

## ENTRATA PRICING

Entrata Pricing™ delivers results with proprietary technology that optimizes revenue so you can be confident in your asset's performance. Entrata's in-house experts will help you establish a pricing strategy to drive top line growth, minimize exposure and variance, and stay relevant in your market, all while improving operational flow. Entrata Pricing gives you the right price, on the right unit, at the right time.

## BENEFITS



...the inputs and outputs of pricing updates will flow seamlessly.

**REVENUE GROWTH:**
Entrata Pricing establishes smart and sensible rates by accounting for dozens of variables - enabling you to balance rent maximization and occupancy. Your prices will be exactly where they should be and, when the market changes, you'll stay competitive.

**NEXT-GEN OPTIMIZATION:**
Entrata Pricing is built on a hybrid model that combines customizable rules with a proprietary algorithm. An Entrata pricing expert will assist you in establishing the rules and setting your strategy, then our best-in-class platform will do all the heavy lifting.

**CENTRALIZED REVENUE MANAGEMENT:**
All of your revenue management activities live in one place, providing clarity and oversight across your entire portfolio while reinforcing best practices. On Entrata's platform the inputs and outputs of pricing updates flow seamlessly.

**FREEDOM:**
Pricing is complicated. It takes time to produce the right rates, and you have other things to do. Our software will handle the details and produce reliable, effortless rates so you can get back to the rest of your workday.

## FORECASTING & OPTIMIZATION

**FEATURES:**



**ON-DEMAND PRICING** Automatic updates that factor in leasing events are generated immediately, providing the most relevant information.



**COMPREHENSIVE FORECASTING** Forecasts are based on traffic, transactions, and competitive and historical trends.



**ADAPTABLE MODEL** System handles lease-up, stable, and aging properties and is built to perform in both growing and declining markets.



## WORKFLOW & INSIGHT

**FEATURES:**

**AUTOMATIC PRICE UPDATES** New pricing information can be automatically pushed to marketing website and ILS listings in real time.

**COMPETITIVE RENT MAP** Visual tool automatically imports local competitive data. Add specific competitors and augment pricing profiles with external research.

**INTEGRATED LEASING** Integration with Entrata application suite provides a clear and simple transition from prospect to resident.

**INTUITIVE INTERFACE** Complex pricing data is displayed in easy-to-read graphs and charts for at-a-glance comprehension.

**CENTRALIZED DATA SOURCE** Pricing takes advantage of Entrata Platform-as-a-Service management software to streamline all related workflows under one login.

**REPORTS** KPIs can be tracked at a moment's notice with multiple reports.

## CONTROL

**FEATURES:**

**FLEXIBLE RATE SETTING** Provides information to help determine the cause of price changes based on multiple optimization factors.

**CUSTOM RULE SETTING** Allows properties to optimize prices for selected variables and set price range limits.

**OVERRIDE RATES** Manually override rates when expedient and document the reason for the adjustment. Permissioning options ensure appropriate management approvals before publishing.