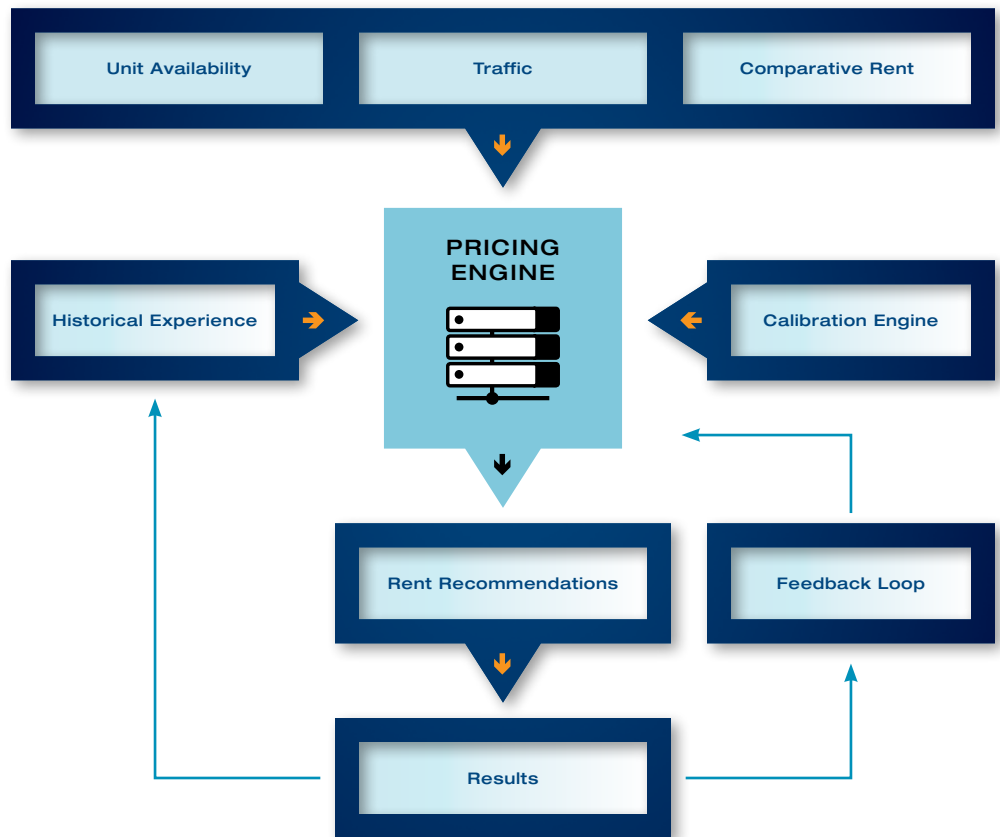


## YARDI RENTmaximizer™

Yardi RENTmaximizer is a flexible, dynamic rental pricing solution based on market conditions, trends, and your business rules. Developed for multifamily real estate based on direct client feedback, Yardi RENTmaximizer is an “open” solution that provides a clear view of how pricing calculations are determined. Yardi RENTmaximizer also factors in your knowledge of your properties and the competition as a direct variable within the algorithm.

## Profitable Pricing

Yardi RENTmaximizer operates as part of the Yardi Voyager™ platform to help apartment owners and managers set prices based on a combination of price administration and price optimization. Price administration allows users to configure and retrieve critical trend data—including supply, demand, competitive property pricing, new leases, historical renewal data and exposure information—utilized by the pricing engine. Price optimization further adjusts each unit’s rent based on term, date of move-in, seasonality, turnover costs and overall property goals.



Yardi RENTmaximizer seamlessly pulls input data from your Voyager database, then evaluates, calculates, and returns data to Voyager to be used in your pricing workflows. A feedback loop tells you the results of your chosen pricing and makes the system “smarter” as prices are renewed on an ongoing basis.

## Maximum Revenue

To help you achieve maximum occupancy at the highest rental prices, the Yardi RENTmaximizer pricing model is completely configurable at the property and unit-type levels, allowing you to vary your models within a property to meet your objectives.

By automating pricing, your staff is relieved of the responsibility of calculating effective rents and negotiating with prospects. Further, Yardi RENTmaximizer gives you the flexibility to offer a variety of leasing options, with pricing based on move-in date, lease term, amenities, and other variables you define.

### Revenue Management Reports

Property:  Date:  to

Unit Type:

Unit:

Report Type:

Summarise By:

Show Grids  Show Graphs  Graph Only

Graph Type:

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#### Daily Management Worksheet

Property ID:	P123	Total Units:	260	Total SQFT:	209,896
Property Code:	arbor	Property Address:	Arbor Court Communities		
Pricing Effective:	4/27/2010	Trend Comparison Period:	7 days		

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#### Property Analysis

Trending Period	Avg Available	Avg Expiring 30	Avg Expiring 60	Avg Expiring 90	Avg Expiring 120	New Leases	First Contracts	First Shows	Applications	Avg Market Rent	Avg % Occupied	Avg % Leased	Avg % Trend
Apr 13 2010 thru Apr 19 2010	14.71	8.00	28.00	28.00	34.00	2	0	4	2	727.99	96.37	93.77	93.77
Apr 20 2010 thru Apr 26 2010	11.29	8.00	28.00	27.00	34.00	3	0	10	4	739.46	96.67	95.22	95.22
<b>Trend / Change</b>	<b>-3.42</b>	<b>0.00</b>	<b>0.00</b>	<b>-1.00</b>	<b>0.00</b>	<b>1</b>	<b>0</b>	<b>6</b>	<b>2</b>	<b>11.47</b>	<b>0.30</b>	<b>1.45</b>	<b>1.45</b>

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#### Unit Type Analysis

Beds	Baths	Sqft	Unit Type	Total Units	Previous Avg Market Rent	New Avg Market Rent	Avg Rent Change	% Leased	Available Trend	New Leases	Traffic Trend	Comp Trend	Overall Trend	Recommendation
1	1.000000	694	170113	124	642.02	648.12	6.10	93.55	+	-	+	+	+	Raise Price
2	1.000000	853	17021	32	795.03	795.03	0.00	96.88	-	0	0	0	0	Hold Price
2	2.000000	1,079	17022	80	917.23	928.35	11.12	98.75	+	+	+	-	+	Raise Price

Yardi RENTmaximizer provides reports with daily insight into the trends and data that are utilized in calculating optimal rental prices for your properties.

## Key Features

- Seamless integration with **Yardi Voyager** to access real-time property information
- Configurable to price with focus on occupancy and/or maximizing revenue
- Daily pricing through data evaluation, with calculations for each unit
- Feedback loop of market trend indicators monitored for you by Yardi

## Integrated Solution

These convergent solutions are part of the **Yardi Multifamily Suite™**

Yardi Call Center™  
 Yardi Cloud Services™  
 Yardi EBS Utility Billing™  
 Yardi Help Desk™  
 Yardi Payment Processing™

Yardi Portal™  
 Yardi Procure to Pay™  
 Yardi RentGrow Screening™  
 Yardi RENTmaximizer™



**Yardi Systems, Inc.** 430 South Fairview Avenue, Santa Barbara, California 93117  
 phone: +1 800 866 1144 | email: sales@yardi.com | www.yardi.com