



A LOOKBOOK

## INTRODUCING AI REVENUE MANAGEMENT

*Next-Generation Price Optimization  
That Unlocks Hidden Yield*



A photograph of a rooftop pool area. The pool is rectangular with a light blue mosaic tile interior. It is surrounded by a dark brown wooden deck. In the foreground, there are several wooden lounge chairs. In the background, there are modern high-rise buildings with glass facades and two satellite dishes mounted on a white structure. The sky is overcast.

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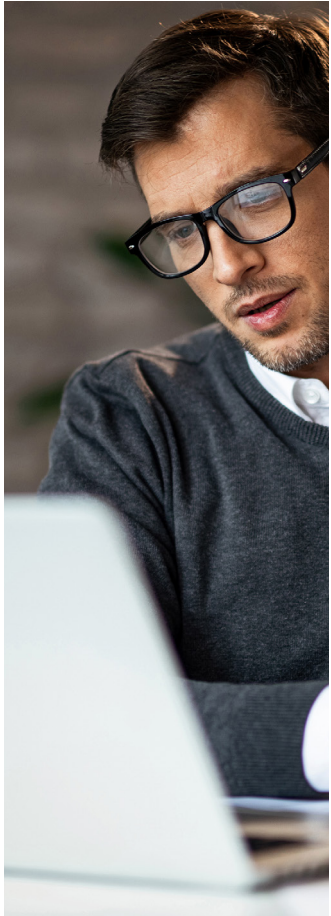
# AI REVENUE MANAGEMENT

RealPage® AI Revenue Management is a game-changing innovation in price optimization that maximizes asset value. By combining the best of YieldStar® and LRO® with improved algorithms, precision AI forecasting and optimized amenity pricing, it can help you realize a 400% year-one ROI, achieve up to 200 basis points (bps) and outperform the market by 2%-7% year over year.



# AI REVENUE MANAGEMENT - EXPANDING OPTIMIZATION

Leveraging price as its foundation, **RealPage AI Revenue Management** expands optimization across a property's top demand drivers—**Pricing, Marketing, Screening** and **Leasing**—making it possible for owners and operators to see 400 basis points (bps) in yield year over year.



# PRICING OPTIMIZATION

## AI REVENUE MANAGEMENT

Built on a proven foundation that helps clients consistently outperform by 2%-7%, AI Revenue Management combines the powerful features of YieldStar®, LRO® and RealPage AI Forecasting, leveraging lease transaction data across 13M+ units to reduce average vacant days and normalize demand based on unit days on market. Unit amenities optimization, reputation impact reports, and Rent Control Management are a few of the new capabilities that are designed to help maximize overall asset performance.

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TRUSTED BY OVER  
4 MILLION UNITS



 **REALPAGE**  
OUTPERFORM

# MARKETING OPTIMIZATION

## GoDirect MARKETING + FLEX

LeaseLabs® GoDirect Marketing with Flex Demand Optimizer (Flex) is the industry's only data-driven, demand-based marketing solution. Utilizing predictive analytics and intelligence from multifamily's largest lease transaction database, Flex can accurately forecast occupancy and exposure issues at the floorplan level and boost conversion rates by 2.5%. Expert recommendations for actionable and cost-effective digital marketing strategies and spend help mitigate future revenue risk and generate new leases throughout all market cycles—even during its most volatile periods.

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IMPROVE COST  
PER LEAD  
BY 2.5X



# SCREENING OPTIMIZATION



**REDUCE MOVE-OUT LOSS  
BY \$39 PER UNIT ANNUALLY**

## AI SCREENING

RealPage AI Screening includes the industry's first and only AI-enabled scoring model that provides an efficient, objective and multilayered approach that increases assessment accuracy and reduces liability and bad debt. Properties can achieve up to an 88% reduction in evictions and skipped payments year over year.

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# LEASING OPTIMIZATION

## INTELLIGENT LEAD MANAGER (ILM) AND LEASING ANALYTICS

RealPage ILM identifies the leads most likely to convert and the ones that deliver the most value to improve lead-to-lease ratio by 7%. Automated leasing activities improve agent effectiveness, like increasing guest card completions by 30% and minimizing lost leads. Accurately measure lead attribution and conversion performance by ad sources to optimize marketing campaigns and spend. RealPage Leasing Analytics feeds intelligence to ILM with the industry's most precise lead attribution tool that captures, consolidates and validates market data for fast and accurate decision making.

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**INCREASE REVENUE 1-2%  
BY FOCUSING ON THE LEADS  
THAT DELIVER THE MOST VALUE**



# CONCLUSION

**RealPage AI Revenue Management** is the most significant breakthrough in price optimization since the introduction of YieldStar® and LRO® to multifamily. Built on the market's largest real-time data set and unmatched domain expertise, it illuminates and informs opportunities at a scale unreachable with traditional tools and methods. We call it “continuous optimization through connected intelligence”—and it's the advantage you need to see ahead, get ahead and stay ahead.





For more information: Visit [www.realpage.com](http://www.realpage.com) or call 1-87-REALPAGE

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