



AI REVENUE MANAGEMENT

6.2021 | THE MEDVE GROUP INC



Meeting Agenda



PARTNERSHIP AND INTRODUCTIONS



WHAT IS AI REVENUE MANAGEMENT?



FINDING THE RIGHT PRICE



THE WORKFLOW



THE LEASING EXPERIENCE



Partnership Highlights

TEAM DEDICATED TO THE MEDVE GROUP INC:

MULTIFAMILY VETERANS WITH AN AVERAGE OF 14-YEARS EXPERIENCE

EXECUTIVE LEADERSHIP TEAM

Amy Dreyfuss – SVP, Revenue Management

Jason Arnold – VP, Advisory Services

Tracy Paulk – VP, Implementations

CONSULTING TEAM

Julie Bemiss, AO Sr Manager

Anna Valencia, AO Consultant

PERFORMANCE ADVISORY TEAM

Lindy Olcott, Director- AO Performance Advisory Service

Laura Winner, AO Performance Advisor



Why Revenue Management?

AI REVENUE MANAGEMENT TAKES OPTIMIZATION TO THE NEXT LEVEL

- AI Revenue Management will help uncover hidden yield through price optimization
- Advanced technology using AI to better predict future supply and demand pipelines
- Streamlined review process with the ability to incorporate multiple arms of your business in one location
- Competitor insight that allows for pricing visibility relative to market
- Visibility into amenity performance and inventory imbalance with recommendations to help optimize yield at the unit level
- Maximization of income through reduction in average vacant days and improved expiration management
- Better visibility into your asset's performance and auditing tools to ensure transparency



Forecasting Price

AI REVENUE MANAGEMENT

Pricing Decisions Start with Data

PRECISION COMES FROM DATA DRIVEN DECISIONS



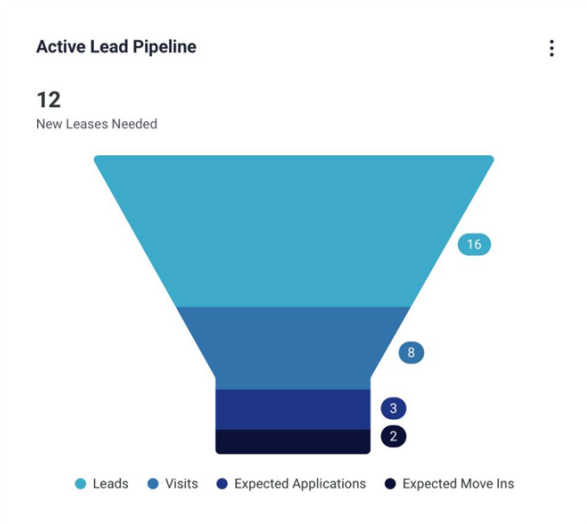
AI Demand- OneSite

AI Demand is intended to better predict the lead to applicant conversion pipeline

- Looks at OneSite lead data from guest cards and based on variables creates a prediction on whether leads will turn into applications
- Independent variables include:
 - Prospect Type – business/corporate
 - Activity Counts – quote, in-person, email, call
 - Preferences – bedroom count, move-in month, lease term
 - Durations – stabilization date to last activity date, first activity date to last activity date, last activity date to move-in date
 - Customer-Related Counts – customers, occupants, signers
 - Property Characteristics – state, market rank
- Lead forecast is combined with recent actual leasing velocity to inform the model

Recommendation Dashboard

ACTIVE LEAD PIPELINE WIDGET



Active Lead Pipeline
View lead quantities within the current pipeline.

16 **8** **3** **19%** **2**
Leads Visits Expected Applications (Apps) Leads Expected Apps Expected Move Ins

19% = (Expected Applications / Leads) * 100 = (3 / 16) * 100

Guest ID	Visits	Preferred Bed Count	Preferred Lease Term	Preferred Move in	Initial Contact	Last Contact	Total Activity
132903204		1	12	09/20/20	08/02/20	08/21/20	4
132903223		2	12	09/17/20	07/24/20	08/24/20	10
132903228	Y	3	12	08/24/20	08/08/20	08/23/20	13
132903207		1	12	08/30/20	07/27/20	08/20/20	6
132903216	Y	2	12	08/24/20	08/05/20	08/15/20	4
132903202		2	12	08/30/20	08/05/20	08/11/20	2
132903209		1	12	08/24/20	07/24/20	08/23/20	10
132903221	Y	1	12	09/15/20	07/24/20	08/22/20	13
132903228	Y	2	12	08/24/20	07/27/20	08/17/20	10
132903201	Y	3	12	10/01/20	07/24/20	08/24/20	4

Supply Forecasting

INTERNAL SUPPLY PIPELINE FORECASTING WITH GREATER ACCURACY



Availability + Anticipated Renewal Conversion- Each pending expiration within the forecast horizon is examined individually for its probability to renew













Renewal conversion forecasts are built by averaging the individual probabilities within a period

Unique unit, rent and asset characteristics are used to predict the renewal probability for each lease



Renewal Supply Calculation Example

6
Expected
Renewals











	Bed Size	Current Lease Term	Length of Stay	Current Rent	Offered Rent (12 mo)	Probability of Renewing
	2	6	9	\$1,500	\$1,416	41%
	1	12	33	\$1,317	\$1,353	74%
	1	12	21	\$1,298	\$1,362	68%
	2	12	9	\$1,362	\$1,381	49%
	3	4	2	\$2,103	\$1,728	43%
	2	12	72	\$1,422	\$1,464	82%
	2	9	54	\$1,672	\$1,412	73%
	2	12	21	\$1,404	\$1,453	61%
	1	12	21	\$1,326	\$1,378	69%
	2	8	5	\$1,719	\$1,485	37%

AVG →

59.7%
Expected
Renewal
Conversion

Renewal Supply Calculation Example

5
Expected
Renewals











	Bed Size	Current Lease Term	Length of Stay	Current Rent	Offered Rent (12 mo)	Probability of Renewing
	2	6	9	\$1,500	\$1,416	41%
	1	12	33	\$1,317	\$1,353	74%
	1	12	21	\$1,298	\$1,362	68%
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	2	12	72	\$1,422	\$1,464	82%
	2	9	54	\$1,672	\$1,412	73%
	2	12	21	\$1,404	\$1,453	61%
	1	12	21	\$1,326	\$1,378	RENEWED
	2	8	5	\$1,719	\$1,485	NOTICE

AVG →

61.4%
Expected
Renewal
Conversion

Renewal Supply Calculation Example

4
Expected
Renewals

	Bed Size	Current Lease Term	Length of Stay	Current Rent	Offered Rent (12 mo)	Probability of Renewing
	2	6	9	\$1,500	\$1,416	NOTICE
	1	12	33	\$1,317	\$1,353	RENEWED
	1	12	21	\$1,298	\$1,362	68%
	2	12	9	\$1,362	\$1,381	49%
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	2	12	72	\$1,422	\$1,464	82%
	2	9	54	\$1,672	\$1,412	73%
	2	12	21	\$1,404	\$1,453	61%
	1	12	21	\$1,326	\$1,378	RENEWED
	2	8	5	\$1,719	\$1,485	NOTICE

AVG

62.7%
Expected
Renewal
Conversion



Sizing Up the Competition

MARKET RANGE PEER COMPARISON

Creates a market range chart to determine magnitude of pricing change relative to market

THE HOW

- Mirrors the prospect buying experience
- Leverages the RealPage Lease Transaction data set augmented with survey data from RealPage Analytics
- Identifies competitive floor plans that likely present with yours in on-line searches
- Based on geographic bedroom type and effective rental rate relationships over time
- Manual entry is not required

THE WHY

- We may have different availability in our floor plans than our peers
- Our peers may have different operational strategy and business objectives (i.e. they are re-financing or on the market)
- Our management approach and reputation is the single most important differentiator to prospects

Floor Plan Pricing

INITIAL PRICING BEGINS AT THE FLOOR PLAN GROUP

EXAMPLE – FLOOR PLAN 0B1B*

- An * indicates we have grouped more than one-unit type together to create the Floor Plan Group.
- AI Revenue Management is a statistical model, we group similar unit types based on bedroom size and seasonality to create a larger unit count.
- S1R base rent is \$1200 and a S3 is \$1500 = \$300 Base Rent Adjustment
- AI Revenue Management prices units individually, this will protect the additional values for all studio unit types.

0B1B* Unit Types

Unit Type	Total Units	Avail. Units	Square Feet	Beds	Baths	Base Rent Adj.
S1	73	7	630	0	1	276
S1R	1	0	484	0	1	0
S2R	2	2	516	0	1	77
S3	19	0	691	0	1	300



Floor Plan Pricing

PRICE RECOMMENDATION

DIRECTION

- The balance of supply, demand and velocity may create a price change recommendation from the model
- Outpacing expectations results in price increases, while falling behind can lead to decrease recommendations

BENCHMARK

- The model always looks to our Recent Average Effective as a benchmark for success
- Price recommendations higher than the benchmark indicate outperformance while rents below the benchmark mean greater leasing velocity is needed to maintain higher revenue

MAGNITUDE

- If a pricing adjustment is recommended, the delta from the benchmark is determined by how much work we need to do
- Competitors in the market can influence this magnitude if the market trend is following a similar pattern



Unit Level Pricing

MATRIX-LEVEL PRICING THAT IS REVENUE NEUTRAL

AMENITIES AND BASE RENT ADJUSTMENTS

- Unit specific amenity premiums and unit type offsets are included in the unit price

LEASE TERM SCALING

- Creates a spread between various lease terms

EXPIRATION MANAGEMENT

- Recapture vacancy loss through added premiums on overexposed months

VACANCY RECOVERY

- Cost of vacancy loss built in every day a unit is held vacant and made ready

A12 A1 Unit: N/A-933 1.0 Bed, 1.0 Bath (608 Sq. Ft.)

