

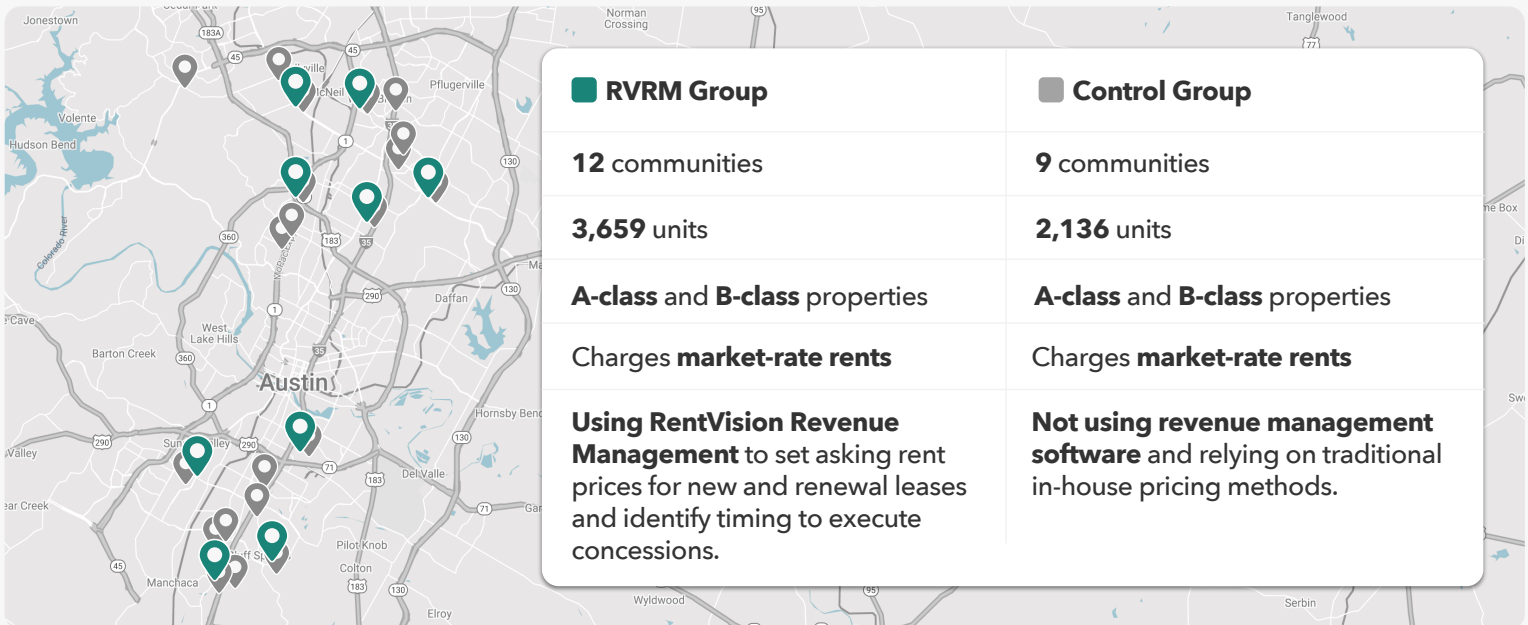
# AMP's properties' average monthly rent and per unit revenue increased 8.07% after implementing RentVision Revenue Management.

## BACKGROUND

**Apartment Management Professionals (AMP)**, a multifamily property management company in Austin, Texas, began a pilot with RentVision Revenue Management for a portion of its apartment communities starting June 1, 2022.

Between that starting date and June 30, 2023, we evaluated the performance between the AMP properties using RentVision Revenue Management (RVRM Group) versus those without (Control Group).

The 21 AMP properties in the study are interspersed around Austin, TX (see map below), and each also utilizes RentVision's marketing solutions. By sharing the same marketing tactics, the communities' demand levers beyond price were equal, providing an ideal set-up for measuring the impact of RentVision Revenue Management.



## GOALS

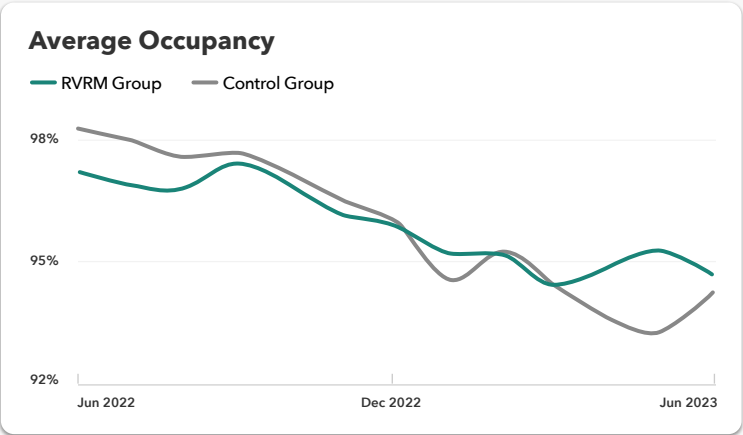
The goal of our study was to show how RentVision Revenue Management enabled AMP to meet its asset objective of maximizing rent revenue. Among the RVRM Group, these two things had to occur to determine the software's success:

- ✓ An increase in **Monthly Charged Rent Revenue**.
- ✓ A higher **Monthly Average Revenue Per Unit**.

