

Q3  
2021

# 5 FAST FACTS

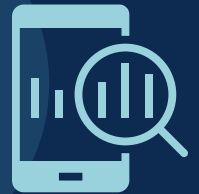
**WHY REVENUE MANAGEMENT SYSTEMS  
ARE INTEGRAL TO RESILIENCY**

## CURTAILING NEGATIVE TRENDS

As elevated levels of month-to-month leases persist, operators using revenue management systems are able to capture a 5% higher premium and lock in term commitments equal to one-half month longer than the prior year.

## PROMPTING PREDICTIVE ACTION

Revenue management systems triggered the alarm weeks prior to widespread market deceleration and its ultimate shutdown, giving assets time to prepare and minimize the impact. On the upswing of demand, data alerted shifts in market behavior, enabling properties to recover 2% more revenue.

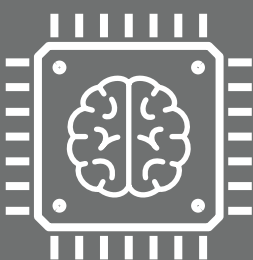


## LEVERAGING COLLECTIVE INTELLIGENCE

Revenue managers have access to over **8M** transactional leasing data points to help keep pace with pricing expectations, providing assets the agility to shift strategies in fluctuating macro and micro market conditions.

## CREATING DEMAND GENERATION SOLUTIONS

Analytics show two- and three-bedroom floor plans gained 4.9% in revenue—double that in 2019—due to a 2% occupancy lift since the onset of the pandemic. As hybrid work environments drive a desire for larger floor plans, revenue managed properties can pivot pricing and marketing spend to meet lead patterns faster.



## PROVIDING FUTURE INSIGHTS

AI and machine learning will provide future insights into resident behavior, including stronger renewal predictions based on tenure, reputation management influence and rent increases, cyclical impacts such as weather, and overall stronger demand predictions.