Faux Wood Floors, Third Floor, Upgraded Unit ...

Available: Aug-22

Rate Type: Effective Rent

Next 15 Dates >

Terms	Aug-22	Aug-23	Aug-24	Aug-25	Aug-26	Aug-27	Aug-28	Aug-29	Aug-30	Aug-31	Sep-01	Sep-02	Sep-03	Sep-04	Sep-05
3	1,109	1,119	1,129	1,139	1,149	1,159	1,169	1,179	1,189	1,199	1,209	1,219	1,229	1,239	1,249
4	1,035	1,042	1,050	1,057	1,065	1,072	1,080	1,087	1,095	1,102	1,110	1,117	1,133	1,140	1,148
5	1,008	1,014	1,020	1,026	1,032	1,038	1,044	1,050	1,056	1,062	1,068	1,074	1,080	1,086	1,092
6	990	995	1,000	1,005	1,010	1,015	1,020	1,025	1,030	1,035	1,040	1,045	1,050	1,055	1,060
7	978	982	986	990	995	999	1,003	1,007	1,012	1,016	1,020	1,025	1,029	1,033	1,038
8	965	969	972	976	980	984	987	991	995	999	1,002	1,006	1,010	1,014	1,017
9	951	954	957	961	964	967	971	974	977	981	984	987	991	994	997
10	942	945	948	951	954	957	960	963	966	969	972	975	978	981	984
11	931	933	936	939	941	944	947	950	952	955	958	961	963	966	969
12	1,006	1,008	1,011	1,013	1,016	1,018	1,021	1,023	1,026	1,028	1,031	1,033	1,036	1,038	1,041
13	1,026	1,028	1,030	1,032	1,035	1,037	1,039	1,041	1,044	1,046	1,049	1,051	1,053	1,056	1,058

AMENITIES/BASE RENT ADJUSTMENT

LEASE TERM SCALING

EXPIRATION MANAGEMENT

VACANCY RECOVERY

Pricing Matrix



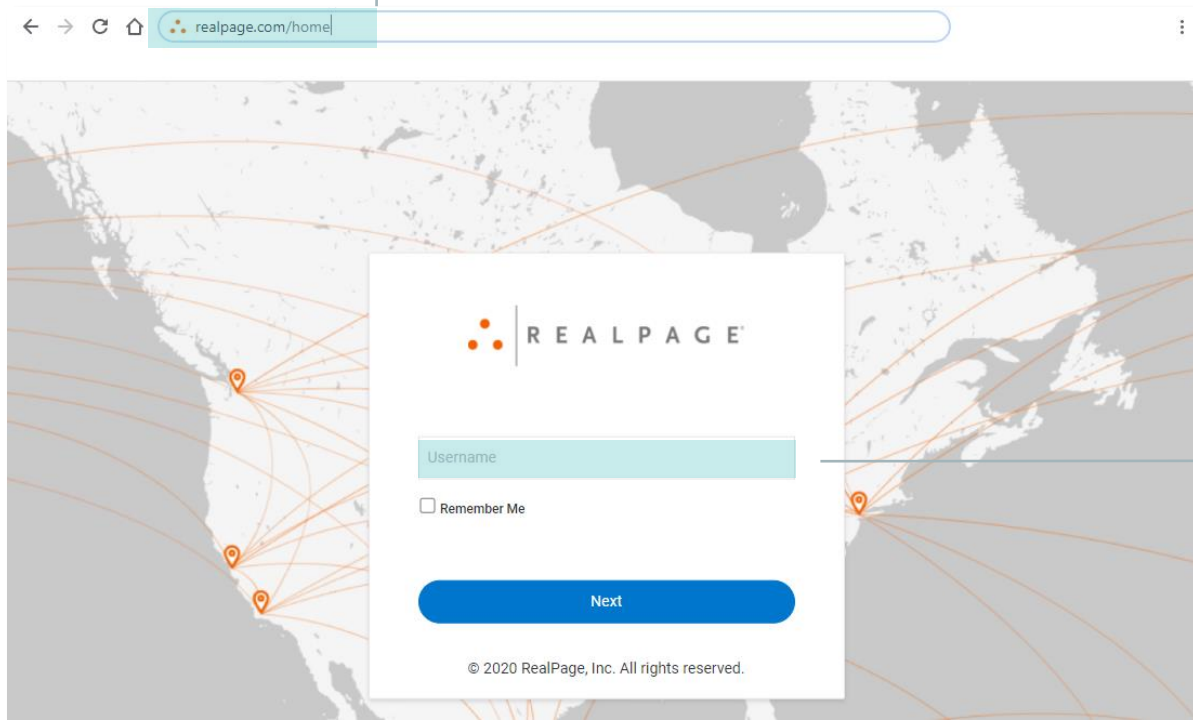
AIRM Pricing Navigation

AI REVENUE MANAGEMENT

Log-in Navigation

REALPAGE HOME

Visit RealPage URL



The image shows a web browser window with the address bar containing 'realpage.com/home'. A callout line points from the text 'Visit RealPage URL' to the address bar. The main content area features a world map with orange location pins and connecting lines. Overlaid on the map is a white login form. The form includes the RealPage logo at the top, followed by a 'Username' input field. A callout line points from the text 'Enter RealPage Credentials' to this input field. Below the input field is a checkbox labeled 'Remember Me'. At the bottom of the form is a blue 'Next' button. The footer of the form contains the copyright text '© 2020 RealPage, Inc. All rights reserved.'

RealPage Home

NAVIGATION

Select AI Revenue Management Tile

The screenshot displays the RealPage Unified Platform home interface. The top navigation bar includes a hamburger menu, the RealPage logo, and the text 'RealPage Unified Platform'. Below this, a breadcrumb trail shows 'Home' and 'Unified Platform / Home'. A welcome message reads 'Welcome back, RealPage!' with a link 'Not RealPage?'. The main area features a grid of tiles: 'AI Revenue Management' (highlighted with a red box), 'EasyLMS', 'Lead2Lease', 'OneSite' (with subtext: 'L&R, Budgeting, Payments, Screening, Facilities, Purchasing, Doc. Mgmt'), 'Property Photos', 'Business Intelligence', 'Financial Suite' (with subtext: 'Accounting, Job Cost, Spend Control, Commercial'), 'Marketing Center', 'Performance Analytics', and 'Prospect Contact Center'. A 'Resources' section at the bottom contains 'Integration Marketplace', 'Migration Tool Application', 'Product Updates', and 'Vendor Marketplace'. A hand cursor is visible near the bottom right of the main tile grid.

RealPage Unified Platform

Home
Unified Platform / Home

Welcome back, RealPage! [Not RealPage?](#)

AI Revenue Management

EasyLMS

Lead2Lease

OneSite
L&R, Budgeting, Payments, Screening,
Facilities, Purchasing, Doc. Mgmt

Property Photos

Business Intelligence

Financial Suite
Accounting, Job Cost, Spend Control,
Commercial

Marketing Center

Performance Analytics

Prospect Contact Center

Resources

Integration Marketplace

Migration Tool Application

Product Updates

Vendor Marketplace

Recommendation Dashboard

OVERVIEW AND NAVIGATION

If multiple sites are selected in the property picker you can toggle between them by clicking the down arrow next to property name

View data by Property or Bed Level

Property Dashboard loads upon login

Alternate Views are available by selecting icon

Users have the ability to edit the dashboard view through the pencil icon

The dashboard displays a comprehensive overview of property performance for Sandtown Pointe. It includes a top navigation bar, a left sidebar with various view icons, and a main content area with multiple data sections.

Property Picker: A dropdown menu for Sandtown Pointe, showing a search bar and a list of properties.

Snapshot:

Metric	Forecasted Renewal Conversion	Actual Renewal Conversion
Sustainable Occupancy	63%	57%

ORA™ Score: 1

Amenities:

Metric	Last Analysis
% of Rent Roll	NA

Overview:

Metric	Value
Units	276
Sustainable Units	264
In Place Leases	245
Leases Needed	19
Forecasted Renewals	4
New Leases Needed	13
Forecasted New Leases	6
Shortfall	7
Revenue Risk	\$7,275

Actual Revenue: Up to current week (per sq ft)

	8/26	9/2	9/9	9/16	9/23	9/30
Revenue	\$1.522	\$1.527	\$1.523	\$1.526	\$1.542	\$1.508
Rent	\$1.605	\$1.603	\$1.603	\$1.599	\$1.600	\$1.599
Occupancy	94.8%	95.3%	95.0%	95.4%	96.3%	94.3%

Projected Revenue: As of today (per sq ft)

	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16
Revenue	\$1.495	\$1.485	\$1.474	\$1.459	\$1.446	\$1.427	\$1.420	\$1.415	\$1.410	\$1.391	\$1.362
Rent	\$1.598	\$1.598	\$1.598	\$1.598	\$1.599	\$1.599	\$1.598	\$1.598	\$1.598	\$1.598	\$1.596
Occupancy	93.5%	92.9%	92.2%	91.3%	90.4%	89.3%	88.9%	88.6%	88.3%	87.1%	85.4%

Actual Exposure:

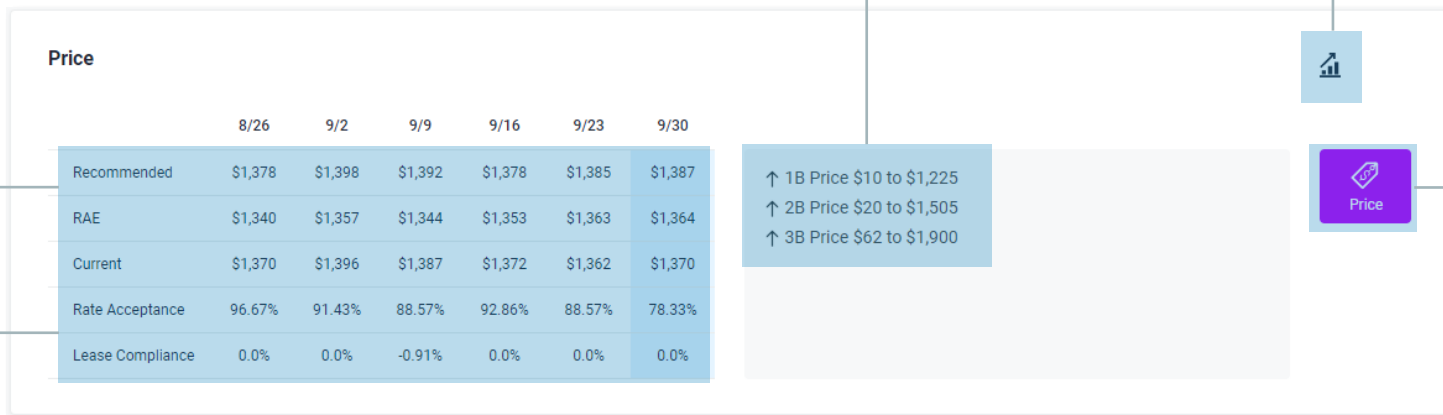
Projected Exposure:

Recommendation Dashboard

PRICE

Recommended Rent, Recent Average Effective Rent (RAE), and Current Rent are as of the header date

Rate Acceptance and Lease Compliance average the respective week



The daily price recommendations are summarized by bedroom level within the widget, providing quick reference

Chart Icon opens the Forecast and Optimization Chart for the Property

The Price icon takes you directly to the New Lease Workflow

New Lease Workflow

LANDING PAGE NAVIGATION

The top view allows you to see the status of rate review and will shift from Pending Review to Pending Approval then Approved

The screenshot shows the 'New Lease Workflow' landing page. The top navigation bar includes 'AI Revenue Management' with a dropdown arrow and '1 Selected Property'. The left sidebar contains various icons for navigation. The main content area has a 'New Lease Workflow' header with 'Asset Optimization / New Lease Workflow' and a status bar showing 'Pending Review 1', 'Pending Approval 0', and 'Approved 0'. Below this are 'Review All' and 'Approve All' buttons. A 'No Exclusions' dropdown is on the right. The main data row shows 'Conventional I 219' with 'Post Date: Apr-08-2020' and 'Horizon End: Jun-30-2020'. To the right are columns for '362 Total Units', '24 (6.6%) Leases Needed', '0 1-Day Δ', and a dropdown menu. Callouts provide detailed explanations for these elements.

Conventional I 219	362 Total Units	24 (6.6%) Leases Needed	0 1-Day Δ	⋮	▼
Post Date: Apr-08-2020	Total Units accounted for in AI Revenue Management	Leases Needed: Total number of leases needed before the Horizon End Date	1-Day Change: change in Leases Needed day over day		Drop down expands floor plan review

Conventional I 219
Post Date: Apr-08-2020 Horizon End: Jun-30-2020

Post Date: last day we received a data feed. Should always read yesterday's date. This is also the start of the forecast period

Horizon End Date: end of forecast period, or how far out AI Revenue Management is looking into the future

Total Units accounted for in AI Revenue Management

Leases Needed: Total number of leases needed before the Horizon End Date

1-Day Change: change in Leases Needed day over day

Drop down expands floor plan review

New Lease Workflow

PROPERTY DETAILS

Four expandable Buttons to view information for each floor plan

Top line of property level information stays open when you expand your view

Quickly see floor plan metrics including last lease achieved, last rent change, recommended rate, yesterday rate, difference between them, recent average effective, leases needed, and current rate with market position for each rate.

Easy to view if the model Auto Accepted rates at time of recommendations

<div> Pending Review 1 Pending Approval 0 Approved 0 </div>									
<div> Review All <div>No Exclusions</div> </div>									
<div> <div> Conventional I 219 Post Date: Apr-08-2020 Horizon End: Jun-30-2020 </div> <div> 362 Total Units 24 (6.6%) Leases Needed 0 1-Day Δ </div> </div>									
<div>Expand All Charts Collapse All Charts</div>									
<div> 1B1B* Units: 144 Auto Accepted Last Lease Date: 03/30/20 Last Rent Change: 04/09/20 <div> <div></div> <div></div> <div></div> <div></div> </div> </div>									
<div> <div> <div>\$1,445 ⓘ</div> <div>Recommended \$1 Amen Adj</div> <div>0 Shortfall 84%Mkt Pos.</div> </div> <div> <div>\$1,415</div> <div>Yesterday</div> <div>0 Shortfall 73%Mkt Pos.</div> </div> <div> <div>\$30 ⓘ</div> <div>Difference</div> <div>2.1% ⓘ</div> </div> <div> <div>\$1,379 ⓘ</div> <div>Recent Avg EFF</div> <div>3%28-Day 60%Mkt Pos.</div> </div> <div> <div>8 Actual Leases Needed</div> <div>-1 ⓘ1 Day Change</div> </div> <div> <div>\$1,445 ⓘ</div> <div>Current</div> <div>0%7-Day 84%Mkt Pos.</div> </div> </div>									
<div> 2B2B* Units: 188 Auto Accepted Last Lease Date: 03/30/20 Last Rent Change: 04/09/20 <div> <div></div> <div></div> <div></div> <div></div> </div> </div>									
<div> <div> <div>\$1,488 ⓘ</div> <div>Recommended \$0 Amen Adj</div> <div>0 Shortfall 72%Mkt Pos.</div> </div> <div> <div>\$1,498</div> <div>Yesterday</div> <div>-1 Shortfall 77%Mkt Pos.</div> </div> <div> <div>\$10 ⓘ</div> <div>Difference</div> <div>-0.7% ⓘ</div> </div> <div> <div>\$1,428 ⓘ</div> <div>Recent Avg EFF</div> <div>-12%28-Day 45%Mkt Pos.</div> </div> <div> <div>16 Actual Leases Needed</div> <div>1 ⓘ1 Day Change</div> </div> <div> <div>\$1,488 ⓘ</div> <div>Current</div> <div>-2%7-Day 72%Mkt Pos.</div> </div> </div>									
<div> 3B2B* Units: 30 Auto Accepted Last Lease Date: 03/16/20 Last Rent Change: 04/09/20 <div> <div></div> <div></div> <div></div> <div></div> </div> </div>									
<div> <div> <div>\$1,858 ⓘ</div> <div>Recommended \$17 Amen Adj</div> <div>0 Shortfall 98%Mkt Pos.</div> </div> <div> <div>\$1,841</div> <div>Yesterday</div> <div>0 Shortfall 92%Mkt Pos.</div> </div> <div> <div>\$17 ⓘ</div> <div>Difference</div> <div>0.9% ⓘ</div> </div> <div> <div>\$1,677 ⓘ</div> <div>Recent Avg EFF</div> <div>0%28-Day 41%Mkt Pos.</div> </div> <div> <div>0 Actual Leases Needed</div> <div>0 ⓘ1 Day Change</div> </div> <div> <div>\$1,858 ⓘ</div> <div>Current</div> <div>1%7-Day 98%Mkt Pos.</div> </div> </div>									

New Lease Workflow

FLOOR PLAN RECOMMENDATION

1B1B* Units: **144** Auto Accepted Last Lease Date: 03/30/20 Last Rent Change: 04/09/20



\$1,445 ⓘ

Recommended \$1 Amen Adj

0 Shortfall 84% Mkt Pos.

Today – the model has recommended a rate of \$1,445 which is 84% of the market, with \$1 additional adjustments needed to rent due to an amenity or base rent change

\$1,415

Yesterday

0 Shortfall 73% Mkt Pos.

Yesterday – we accepted \$1,415 at 73% of the market. If we keep this rate, we will achieve all the leases needed, with 0 Shortfall

\$30 ⓘ

Difference

2.1% ⓘ

The Difference between Yesterday's Rate and the Recommended Rate is a \$30 increase

\$1,379 ⓘ

Recent Avg EFF

3% 28-Day 60% Mkt Pos.

RAE is \$1,379 – the model is recommending a \$66 increase, above Recent Average EFF

8 Actual

Leases Needed

-1 ⓘ 1 Day Change

We need 8 leases in our Forecast Period, and we have had a change in the number of leases of -1 needed from yesterday to today

\$1,445 ⓘ

Current

0% 7-Day 84% Mkt Pos.

Current Rent – Allows you to see the latest rate accepted at the floor plan level. The rate change was Auto Accepted and need to review rates to confirm you agree with the accepted prices

New Lease Workflow

UNIT TYPE DETAILS

VIEW UNIT TYPES:

Expands your view to see all unit types within the AI Revenue Management floor plan group and the Base Rent Adjustment values assigned

View Unit Types

An * indicates we have grouped more than one-unit type together to create the AI Revenue Management Floor Plan Group.

