

SEAMLESS SUCCESS:

How to Truly Integrate Pricing and Marketing



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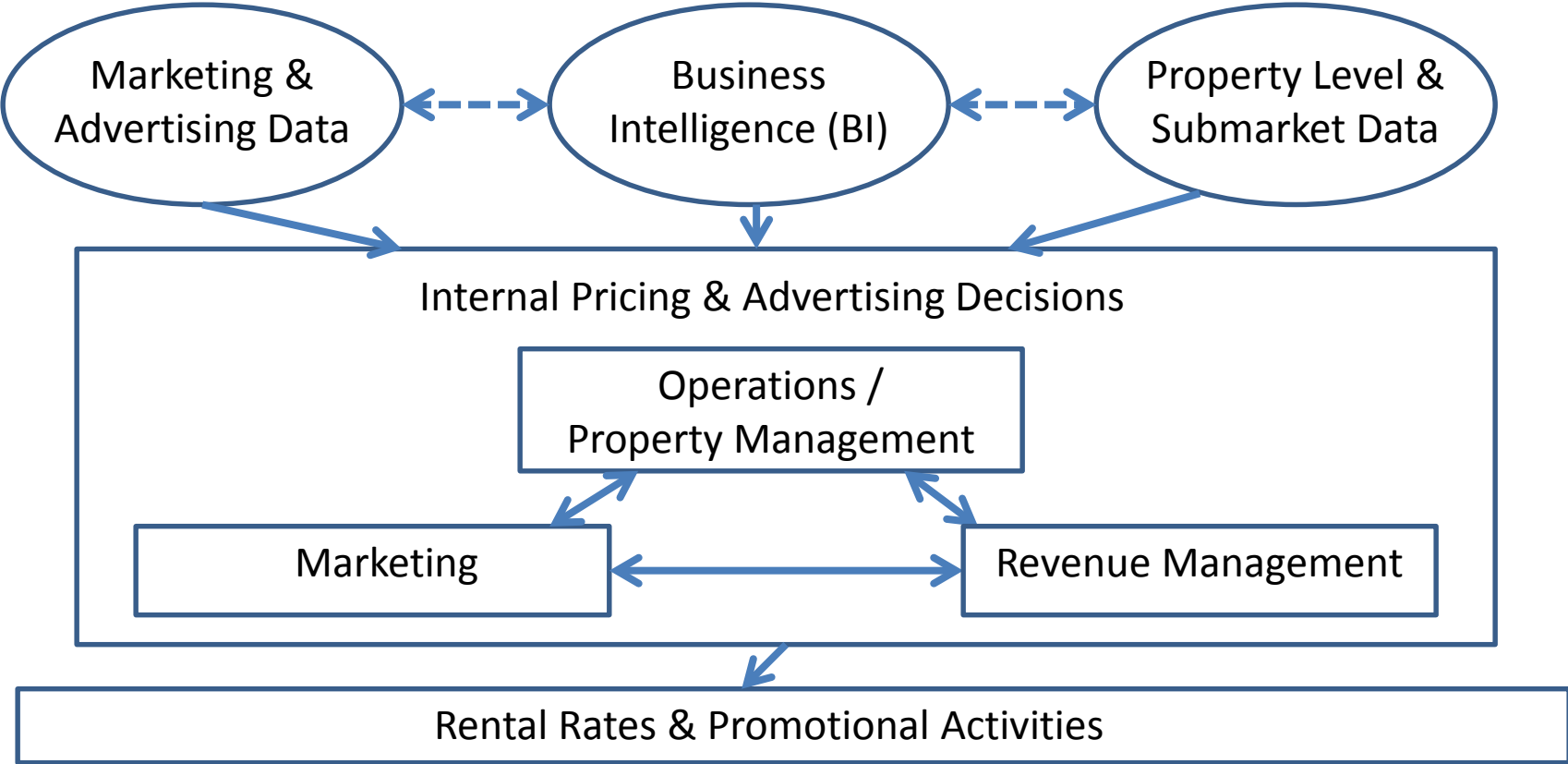


Today's Discussion

- Communications
 - How to cultivate communications among all departments
- Gathering Data
 - What systems/solutions deliver the greatest business intelligence?
- What to do with the data?
 - Real world examples of revenue management and marketing convergence
- Overcoming Obstacles
 - How to reconcile definitions and continue communications
- What's Next?
 - Where is and where should the industry be heading?



