | S <sup>(4)</sup>               |   | 20,000  | D  | \$ 63.398   |                                      | 0      | D |                                     |
| Class A Common Stock            |                                      |  |                                |   |   |  |   |                                      | 13,072 | I | By IGSB IVP III, LLC <sup>(5)</sup> |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. P                 |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount or Number of Shares |
| Class B Common Stock                       | \$ 0   | 10/11/2018                           |  | C <sup>(1)</sup>               | 20,000  | (2)(3)   | (2)(3)  | Class A Common Stock | 20,000 \$                  |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (2)(3)   | (2)(3)  | Class A Common Stock | (2) (3)                    |

|         |      |  |        |        |         |
|---------|------|--|--------|--------|---------|
| Stock   |      |  |        |        | Stock   |
| Class B |      |  |        |        | Class A |
| Common  | \$ 0 |  | (2)(3) | (2)(3) | Common  |
| Stock   |      |  |        |        | Stock   |
| Class B |      |  |        |        | Class A |
| Common  | \$ 0 |  | (2)(3) | (2)(3) | Common  |
| Stock   |      |  |        |        | Stock   |
| Class B |      |  |        |        | Class A |
| Common  | \$ 0 |  | (2)(3) | (2)(3) | Common  |
| Stock   |      |  |        |        | Stock   |
| Class B |      |  |        |        | Class A |
| Common  | \$ 0 |  | (2)(3) | (2)(3) | Common  |
| Stock   |      |  |        |        | Stock   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| RAUTH WILLIAM R III<br>C/O IGSB, INC.<br>1485 E. VALLEY ROAD, SUITE H<br>SANTA BARBARA, CA 93108 | X             | X         |         |       |

## Signatures

William R. Rauth, III, By: /s/ Kimberly Shea, Attorney-in-Fact for William R. Rauth, III

10/15/2018

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) The Reporting Person acquired these 20,000 shares of AppFolio Class A Common Stock ("Class A Shares") on his conversion of 20,000 shares of AppFolio Class B Common Stock ("Class B Shares") that were owned by the Reporting Person.

- (2) Each Class B Share is convertible, at any time at the option of the holder, into one Class A Share. In addition, Class B Shares that are sold or otherwise transferred will convert automatically, on a one share-for-one share basis, into Class A Shares, except for (i) any transfer by a partnership or limited liability company that was a registered holder of Class B Shares prior to June 30, 2015 that is made to anyone who was a partner or member of any such partnership or limited liability company prior to June 30, 2015, and (ii) any transfer to a "qualified recipient" (as defined in AppFolio's Amended and Restated Certificate of Incorporation). AppFolio's Class B Shares do not have an expiration date.

- (3) (Continued from Footnote 2) However, all of the outstanding Class B Shares will convert automatically into Class A Shares, on a one share-for-one share basis, on the date when the number of the Company's outstanding Class B Shares represents less than 10% of the sum of AppFolio's outstanding Class A and Class B Shares.

- (4) This sale was made pursuant to a 10(b)5-1 Plan previously adopted by the Reporting Person.

- (5) These Class A Shares are owned by IGSB IVP III LLC, a private investment fund, which is managed by Investment Group of Santa Barbara LLC ("IGSB"). The Reporting Person is one of the members of IGSB and may be deemed to share voting and dispositive power, with IGSB and its other members, over these Class A Shares. However, the Reporting Person disclaims beneficial ownership of these Class A Shares, except to the extent of any pecuniary interest he may have therein.

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(6) These Class B Shares also are owned by IGSB IVP III LLC, which is managed by IGSB. The Reporting Person is one of the members of IGSB and may be deemed to share voting and dispositive power with IGSB and its other members over these Class B Shares. However, the Reporting Person disclaims beneficial ownership of these Class B Shares, except to the extent of any pecuniary interest he may have therein.

(7) These Class B Shares are owned by IGSB Internal Venture Fund III LLC, a private investment fund that is managed by IGSB. The Reporting Person is one of the members of IGSB and may be deemed to share voting and dispositive power over these Class B Shares with IGSB and its other members. However, the Reporting Person disclaims beneficial ownership of these Class B Shares, except to the extent of any pecuniary interest he may have therein.

(8) These Class B Shares are owned by an irrevocable trust established for one of the Reporting Person's grandchildren. The Reporting Person is the trustee of the trust and, therefore, may be deemed to possess sole voting and dispositive power over the Class B Shares owned by it. However, the Reporting Person disclaims any pecuniary interest in these Class B Shares.

(9) These Class B Shares are owned by an irrevocable trust established for another of the Reporting Person's grandchildren. The Reporting Person is the trustee of the trust and, therefore, may be deemed to possess sole voting and dispositive power over the Class B Shares owned by it. However, he disclaims any pecuniary interest in these Class B Shares.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.