



Scott Villani,  
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Forest City

# “Our ROI with YieldStar was even greater than anticipated”

## Forest City

NYSE – listed national real estate company • Size: \$11.5 billion in total assets  
13,000 conventional multifamily units • Asset Type: Predominantly class A  
high rise • Geography: Major metros • Property Management System: OneSite™

Since deploying YieldStar, Forest City has achieved outstanding revenue results. They credit YieldStar's partnership with a large part of their success with revenue management.

“YieldStar was the ideal partner for our implementation. They understand our business. They understand revenue management, and most importantly, they understand our specific needs and objectives. YieldStar tailored their implementation to us specifically, which was a big driver of our success.”

### Choosing the right solution

After evaluating the products available in the market, Forest City chose YieldStar. “When we made the decision to move forward, we had complete buy-in from all levels of management, and a commitment to make the necessary resources available to do this thing right. That kind of support is critical when you're changing something as mission critical as pricing methodology.”

The fact that YieldStar specializes in multifamily was a big plus in Forest City's decision. “It was important to us to partner with a revenue management provider that truly understands our business and can relate to the questions and needs we have.”

### Implementing the right way

“Getting people comfortable with using revenue management is mostly about patiently explaining the concept in a way that makes sense, and being there to answer questions as they come up.”

“It's also important to communicate to them that this is just a tool; it's not making their judgment irrelevant, any more than autopilot means a plane can fly itself; you've still got to have a pilot who knows how to fly, who can monitor things and who will know when and how to step in if something unexpected happens.”

### Achieving the right results

Forest City partnered closely with YieldStar on training and implementation. “We couldn't have achieved the same level of success without YieldStar's partnership along the way. We continue leveraging YieldStar for strategic guidance. They're an invaluable resource.”

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)

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