Internal and External Factors in Marketing and Pricing Decisions



COMMUNICATIONS



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REVENUE MANAGEMENT

OUR APPROACH

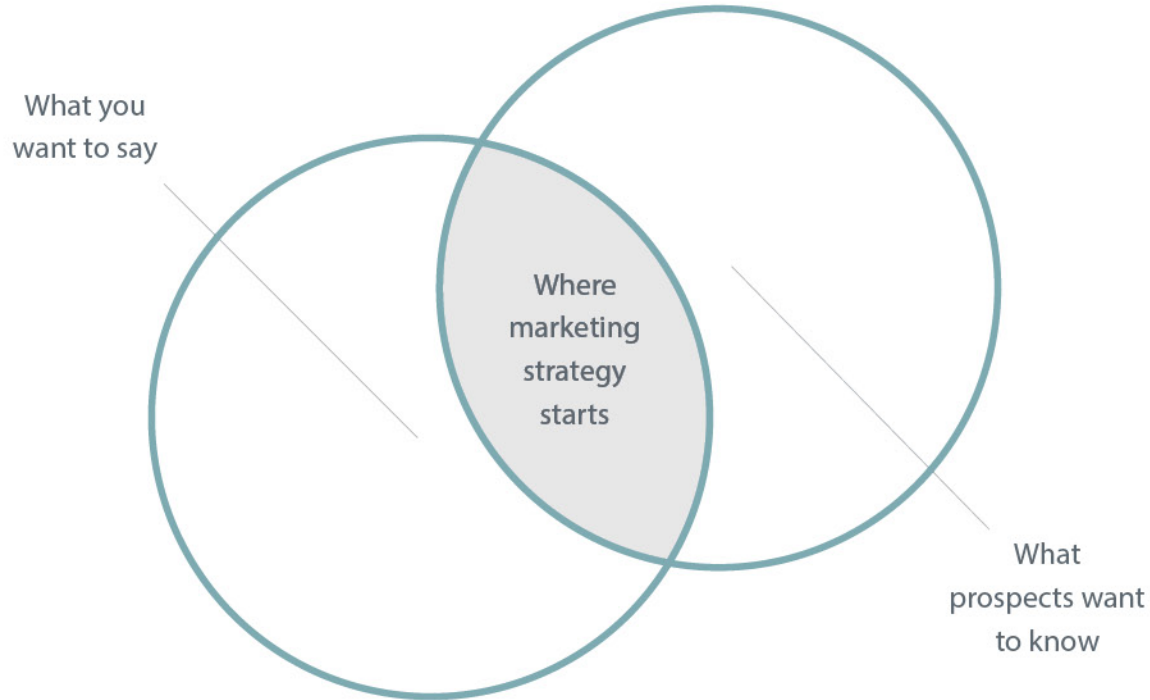
Revenue management enables a company to sell the **right product** to the **right customer** at the **right time** for the **right price** with the objective of optimizing product price and availability in order to reach maximum profit.



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OUR APPROACH TO MARKETING



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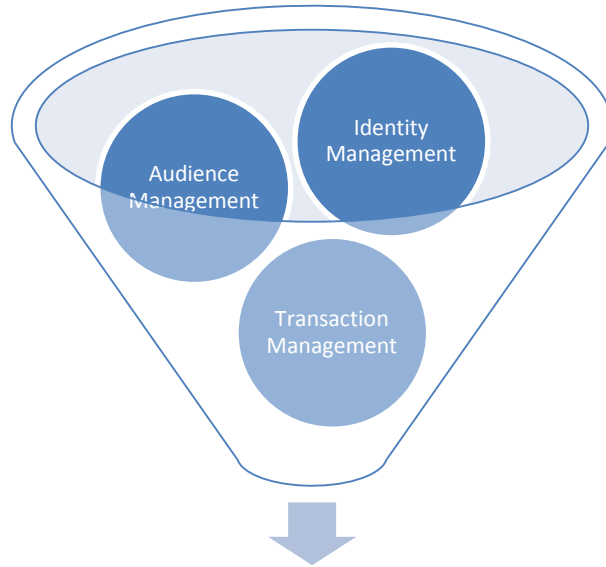