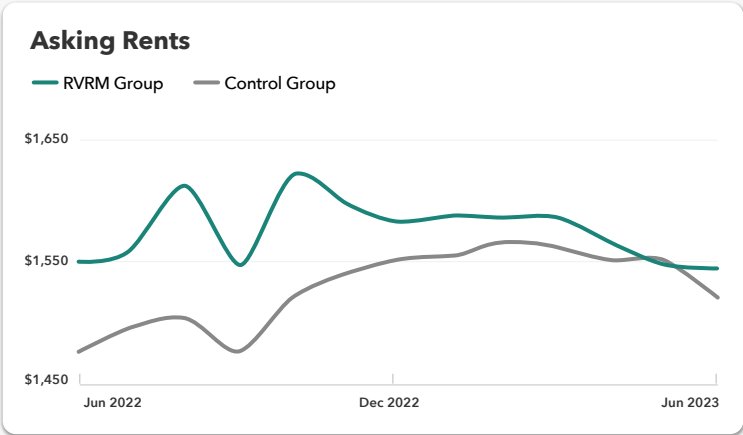
**Asset Objective:** AMP added RentVision Revenue Management to maximize its rent revenue. They were willing to accept changes in occupancy rates as long as rent revenue increased.

## OUTCOMES

Throughout the study period, we charted each community's **Monthly Average Occupancy** and **Monthly Average Asking Rent**. Then, we aggregated the results for both the RVRM and Control groups.



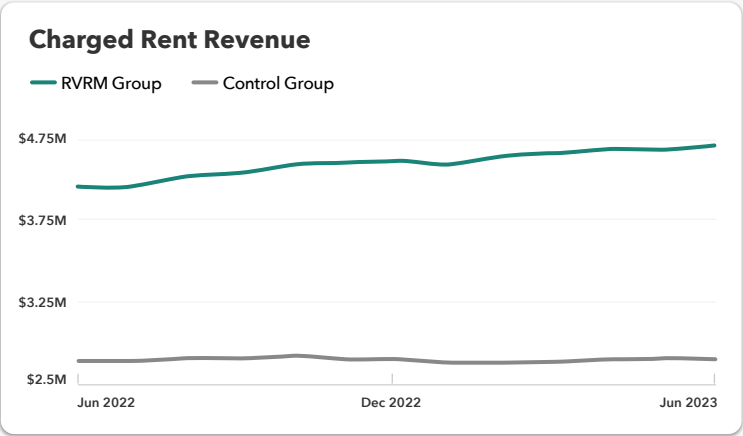
The Monthly Average Occupancy for the Control group dropped from 98.28% to 94.80% (-3.88%), while communities in the RVRM Group fell from 97.27% to 94.40 (-2.87%). Still, all AMP communities fared better than the rest of the Austin, TX market, which, over the same period as when our study took place, saw its occupancy decrease -1.7% to 92.9%—one of the lowest reported rates across markets nationwide. (SOURCE: ALN Data)



While occupancy rates slightly declined, the RVRM Group's Monthly Average Asking Rents rose higher and faster than the Control group because those communities could easily recognize and take advantage of short periods of strong demand. As RentVision Revenue Management uses web traffic as a leading indicator of demand, it proactively increased the RVRM Group's asking rents by 3.58% in just 30 days, nearly double what communities in the Control group increased their rents (+ 1.94%) in that same time frame.

## KEY RESULT #1

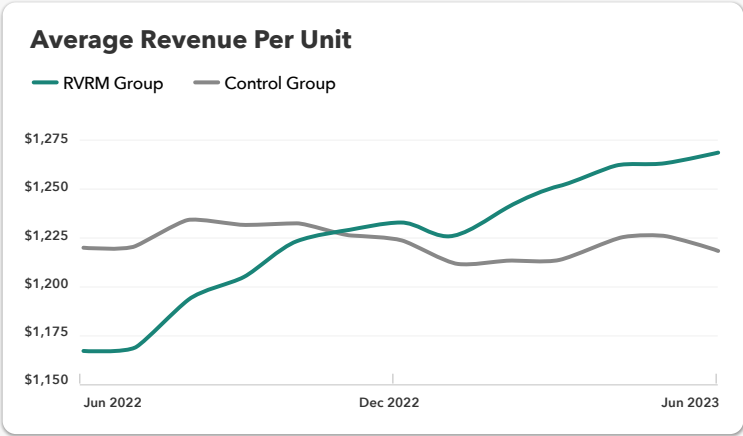
Communities with RentVision Revenue Management **increased Monthly Charged Rent Revenue by 8.07% YoY.**



In June 2022, the total combined Monthly Charged Rent Revenue for the communities in the RVRM Group (as reported within their property management software) totaled approximately \$4,275,565.09. In June 2023—a year after implementing RentVision Revenue Management—the RVRM Group's reported Monthly Charged Rent Revenue was \$4,620,616.9, an increase of \$345,051.81/month. Meanwhile, the Monthly Charged Rent Revenue for communities in the Control group declined -0.07% in the same time.

## KEY RESULT #2

Communities with RentVision Revenue Management **increased Revenue Per Unit by \$94.03.**



Communities in the RVRM Group reported an Average Revenue Per Unit of \$1,168.51 at the beginning of the study. At its end, that amount increased to \$1,262.81—or an additional \$94.30/month per unit. In a similar trend to its Monthly Charged Rent Revenue, the Control group's Monthly Average Revenue Per Unit also decreased -0.07% in the same time .

After purchasing RentVision Revenue Management at \$3.50 per unit, AMP's rent revenue grew to the tune of an additional \$94.30 in Revenue Per Unit – **an ROI of 2,594.3%.**