Similar unit types are typically grouped together based on bedroom size and seasonality to create a larger unit count for the statistical model

1B1B* Units: 144 Auto Accepted Last Lease Date: 03/30/20 Last Rent Change: 04/09/20						
\$1,445 ⓘ Recommended \$1 Amen Adj	\$1,415 Yesterday 0 Shortfall 73% Mkt Pos.	\$30 ⓘ Difference 2.1% ⓘ	\$1,379 ⓘ Recent Avg EFF 3% 28-Day 60% Mkt Pos.	8 Actual Leases Needed -1 ⓘ 1 Day Change	\$1,445 ⓘ Current 0% 7-Day 84% Mkt Pos.	0 Shortfall 84% Mkt Pos.
1B1B* Unit Types						
Unit Type	Total Units	Avail. Units	Square Feet	Beds	Baths	Base Rent Adj.
p1x1	52	4	707	1	1	25
p-1x1	88	4	707	1	1	25
p1x1hc	4	0	707	1	1	0
						Update Unit Types

While units are priced individually, Base Rent Adjustments protect the value of the unit types not accounted for in amenities

New Lease Workflow

OCCUPANCY AND TREND

Occupancy and Trend Statistics Report (Property)

Occupancy and Trend Statistics Report (FP)

Conventional II 219

Post Date: Sep-28-2020 Horizon End: Dec-15-2020

401

Total Units

35 (8.7%)

Leases
Needed

0

1-Day Δ



1B1B*

Units: 144

Auto Accepted

Last Lease Date: 03/30/20

Last Rent Change: 04/09/20



\$1,445 ⓘ

Recommended \$1 Amen Adj

\$1,415

Yesterday

\$30 ⓘ

Difference

\$1,379 ⓘ

Recent Avg EFF

8 Actual

Leases Needed

\$1,445 ⓘ

Current

0 Shortfall 84% Mkt Pos.

0 Shortfall 73% Mkt Pos.

2.1% ⓘ

3% 28-Day 60% Mkt Pos.

-1 ⓘ 1 Day Change

0% 7-Day 84% Mkt Pos.

Floor Plan	Unit Type	# Of Units	Percent Leased	Percent Occupied	Capacity Percent	% From New Leases
1B1B*	N/A	144	94.4%	94.4%	95.0%	45.0%
	p1x1hc	4	100.0%	100.0%	N/A	N/A
	p-1x1	88	95.5%	95.5%	N/A	N/A
	p1x1	52	92.3%	92.3%	N/A	N/A

New Lease Workflow

RECENT AVERAGE EFFECTIVE

Recent Average
Effective Rent

1B1B* Units: **144** Auto Accepted Last Lease Date: 03/30/20 Last Rent Change: 04/09/20



\$1,445 ⓘ Recommended \$1 Amen Adj	\$1,415 Yesterday	\$30 ⓘ Difference	\$1,379 ⓘ Recent Avg EFF	8 Actual Leases Needed	\$1,445 ⓘ Current
0 Shortfall 84% Mkt Pos.	0 Shortfall 73% Mkt Pos.	2.1% ⓘ	3% 28-Day 60% Mkt Pos.	-1 ⓘ 1 Day Change	0% 7-Day 84% Mkt Pos.

Floor Plan : 1B1B*

Unit Type	Building	Unit	Application Date	Lease Start	Lease End	Term	Actual Effective Rent	Floor Plan Normalized Effective	Qualified Lease	Weight	Recent Average Effective Rent	Condition
p-1x1	N/A	14-107	3/30/20	4/11/20	5/18/21	13	\$1,417	\$1,400	Yes	3.2	\$1,379	
p-1x1	N/A	10-103	3/23/20	4/17/20	4/13/21	12	\$1,337	\$1,360	Yes	1.7	\$1,379	
p-1x1	N/A	10-202	3/21/20	5/1/20	5/29/21	13	\$1,332	\$1,310	Yes	1	\$1,379	
p1x1	N/A	06-202	3/15/20	3/27/20	3/26/21	12	\$1,293	\$1,293	No		\$1,379	
p-1x1	N/A	14-203	3/7/20	3/11/20	12/13/20	9	\$1,473	\$1,373	No		\$1,379	
p1x1	N/A	04-207	2/20/20	2/23/20	2/20/21	12	\$1,298	\$1,202	No		\$1,379	
p-1x1	N/A	14-202	2/19/20	3/11/20	4/15/21	13	\$1,267	\$1,277	No		\$1,379	

Recent Average Effective Rent is one rent that represents a benchmark rate of recent success in the floor plan

- Calculation includes last 3 to 5 leases (depending on velocity)
- Includes longer term leases, 9 to 15 month
- Normalized to a 12-month lease term price
- Normalized for amenities and base rent adjustments
- Time weighted so the most recent leases are prioritized carry more weight

New Lease Workflow

DECISION SUPPORT

VIEWCHARTS:
Expands floor plan information,
providing Decision Support and
Performance Reporting

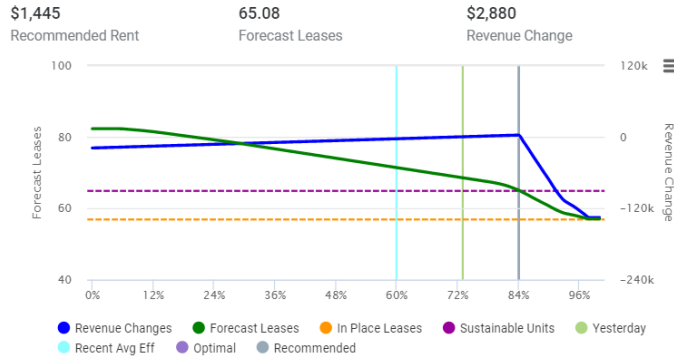
View Charts

1B1B* Units: **144** Auto Accepted Last Lease Date: 03/30/20 Last Rent Change: 04/09/20

\$1,445 ⓘ Recommended \$1 Amen Adj	\$1,415 ⓘ Yesterday	\$30 ⓘ Difference	\$1,379 ⓘ Recent Avg EFF	8 Actual Leases Needed	\$1,445 ⓘ Current
0 Shortfall 84% Mkt Pos.	0 Shortfall 73% Mkt Pos.	2.1% ⓘ	3% 28-Day 60% Mkt Pos.	-1 ⓘ 1 Day Change	0% 7-Day 84% Mkt Pos.

Conventional | 219 - 1B1B* Charts

Forecast & Optimization



Leasing Velocity

07-Day 528-Day

Lease Compliance

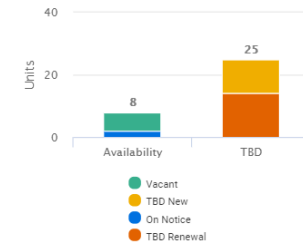
NA 7-Day 80% 28-Day

Staleness

6 Units 0% Max Adj.

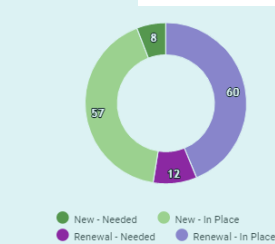
Exposure

OCCUPANCY: 94%
LEASED: 94%



Sustainable

TOTAL UNITS: 144
SUST. CAPACITY: 95%



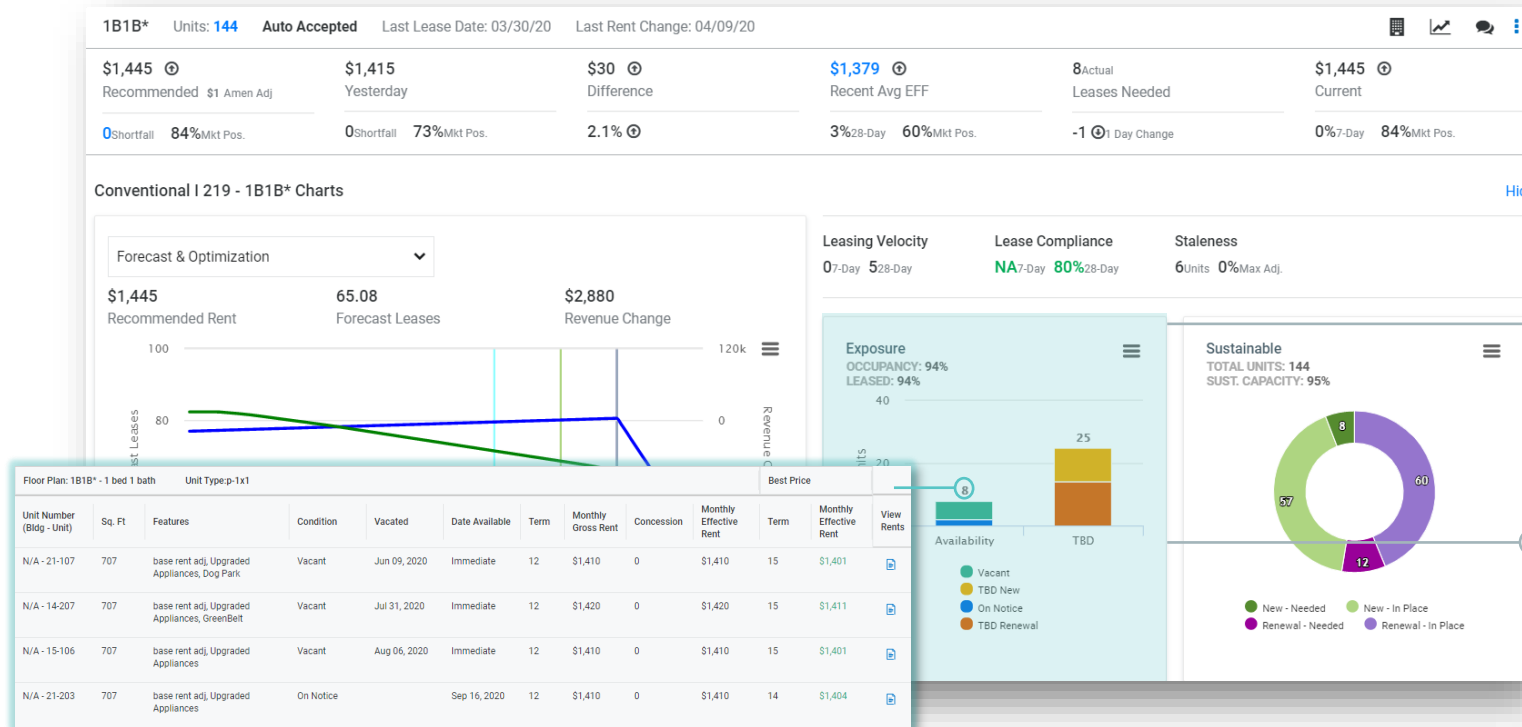
SUSTAINABLE CAPACITY:

