

Case Study Success Stories: Using Revenue Management for Superior Lease-ups

Trachelle Spencer, Director of Revenue Management, MAXX Properties

Bryan Hilton, Senior Vice President Revenue Management, Simpson Housing Group

Blerim Zeqiri, former VP of Acquisitions and Asset Management, Alliance Residential; Co-Founder, BI:Radix



Join the conversation:
#nmhcOPTECH
@apartmentwire

nmhc **OPTECH**
CONFERENCE & EXPOSITION

2015

November 17-19
Hilton San Diego Bayfront
San Diego, CA

Lease-Ups & The Industry Today

- Lease-ups are huge in the industry with more than 300,000 units coming online in 2015 and projected similar numbers in 2016, how does Simpson and Alliance manage their lease-ups?
- What are some common misconceptions about lease-ups? And where do they come from i.e. investors, developers, on-site teams, prospects?
- Do concessions play a role in your lease-up strategies? Why or why not?
- What about urban vs. suburban? Does market impact lease-up strategy?



Lease-Ups & Technology

- What technologies are you leveraging during the lease-up?
- What about social media and ILs: with everything available in real-time and as our consumers are leveraging online advertising sources more and more during their rental search, how are you controlling rental promotions, concessions and the lease-up?
- Revenue management – optimizing price is growing in the industry yet some are still hesitant to use it on lease ups. What has been your experience?
- What are other strategies typically found in a revenue management practice that can be utilized during a lease-up? For example, amenity pricing and seasonality?



Redefining the Lease-Up

- When people think of lease-up, they think new development, but what about major renovation projects to reposition a property?
- How are strategies different or the same between a traditional lease up and a reno lease up?
- What about current residents? What are key policies to ensure brand reputation?

