



Douglas S. Hastings,  
Senior Vice President,  
DEI Communities

## “DEI has achieved 5.4% revenue outperformance since deploying YieldStar revenue management.”

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### DEI Communities

Size: 10,000 units • A and B class assets • Home office: Omaha, Nebraska

Location: Central US, secondary and tertiary markets

Property Management System: Yardi™

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Since deploying YieldStar for revenue management, DEI has achieved outstanding revenue premiums, but YieldStar provides DEI with much more than superior revenue results.

“As we evaluated revenue management options, YieldStar became the clear choice, in terms of data quality, sophistication of the system, extensive reporting, and the breadth and quality of services available. We know we made the right decision, having experienced rent, occupancy, and revenue results that far exceeded our expectations.”

### Leasing Process Transformed

YieldStar delivers much more than the best pricing recommendations every day. DEI credits YieldStar with revolutionizing their sales process. With YieldStar’s distinctive pricing matrix, leasing associates can accommodate renter specific needs, while retaining maximum revenue potential on every lease and renewal. Renters value the flexibility tremendously and prefer the straightforward nature of pricing discussions. And leasing associates love being empowered to close more leases and renewals at higher rates.

### Incomparable Decision Support

YieldStar’s reporting provides a clear understanding of pricing and revenue drivers. DEI can focus attention where it adds the most value, and make timely decisions based upon transparent, actionable data within the YieldStar system: data which has never before been available to the industry the way it is consolidated and presented by YieldStar on a real-time basis.

### Revenue Management for Everyone

DEI operates primarily A and B class assets in secondary and tertiary markets in the Central US, and was a revenue management pioneer in many of their markets. After launching the YieldStar platform, DEI achieved a rapid recovery out of the recession, and remains a performance leader today. DEI has outpaced their markets in revenue results each and every quarter since implementing YieldStar.

More and more revenue management users are joining the YieldStar family of over 200 distinct owners and operators.

Contact us at **1-877-325-5387** or visit  
[www.realpage.com/revenue-management](http://www.realpage.com/revenue-management)

**YIELDSTAR®**  
Asset Optimization Systems