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GATHERING DATA



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Platform Execution



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USING THE DATA



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ALLIANCE LEASE UPS

| Property | Occupancy | | | Effective Rent PSF | | | Exposure | Activity | | | |
|-------------|-----------|---------|----------|--------------------|--------|----------|----------|----------|---------|--------|-----------|
| Name | Budgeted | Current | Variance | Budgeted | Actual | Variance | Total | Leads | Traffic | Leases | Closing % |
| Property #1 | 95.7% | 78.1% | -17.6% | \$2.58 | \$2.57 | (\$0.01) | 19% | 9 | 6 | 2 | 33% |
| Property #2 | 16.1% | 8.8% | -7.3% | \$2.05 | \$2.05 | \$0.00 | 86% | 21 | 12 | 3 | 25% |
| Property #3 | 0.0% | 0.0% | 0.0% | \$0.00 | \$0.00 | \$0.00 | 99% | 2 | 1 | 1 | 100% |
| Property #4 | 2.7% | 2.7% | 0.0% | \$1.43 | \$1.39 | (\$0.04) | 94% | 26 | 26 | 3 | 12% |
| Property #5 | 85.7% | 87.3% | 1.6% | \$1.77 | \$1.74 | (\$0.03) | 11% | 13 | 6 | 5 | 83% |
| Property #6 | 94.4% | 68.5% | -25.9% | \$1.40 | \$1.48 | \$0.08 | 11% | 4 | 3 | 1 | 33% |
| | | | | | | | | | | | |



“ALWAYS-ON” MARKETING STRATEGY

Though our business has seasonality, there are many triggers that could cause a prospective resident to move. Always-on marketing ensures our brand has the best visibility throughout the year.

VISIBILITY = OPPORTUNITY FOR CONVERSION



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SOLVING PERFORMANCE LAGS

WITH *MORE THAN PRICE*



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\$3,505 LOSS
in revenue vs. \$1,500
marketing expense



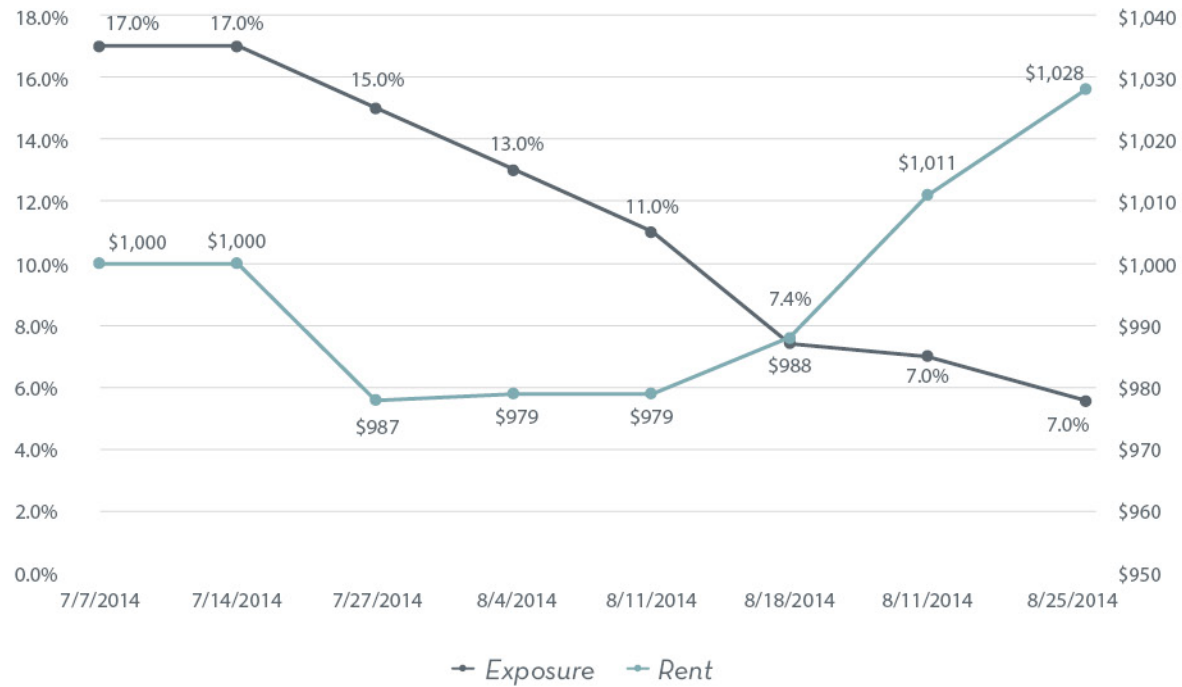
\$58,000 LOSS
in building value due
to lower pricing



11.4%
reduction in exposure



2.8%
rent growth



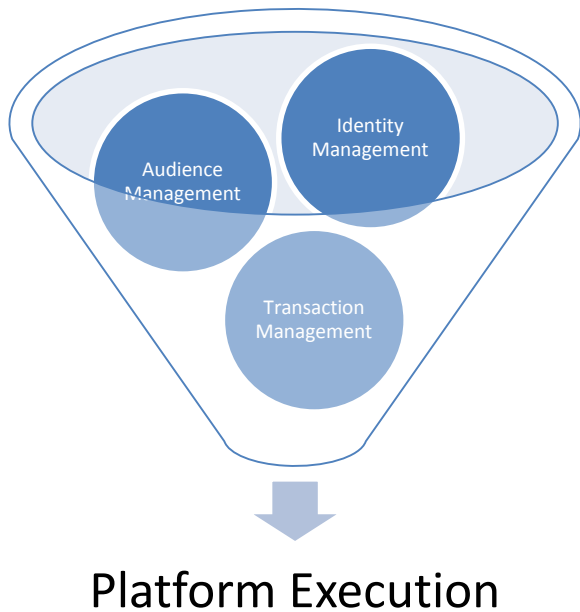
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OVERCOMING OBSTACLES



