



entrata

# Entrata Pricing

## SPECS



Entrata Pricing™ builds results on the most comprehensive data and offers the flexibility to customize pricing rules for your community. Our proprietary analytics consider all customer interactions -- guest cards, applications, leases, move-in, move-outs, etc.-- to generate the most accurate assessment of pricing tolerance in your community. Entrata Pricing gives you the right price, on the right unit, at the right time.

## BENEFITS



### COMPREHENSIVE FORECASTING

Entrata Pricing's ability to monitor the entire rent lifecycle as well as competitive data means your forecasting is based on more than just guest cards. This kind of accuracy translates directly to higher occupancy rates and NOI.



### SCIENTIFIC OPTIMIZATION

Our system uses the most advanced methods to help minimize lead costs and maximize conversions. Entrata Pricing provides the tools your property needs to achieve maximum revenue potential.



### CENTRALIZED MANAGEMENT

Entrata Pricing's intuitive dashboard integrates with your property management platform, capturing transactional and regional data in real-time and graphically displaying optimized rents so you know when and why prices move.

Cardinal Group  
COMPANIES

optima



## FORECASTING & OPTIMIZATION

### FEATURES

#### REAL-TIME OPTIMIZATION

Automatic updates that factor in leasing events are pushed immediately giving you up-to-date pricing.

#### LEAD SOURCE DATA MINING

Uses lead source data resources to increase the accuracy of pricing and maximize the value of marketing spend

#### INTUITIVE INTERFACE

View complex pricing data in easy-to-read graphs and charts for at-a-glance comprehension.

#### COMPREHENSIVE FORECASTING

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

#### CENTRALIZED DATA SOURCE

Takes advantage of Entrata single-platform management software to locate all interrelated processes under one login.

#### COMPETITIVE RENT MAP

A map-based tool that helps you find and compare your prices with competitor pricing in your area.

## INFORMED PRICING CONTROL

### FEATURES

#### FLEXIBLE RENT SETTING

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

#### FLEXIBLE RULE SETTING

Allows properties to optimize prices for selected variables and set price range limits if desired.

#### AUTOMATIC PRICE UPDATES

New pricing information automatically pushes to marketing website and ILS listings in real time.

#### ROLE-BASED DASHBOARD

Robust permissioning system provides users with customized information based on their role, including the reasons for price changes.

#### INTEGRATED LEASING

Integrates with Entrata application suite to provide a clear and simple transition from prospect to resident.

#### INTELLIGENT PREDICTIONS

Leverages both marketing and screening data to balance risk and revenue.

During a six month study with an Entrata client using Entrata Pricing, market rents grew 15% more than a comparable set of properties within the same company.