Is an inventory constraint set at the floor plan level that drives the number of leases needed

- IN PLACE LEASE: Any occupied or pre-leased unit that expires after the horizon end date
- Renewals Needed is calculated by AI Supply where only TBD leases are assigned a probable renewal conversion
- New Leases Needed is then determined to complete the goal based on capacity setting

New Lease Workflow

DECISION SUPPORT



EXPOSURE WIDGET
Quickly see Occupancy % and Leased %

- AVAILABILITY and TBD:**
- Hover over bars to see counts
 - 25 leases expiring in Forecast Horizon Period - TBD
 - 6 units Vacant and 2 units On Notice to Vacate not leased
 - Click on availability bar to view individual unit pricing

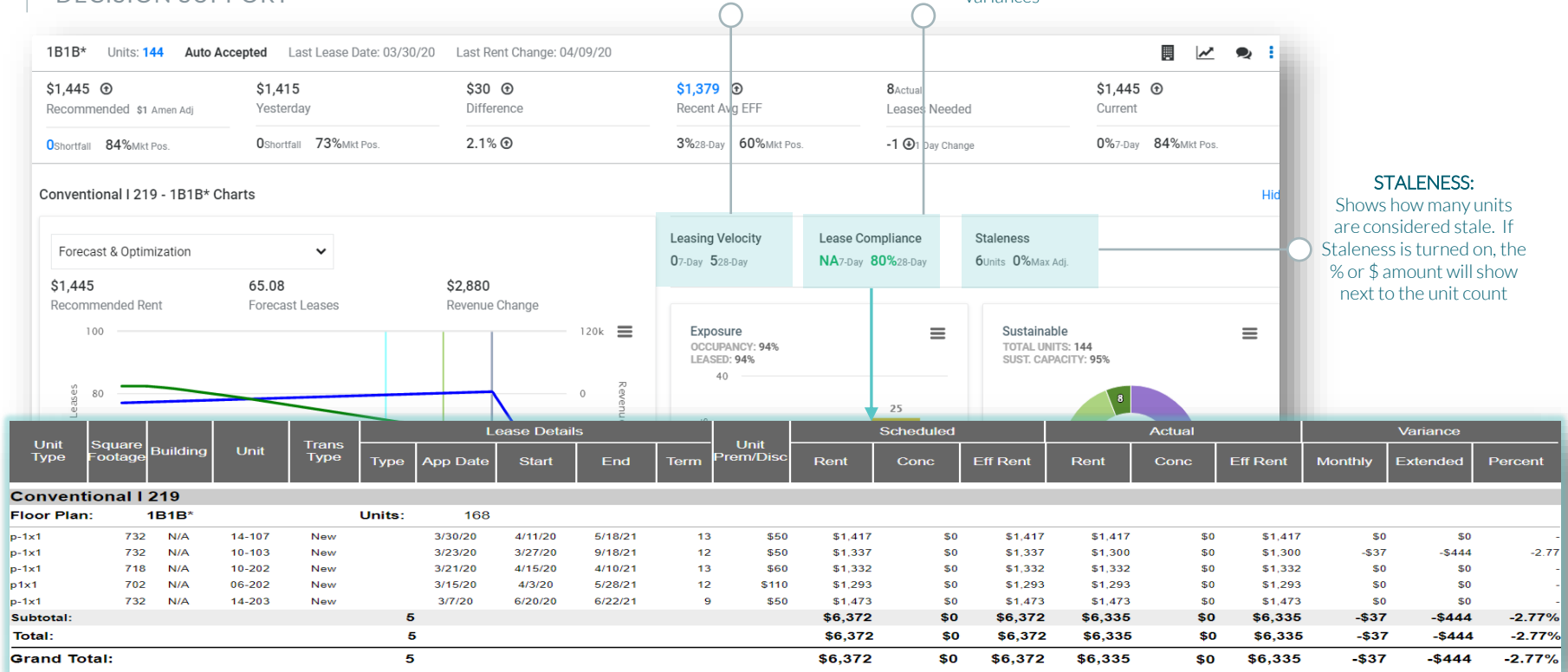
New Lease Workflow

DECISION SUPPORT

LEASING VELOCITY:
How many leases
achieved in the last 7
& 28 days

LEASE COMPLIANCE:
For leases achieved, is the
team leasing with AI
Revenue Management rates?
100% means no compliance
variances

STALENESS:
Shows how many units
are considered stale. If
Staleness is turned on, the
% or \$ amount will show
next to the unit count



New Lease Workflow

DECISION SUPPORT

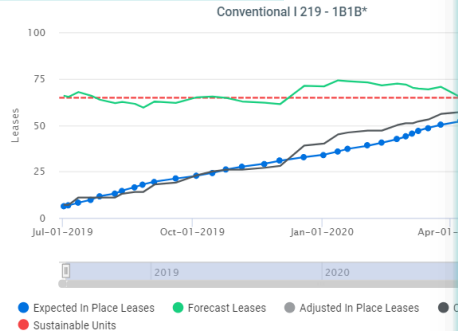
DEMAND FORECAST CHART:

Direction of pricing recommendation

1B1B*		Units: 144	Auto Accepted	Last Lease Date: 03/30/20		Last Rent Change: 04/09/20		<div><div></div><div></div><div></div><div></div></div>			
\$1,445 ⓘ		\$1,415		\$30 ⓘ		\$1,379 ⓘ		8Actual		\$1,445 ⓘ	
Recommended \$1 Amen Adj		Yesterday		Difference		Recent Avg EFF		Leases Needed		Current	
0Shortfall 84%Mkt Pos.		0Shortfall 73%Mkt Pos.		2.1% ⓘ		3%28-Day 60%Mkt Pos.		-1 ⓘ 1 Day Change		0%7-Day 84%Mkt Pos.	

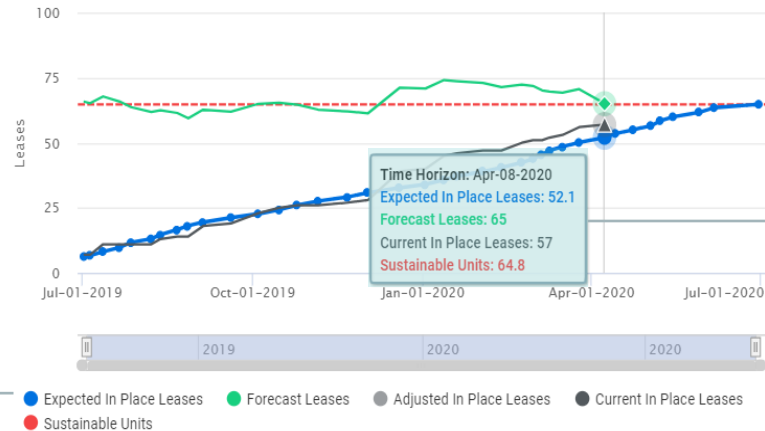
Conventional I 219 - 1B1B* Charts

Demand Forecast



Demand Forecast

Conventional I 219 - 1B1B*







Hovering your mouse over the charts produces counts for all lines displayed

SUSTAINABLE UNITS: In place leases needed in Forecast period
 EXPECTED IN PLACE LEASE: Application Trend + Probable Lead Conversion
 CURRENT IN PLACE LEASES: Your position as of the post date
 FORECAST LEASES: As of yesterday's price would you achieve all leases needed

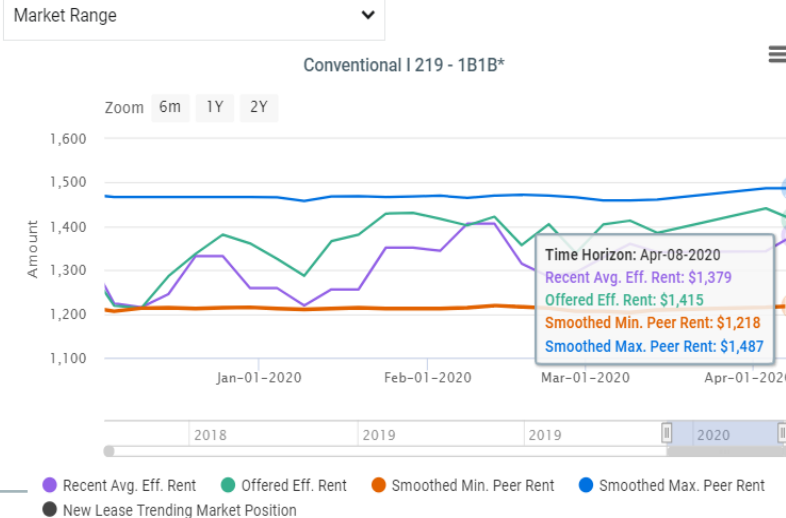
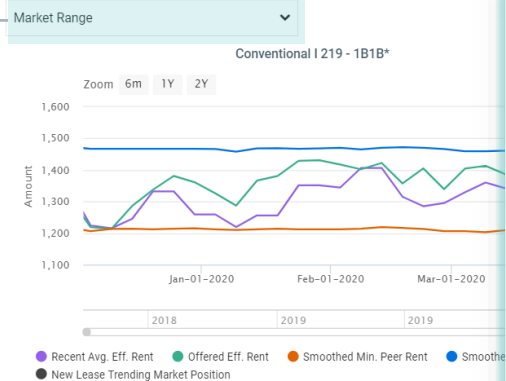
New Lease Workflow

DECISION SUPPORT

MARKET RANGE
CHART:
Magnitude of
Change

1B1B*		Units: 144	Auto Accepted	Last Lease Date: 03/30/20		Last Rent Change: 04/09/20							
\$1,445 ⓘ		\$1,415		\$30 ⓘ		\$1,379 ⓘ		8Actual		\$1,445 ⓘ			
Recommended \$1 Amen Adj		Yesterday		Difference		Recent Avg EFF		Leases Needed		Current			
0Shortfall 84%Mkt Pos.		0Shortfall 73%Mkt Pos.		2.1% ⓘ		3%28-Day 60%Mkt Pos.		-1 ⓘ1 Day Change		0%7-Day 84%Mkt Pos.			

