

The Pricing and Revenue Management (PRM) RESET



This downturn is not like the previous ones in multifamily, with some markets seeing steep drops as would-be prospects shelter in place. Other submarkets are seeing smaller drops, and as cities move out of lockdown conditions will start to look more like those of a "traditional" recession.

D2 Demand Solutions is bringing to bear the skills of pricing leaders with first-hand experience managing through prior recessions. The PRM Reset uses D2's established "Health Check-Up" methodology to deliver a recession-focused program that will help you out-perform the market as you navigate these uncertain times.

WHAT WE DO

- Analyze your current performance data
- Review system parameters and unit type/floor plan configuration and offset adjustments
- Work with key stakeholders to customize your downturn playbook
- Audit amenity pricing at selected properties, and review amenity strategy in the context of current market conditions
- Review renovation strategy, define a path to ROI, including decisions on the future of your renovation program
- Develop a renewal playbook, including negotiation strategies and the timing and language for conversations

WHAT YOU GET

- A plan to guide properties through the downturn, informed by decades of multifamily PRM experience
- A winning PRM system setup with detailed parameter settings
- An amenity strategy that will optimize revenue and enable you to stop losing money due to pricing admin errors and inconsistencies
- (LRO users): A refreshed competitor set, with weightings and positions that reflect the new dynamics in the market
- The renewal skills and strategy that your team needs to retain as many residents as possible

TALK TO US!

The time to act is now! Please contact us at d2demand.com/contact-us or email info@d2demand.com to book an initial call.