



Client Success

Singh Management



Market
Multifamily

Portfolio
4,500 multifamily units

Client Since
2012

Highlighted Product
Yardi® RENTmaximizer™

The Benefits
With Yardi RENTmaximizer, Singh Management achieves higher occupancy and rental income growth.

About Singh Management
www.singhweb.com

Learn More
www.Yardi.com

Contact Yardi
Sales@Yardi.com



“ After the first month, the Yardi RENTmaximizer properties were performing at an average of 7% higher, and by the fifth month some had achieved rental growth exceeding 18%. ”

Mike Leja, Yardi Administrator at Singh Management

The Company

Singh Management develops high quality properties that meet market needs while enhancing the communities it serves. The company is a nationally ranked U.S. builder, real estate developer and manager with properties located in Michigan, North Carolina and Virginia. Its growing portfolio includes apartments, senior living, single family homes and commercial properties.

The Challenge

Improving Occupancy with Better Pricing

With some properties underperforming in a market with high rents, Singh struggled to bring up and maintain high occupancy for the past few years. Manual rent adjustments, without accurate insight into comps, also created missed leasing opportunities.

The Solution

Yardi RENTmaximizer

Yardi RENTmaximizer optimizes revenue by pricing leases using the balance between real-time inventory, traffic and market conditions. The system provides complete visibility into rent movement, financial and operational performance, and helps clients know their market — including every comp and how they compete. And because it's built into the mobile Yardi Voyager platform, Yardi RENTmaximizer can be accessed from smartphones and tablets.

The Story

Rental Growth Achieved

According to Mike Leja, Yardi administrator for Singh Management, “After using Yardi RENTmaximizer for five months we already experienced amazing results — our revenue was consistently higher for the Yardi RENTmaximizer properties.”

Since using Yardi RENTmaximizer, Singh's leasing agents have had more success with flexible lease terms, lease expiration management and offering discounts to fill stale units sitting empty for over 800 days. Leja added, “Even some high-occupancy properties achieved an average 10% occupancy jump using Yardi RENTmaximizer.”

Yardi RENTmaximizer also provides clients with a dedicated revenue analyst. Regular meetings between their analyst and Singh's onsite staff and regional managers provide expert insight and valuable advice where pricing improvements can be made. This level of



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service gives helps Singh increase rents with confidence — even at properties with high occupancy.

Singh Management has also implemented [RENTCafé®](#), [Yardi® Procure to Pay Suite](#), [Yardi® Payment Processing](#) and [ScreeningWorks® Pro](#)

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