Conventional I 219 - 1B1B* Charts



RECENT AVERAGE EFFECTIVE RENT: Where we have been successful leasing

OFFERED EFFECTIVE RENT: Last accepted rate

SMOOTHED MINIMUM PEER RENT: Hard floor of bottom of the market

SMOOTHED MAX PEER RENT: Soft ceiling of the top of the market

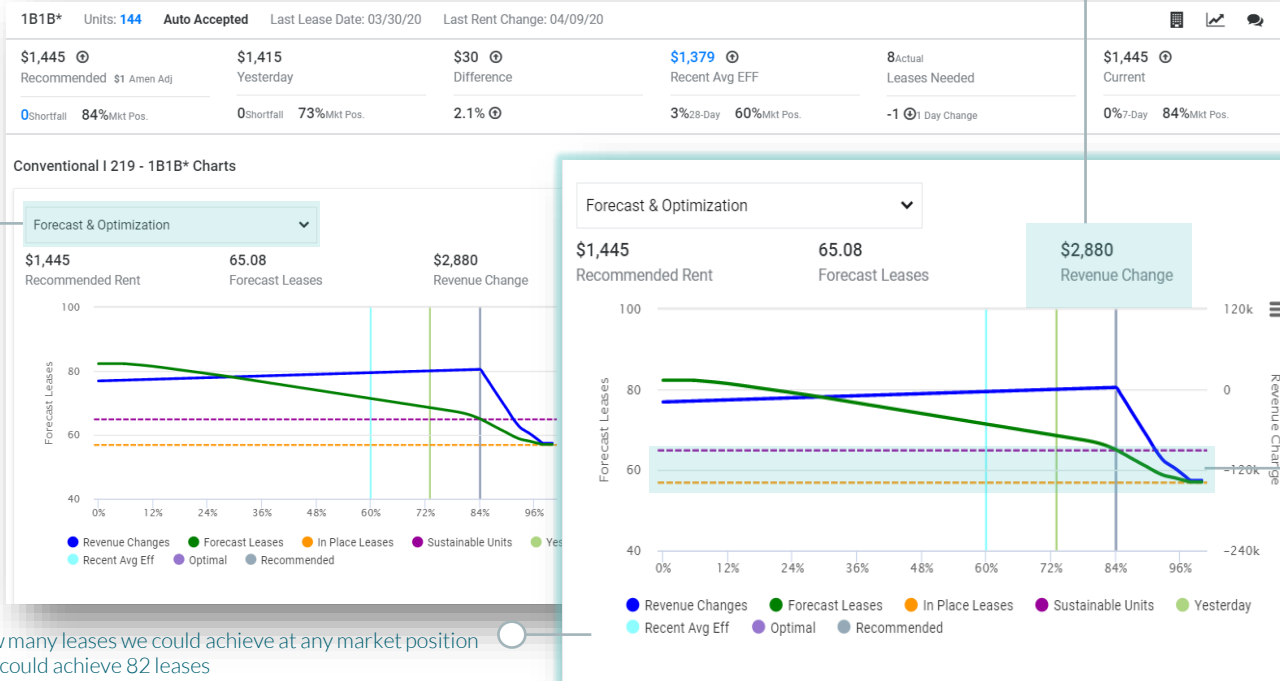
New Lease Workflow

DECISION SUPPORT

REVENUE CHANGES: Change in revenue for each recommendation and market position

FORECAST & OPTIMIZATION CHART:

Review of the revenue change at different market positions and achievable leases



FORECAST LEASES: How many leases we could achieve at any market position

- At 0% market position I could achieve 82 leases
- At 100% I would not get any more leases and stay at 57
- At what market position would I achieve the 65 needed?

IN PLACE LEASES: 57
SUSTAINABLE
UNITS: 65
WE NEED: 8

New Lease Workflow

RATE REVIEW PROCESS

If you agree with the model's recommendation, click on the **RECOMMENDED RENT**

If you want to keep Yesterday's rate, click on **YESTERDAY RENT** and provide commentary for reasoning

Enter an alternate floor plan normalized rate

Commentary is required when not accepting the recommended rent

Click **REVIEW** to send in your rates

If proposing an override, select **RENT ACTIONS** - select **OVERRIDE**

Pending Review 1

Pending Approval 0

Approved 0

Review All

Conventional 1219

Post Date: Apr-08-2020 Horizon End: Jun-30-2020

362 Total Units

1B1B*	Units: 144	Auto Accepted	Last Lease Date: 03/30/20	Last Rent Change: 04/09/20	Using: RECOMMENDED
<div>\$1,445</div> <div>Recommended \$1 Amen Adj</div> <div>0 Shortfall 84% Mkt Pos.</div>	<div>\$1,415</div> <div>Yesterday</div> <div>0 Shortfall 73% Mkt Pos.</div>	<div>\$30</div> <div>Difference</div> <div>2.1%</div>	<div>\$1,379</div> <div>Recent Avg EFF</div> <div>3% 28-Day 60% Mkt Pos.</div>		
2B2B*	Units: 188	Auto Accepted	Last Lease Date: 03/30/20	Last Rent Change: 04/09/20	Using: OVERRIDE \$1,450 Edit
<div>\$1,488</div> <div>Recommended \$0 Amen Adj</div> <div>0 Shortfall 72% Mkt Pos.</div>	<div>\$1,498</div> <div>Yesterday</div> <div>-1 Shortfall 77% Mkt Pos.</div>	<div>\$10</div> <div>Difference</div> <div>-0.7%</div>	<div>\$1,428</div> <div>Recent Avg EFF</div> <div>-12% 28-Day 45% Mkt Pos.</div>		
3B2B*	Units: 30	Auto Accepted	Last Lease Date: 03/16/20	Last Rent Change: 04/09/20	Using: YESTERDAY
<div>\$1,858</div> <div>Recommended \$17 Amen Adj</div> <div>0 Shortfall 98% Mkt Pos.</div>	<div>\$1,841</div> <div>Yesterday</div> <div>0 Shortfall 92% Mkt Pos.</div>	<div>\$17</div> <div>Difference</div> <div>0.9%</div>	<div>\$1,677</div> <div>Recent Avg EFF</div> <div>0% 28-Day 41% Mkt Pos.</div>		

Override

Conventional 1219 2B2B*

Rent

\$ 1450

Comment

Need to enter 2 NTV - asking for a larger decrease with more availability

177/250 Remaining

Comments History

Generate Report

Thu - Apr 09, 2020

AutoPilot 03:02 am CDT

Accept - Recommended (\$1,488)

Accepted by AutoPilot

Wed - Apr 08, 2020

AutoPilot 03:02 am CDT

Accept - Recommended (\$1,498)

Accepted by AutoPilot

Tue - Apr 07, 2020

lbecherer 10:35 am CDT

Accept - Override (\$1,460)

Cancel Done

Review

Use Recommended Rent

Keep Yesterday's Rent

Override

New Lease Workflow

RATE ACCEPTANCE EMAIL

<div>  </div> <div>Revenue Management Rent Approval Summary </div>													
<div> Type: New Leases Property: Conventional I 219 User: Bedcham Date/Time: 04/09/2020 16:38PM CDT </div> <div>Access New Lease Pricing Review Page</div>													
Floor Plan	YieldStar Recommended 7 Day % Change	7 Day Actual % Change	Daily % Change*	28 Day RAE % Change	YieldStar Recommended Rent	Yesterday's Rent	Change From Yesterday	Recent Avg Rent	Action	Accepted Rent	Approval Comment	Review Comment	Review Rent
1B1B*	0%	0%	2%	3%	\$1,445	\$1,415	\$30	\$1,379	Accept Recommended Rate	\$1,445	Accept Recommended Rate	Accept Recommended Rate	\$1,445
2B2B*	-2%	-4%	-3%	-12%	\$1,488	\$1,498	\$-10	\$1,428	Override Rate	\$1,450	Missing Data	Need to enter 2 NTV - asking for a larger decrease with more availability	\$1,450
3B2B*	1%	0%	0%	0%	\$1,858	\$1,841	\$17	\$1,677	Keep Yesterday's Rent	\$1,841	Missing Data	Hold rates - need to enter a NTV	\$1,841