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Customer Privacy & Compliance

Platform Optimization & Channel Optimization



Platform Enablers



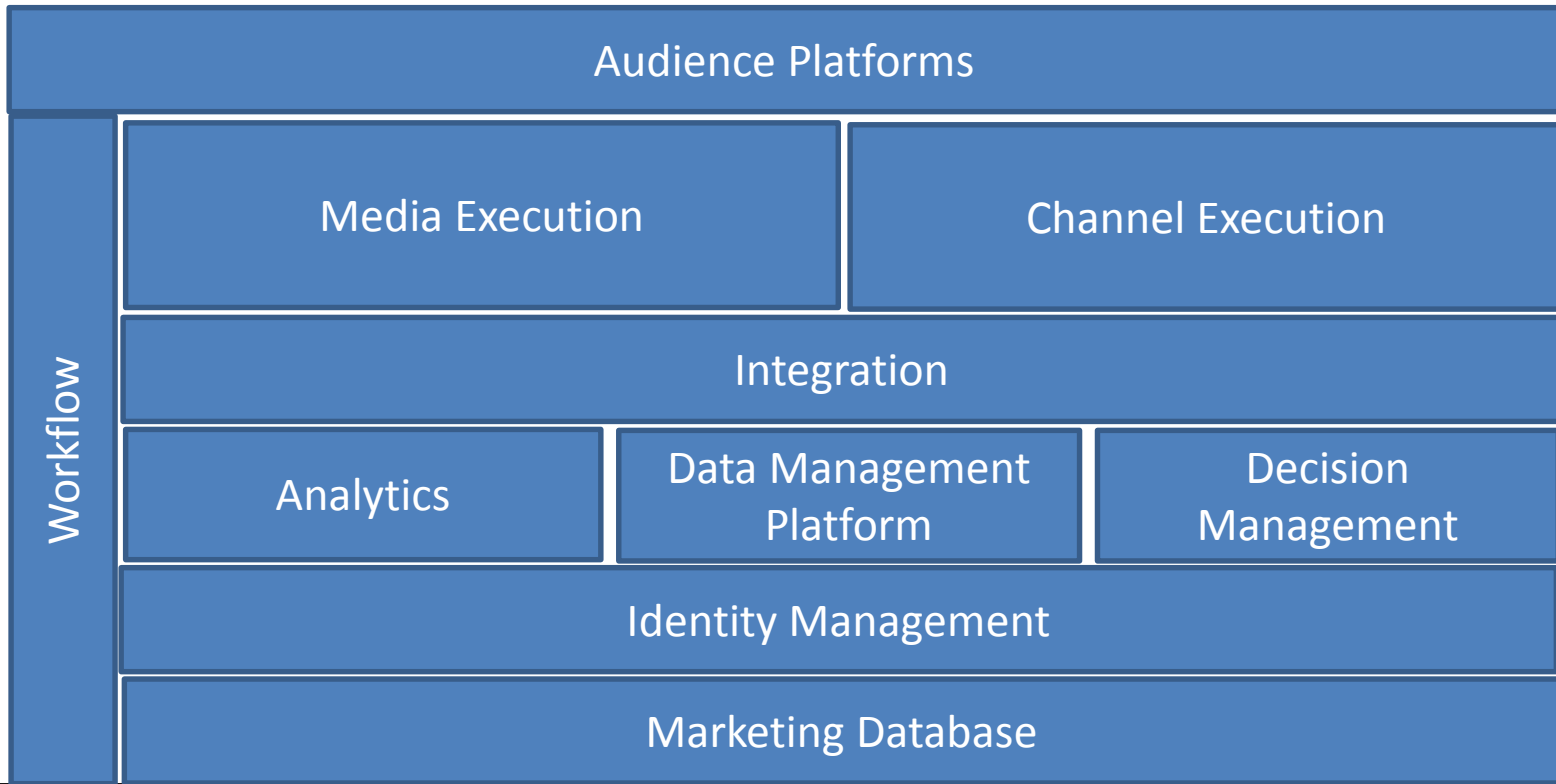
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LOOKING FORWARD



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Looking Forward



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QUESTIONS & ANSWERS



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