



Client Success

Avesta

Avesta

Market

Multifamily

Portfolio

9,200+ apartment units

Client Since

2012

Highlighted Product

[Yardi Revenue IQ](#)

The Benefits

Flexible terms and dynamic rental pricing ensure Avesta signs more leases — and increases NRI.

About Avesta

www.avesta.com

Learn More

Yardi.com

Contact Yardi

Sales@Yardi.com



“ RENTmaximizer lets us offer various lease terms and move-in dates, so our residents can choose what works for them. And thanks to revenue and leasing metrics, we don't leave money on the table. ”

Will Newton, Director of Support Systems

The Company

Tampa, Florida-based Avesta is a rapidly growing apartment investment and management firm with a large portfolio of apartments located throughout the Southeast. Avesta's business model is to apply industry best practices to middle-income communities that were historically underserved.

The Challenge

Manual Lease Pricing

Avesta realized that without a dynamic revenue management system, it could not provide flexible lease terms and move-in dates. And most importantly, it was leaving money on the table by pricing units manually. To keep pace with (and outperform) its competition, Avesta sought a revenue management system to optimize rental pricing.

The Solution

Yardi RENTmaximizer

To automate and optimize rental pricing, Avesta chose RENTmaximizer — a dynamic revenue management system designed to maximize rental revenue by targeting the specific goals for each asset, and to optimize performance using real-time traffic, inventory, and market conditions.

The Story

Automated Pricing Increases Revenue

After implementing RENTmaximizer, Avesta saw a significant gain after only six months. For every dollar they invested in the system, they achieved a return of nearly \$30. Will Newton, director of support systems, explained that as a resident-focused company, Avesta is delighted that RENTmaximizer makes it easy to offer customers a variety of lease terms and move-in dates, so each resident can choose what works best for them and their budget.

Newton elaborated further, saying that the revenue and leasing metrics Avesta gets from RENTmaximizer — along with the support of a dedicated RENTmaximizer revenue expert — ensure they consistently make profitable pricing decisions for every property.



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Avesta has also implemented [RentCafe](#), [ScreeningWorks Pro](#)

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