MEDVE GROUP – Daily Workflow

- Property Manager will access AIRM Daily and review the auto accepted rates for the day. Property Managers may recommend an adjustment if needed while providing supporting documentation.
- Every week, the Performance Advisor will host a call with those involved in decision making
- Recommendations will be reviewed, and changes will be made while on the weekly call or if adjustments are suggested during the week.
- The Property Manager, Regional Manager and Asset Manager will receive an e-mail summarizing any changes following the call
- On days outside of the weekly call, rates that fall within auto acceptance parameters will be accepted
 - Auto-pilot acceptance will not trigger an email notification- be sure to follow report generation below for new pricing information.
- Each day the onsite team will print and save electronically the Rent Summary and the Unit Availability report from AI Revenue Management
- The Property Manager should always relay pricing changes to the leasing team



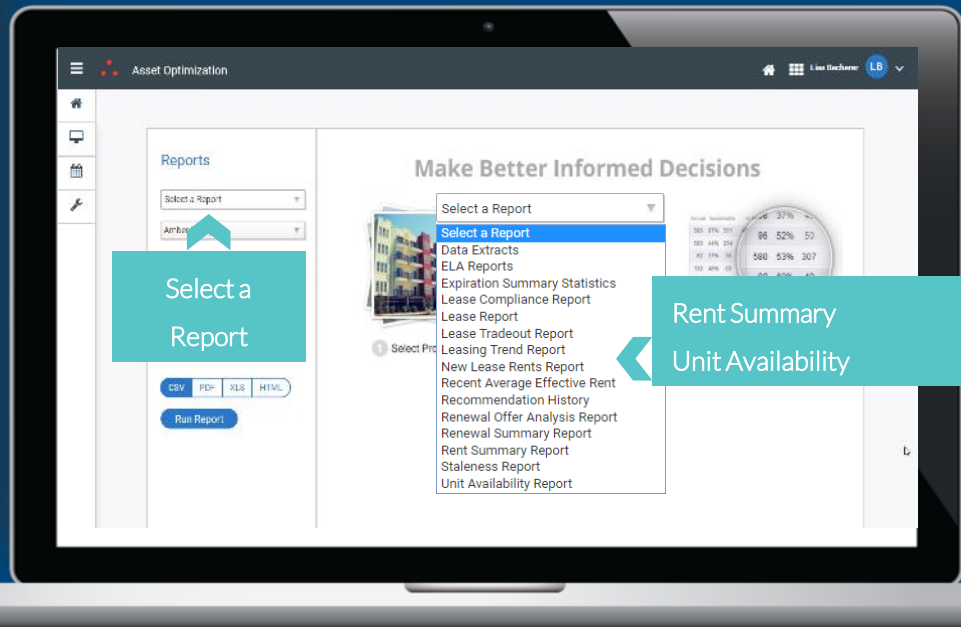
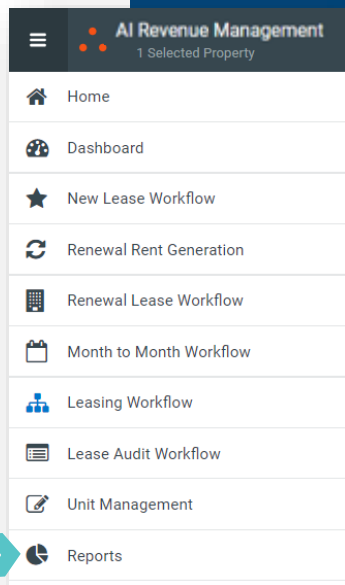
Daily Reports

Daily reports and processes to empower the leasing teams to close more leases and to say “Yes” to your customers.



Daily Reports

From the Menu
Selection, choose
Reports.
This will change your
Menu bar to Asset
Optimization Reports



Rent Summary

- The Rent Summary report is used for market surveys, locators, responding to pricing inquiries and to pre-qualify customers with a price range.
- Important Considerations: This represents a longer-term lease, moving in within a week of an apartment's availability.

Floor Plan	Unit Type	Bedrooms	Bathrooms	Avg. Sq. Ft	Monthly Effective Rent	Available Units
0B1B	1S	0	1	607	\$1,063 - \$1,238	10
1B1B*	1L	1	1	702	\$1,379 - \$1,534	4
1B1B*	1LWU	1	1	718	\$1,298 - \$1,318	0
1B1B*	1M	1	1	732	\$1,338 - \$1,461	13
1B1B*	1MA	1	1	924	\$1,428 - \$1,428	0
1B1B*	1MC	1	1	840	\$1,403 - \$1,423	0
1B1B*	1MCa	1	1	897	\$1,532 - \$1,585	1
1B1B*	1MWU	1	1	726	\$1,370 - \$1,408	1
1B1B*	1S.2	1	1	825	\$1,273 - \$1,293	0
2B2B*	2M	2	2	1,152	\$1,701 - \$1,801	0
2B2B*	2Ma	2	2	1,039	\$1,702 - \$1,782	1
2B2B*	2MC	2	2	1,363	\$1,818 - \$1,970	8
2B2B*	2MCb	2	2	1,152	\$1,803 - \$1,879	1
2B2B*	2Md	2	2	1,071	\$1,706 - \$1,811	1
2B2B*	2M THS	2	2	1,513	\$2,191 - \$2,191	0
2B2B*	2MWU	2	2	1,104	\$1,676 - \$1,696	0
3B2B*	3L	3	2	1,419	\$2,455 - \$2,505	0
3B2B*	3LC	3	2	1,709	\$2,751 - \$2,910	1

Unit Availability

- The Unit Availability report is used to match a customers needs with what you have, based on their preferences for move-in time frame, preferred features and price range to an apartment.
- This report is used to pre-qualify, not to deliver a price.

Floor Plan	Unit Number	Sq Ft	Features	Condition	Vacated	Date Available	Term	Monthly Effective Rent
Unit Type: 1S								
0B1B	F-206	607	Handicapped Units, Park View 1, Elevator Building, Contemporary Finish, ADA accessible	Vacant	6/13/20	Immediate	12	\$1,097
0B1B	AA-303	607	Amenity Building, Elevator Building, Wooded View, Contemporary Finish, Premium Contemporary Finish	Vacant	7/26/20	Immediate	12	\$1,153
0B1B	Q-308	607	Handicapped Units, Elevator Building, Top Floor, Contemporary Finish, ADA accessible	Vacant	7/29/20	Immediate	12	\$1,097
0B1B	J-305	607	Handicapped Units, Elevator Building, Top Floor, Contemporary Finish, ADA accessible	Vacant	7/31/20	Immediate	12	\$1,097
0B1B	R-207	607	Wooded View, Contemporary Finish	Vacant	8/10/20	Immediate	12	\$1,076
0B1B	Q-108	607	Handicapped Units, All Hardwoods, Contemporary Finish, ADA accessible	Vacant	8/14/20	Immediate	12	\$1,076
0B1B	G-410	607	Elevator Building, Top Floor, Contemporary Finish	Vacant	8/20/20	Immediate	12	\$1,107
0B1B	R-303	607	Wooded View, Top Floor, Contemporary Finish	Vacant	8/28/20	9/5/20	12	\$1,097
0B1B	G-109	607	Handicapped Units, All Hardwoods, Contemporary Finish, ADA accessible	Vacant	8/31/20	9/8/20	12	\$1,076
0B1B	J-201	607	Elevator Building, Contemporary Finish, Extra Windows	On Notice		10/17/20	12	\$1,070
Unit Type: 1L								
1B1B*	R-109	702	Balcony - Large, All Hardwoods, Contemporary Finish	On Notice		9/18/20	12	\$1,412
1B1B*	F-105	702	All Hardwoods, Contemporary Finish, 12 ft 8 in Ceilings, Raised Walk-up Balconies	On Notice		9/25/20	12	\$1,479
1B1B*	F-405	702	Elevator Building, Top Floor, Contemporary Finish	On Notice		9/26/20	12	\$1,407
1B1B*	F-209	702	Elevator Building, Contemporary Finish	On Notice		10/6/20	12	\$1,353

Availability - Matrix

Available units - Ross Baxter 120.020.015.005

Prospect preferences

Interested in Price desired [Pets](#)

Needed by [Floor plan](#) Building

Lease term Desired floor Unit

Desired features [Hide](#)

☒ Corner unit ☐ Courtyard view ☐ Hardwood floor ☐ Pool view ☒ Stone/granite countertops

Find best price - Unit 02-211 (Available 10/17/2019)

120.020.015.045

Select the best price (Effective rent) according to the desired lease start date and lease term.

Current selection: Start date 11/07/2019 Lease term 6 Offer price \$1251

Lease Start Dates														
Lease Terms	10/25	10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7
** 3 month lease	<u>\$ 1314</u>	<u>\$ 1326</u>	<u>\$ 1338</u>	<u>\$ 1350</u>	<u>\$ 1362</u>	<u>\$ 1374</u>	<u>\$ 1386</u>	<u>\$ 1398</u>	<u>\$ 1410</u>	<u>\$ 1422</u>	<u>\$ 1434</u>	<u>\$ 1446</u>	<u>\$ 1458</u>	<u>\$ 1470</u>
** 4 month lease	<u>\$ 1243</u>	<u>\$ 1252</u>	<u>\$ 1261</u>	<u>\$ 1270</u>	<u>\$ 1279</u>	<u>\$ 1288</u>	<u>\$ 1297</u>	<u>\$ 1306</u>	<u>\$ 1315</u>	<u>\$ 1324</u>	<u>\$ 1333</u>	<u>\$ 1342</u>	<u>\$ 1351</u>	<u>\$ 1360</u>
** 5 month lease	<u>\$ 1201</u>	<u>\$ 1208</u>	<u>\$ 1216</u>	<u>\$ 1223</u>	<u>\$ 1230</u>	<u>\$ 1237</u>	<u>\$ 1244</u>	<u>\$ 1252</u>	<u>\$ 1259</u>	<u>\$ 1266</u>	<u>\$ 1273</u>	<u>\$ 1280</u>	<u>\$ 1288</u>	<u>\$ 1295</u>
** 6 month lease	<u>\$ 1173</u>	<u>\$ 1179</u>	<u>\$ 1185</u>	<u>\$ 1191</u>	<u>\$ 1197</u>	<u>\$ 1203</u>	<u>\$ 1209</u>	<u>\$ 1215</u>	<u>\$ 1221</u>	<u>\$ 1227</u>	<u>\$ 1233</u>	<u>\$ 1239</u>	<u>\$ 1245</u>	<u>\$ 1251</u>
** 7 month lease	<u>\$ 1153</u>	<u>\$ 1158</u>	<u>\$ 1163</u>	<u>\$ 1168</u>	<u>\$ 1174</u>	<u>\$ 1179</u>	<u>\$ 1184</u>	<u>\$ 1189</u>	<u>\$ 1194</u>	<u>\$ 1199</u>	<u>\$ 1204</u>	<u>\$ 1210</u>	<u>\$ 1215</u>	<u>\$ 1220</u>
** 8 month lease	<u>\$ 1138</u>	<u>\$ 1142</u>	<u>\$ 1147</u>	<u>\$ 1151</u>	<u>\$ 1156</u>	<u>\$ 1160</u>	<u>\$ 1165</u>	<u>\$ 1169</u>	<u>\$ 1174</u>	<u>\$ 1178</u>	<u>\$ 1183</u>	<u>\$ 1187</u>	<u>\$ 1192</u>	<u>\$ 1196</u>
** 9 month lease	<u>\$ 1126</u>	<u>\$ 1130</u>	<u>\$ 1134</u>	<u>\$ 1138</u>	<u>\$ 1142</u>	<u>\$ 1146</u>	<u>\$ 1150</u>	<u>\$ 1154</u>	<u>\$ 1158</u>	<u>\$ 1162</u>	<u>\$ 1166</u>	<u>\$ 1170</u>	<u>\$ 1174</u>	<u>\$ 1178</u>

Page 1 of 1

Units available

[Find](#)

of units

Actions	Unit	Status	Available	Date ready for move-in	Specials	Floor plan	De
Quote	01-106	On notice (B...	10/25/2019	10/30/2019	?	Two Bedroo...	0
Quote	01-112	On notice (B...	10/21/2019	10/28/2019	?	One Bedroo...	1
Quote	02-211	On notice (B...	10/17/2019	10/24/2019	?	One Bedroo...	2
Quote	01-109	On notice (B...	10/20/2019	10/24/2019	?	Three Bedroo...	0
Quote	03-316	On notice (B...	10/17/2019	10/24/2019	?	Two Bedroo...	0
Quote	04-403	On notice (B...	10/16/2019	10/23/2019	?	One Bedroo...	1
Quote	03-301	On notice (B...	10/15/2019	10/22/2019	?	One Bedroo...	1
Quote	01-108	On notice (B...	10/16/2019	10/20/2019	?	Three Bedroo...	0
Quote	03-315	On notice (B...	10/13/2019	10/20/2019	?	Two Bedroo...	0
Quote	04-402	Vacant ready	09/28/2019	Ready	?	One Bedroo...	2

Page 1 of 10 1 2 3 4 5

[Units matching wishlist](#)

Quote



Cupcake Commons

2201 Lakeside Boulevard
Richardson TX 75082
(999) 999-9999
Fax

Quote sheet

Ross Baxter
Apartment 02-211
Quote expires Oct 13, 2019

Thank you for your interest in Cupcake Commons. This quote expires on Oct 13, 2019. A quote does not reserve a specific apartment home. Please visit our leasing office, during office hours, before your quote expires.*** You can reach us at the phone number shown above. If there is any way we may assist you, or if you have any questions, please call us.

Quote information

Confirmation number **1758**
Issued **Oct 11, 2019 4:17PM CST**
Expires **Oct 13, 2019**
Leasing consultant **Sandie Harris**

Guest information

Name **Ross Baxter**
Phone **(555) 212-3333 (H)**
E-mail address **ross_baxter@noemail.com**

Lease details and estimated charges

Move in date	Nov 07, 2019
Lease begins	Nov 07, 2019
Lease ends	May 05, 2020
Deposit amount *	450.00
Monthly charges	
Rent **	1,251.00
Pet Rent	15.00
Total monthly charges	1,266.00

Portal account information

Using your username and password, please click below and there you may complete your application online.

[Log in and continue](#)

Apartment information

Apartment **02-211**
Floor plan **A1**
Bedrooms / bathrooms **1 / 1.0**
Square feet **519**
Date ready for move-in **Oct 24, 2019**



Next Steps & Critical Success Factors



The Next Steps



OneSite Action Items

- Today, are you entering all concessions into OneSite, in scheduled billing, at the time of application rather than waiting until the applicant moves in?
- Have you performed a full audit and review of amenities in OneSite. Where appropriate, have you entered negative amenities?
- Are you managing and updating make ready dates in OneSite? It's especially important estimated make ready dates are entered into OneSite.
- Have you reviewed the today page, follow up and tasks in OneSite?
- Have you begun utilizing the electronic guest card and leasing workflow in OneSite?
- Are you updating leads regularly in OneSite with touch points and/or marking as lost?
- Are you issuing a OneSite quote to everyone who visits or calls the community as the only means to deliver pricing? Have you reviewed the e-Brochure/Quote in OneSite/L2L/ILM and ensured it is properly set up and configured?

Critical Success Factors

- Compelling and continuous support from all levels of leadership.
- Your Pricing Advisor is an extension of your team and empowered with the authority required for success.
- Agreed upon performance measurement approach.
- Frequent review of performance versus internal and external benchmarks.
- Regular secret shops and surveys to confirm successful adoption and subsequent delivery of additional training where needed.
- Immediate training for on site team members when turnover occurs.
- Timely entry of all transactions into the property management system since price can change daily based on current situation.
- Disciplined use of formal quotes
- Continued leveraging of operational and asset management expertise

○ Questions?



Property View - Snapshot

Post Date	Date of the last data feed from the Property Management System
Horizon End	Forecast period end date
Sustainable Capacity	The average occupancy expectation for the forecast period
Forecasted Renewal Conversion (AIRM floor plan level)	1) AI Supply, the model is predicting the probability of each TBD lease converting to a renewal within the forecast period 2) Legacy renewal conversion, looks at every lease expiration in the forecast period and what percentage renewed 3) If a default conversion is hard-coded this value is used to determine the anticipated renewal conversion.
Actual Renewal Conversion (AIRM floor plan level)	Number of expired leases in past 30 days and what percentage of those renewed
Units	Total number of units sent in nightly feed
Sustainable Units	Total Units * Sustainable Capacity = Sustainable Units
In Place Leases	Number of leases not set to move out or expire by the end of the forecast period
Leases Needed	Number of leases needed by the end of the forecast period to achieve sustainable capacity
Forecasted Renewals	Number of renewals the model expects to be achieved at yesterday's renewal rate by the end of the forecast period
New Leases Needed	Number of new leases needed at yesterday's new lease price by the end of the forecast period to achieve sustainable capacity
Shortfall	Leases Needed minus Forecast, if this number is less than zero a 'Surplus' count will render
Revenue Risk	Shortfall Count * (Estimated Daily Rent (Yesterday's Offered)/30) * expected vacant days = Shortfall

Property View – Actual and Forecasted Grid & Chart

Actual Data Grid	Revenue, Rent & Occupancy as of the date* displayed at the top of each week for the past six weeks
Forecasted Data Grid	Revenue, Rent & Occupancy as of the date* in the future based on current
ACTUAL CHART	
Leases Needed	Number of leases needed as of the date* on the horizontal axis
Actual Application	Number of applications for the respective week
Yesterday's Forecasted Leases	Number of forecasted new leases at yesterday's rate as of the date* on the horizontal axis
Recommended Forecasted Leases	Number of forecasted new leases at the recommended rate as of the date* on the horizontal axis
FORECASTED CHART	
Vacant	Number of units vacant unleased as of the last data feed
Renewed	Renewal leases set to expire within the forecast period
Notice	Pending leases for 'On Notice' units set to expire within the forecast period
TBD	Leases that have not renewed and are set to expire within the given week on the horizontal axis
Forecasted Application	Number of forecasted new leases within the given week on the horizontal axis
Forecasted Renewal	TBDs * Forecasted Renewal Conversion = Forecasted Renewal
Vacant w/ Pending Lease	Vacant leased units set to expire within the forecast period
Notice w/ Pending Lease	Notice leased unit set to expire within the forecast period

**dates on Grids & Charts represent week ending dates*



WHAT



WE



BELIEVE

- We believe in doing what's right. Always.
 - We are grateful for every client we have the fortune to partner with.
 - We believe in complete transparency.
 - We believe we should know the multifamily business, not just revenue management.
 - We believe our system should be able to execute your individual asset strategy.
 - We believe every client deserves exceptional service
- We measure ourselves by your satisfaction.
 - We believe in overseeing properties as though we own them ourselves.
 - We believe in collaboration: technology is not a substitute for operational expertise.
 - We believe the information in our system should always make sense to you.
 - We believe you get what you pay for.
 - We believe that if it sounds too good to be true, it probably is.
 - We believe we can deliver better results for you than you would otherwise be able to achieve.