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YieldStar delivers a sustained, verifiable revenue premium of 3 to 7%.

Powerful Results

"Greystar properties using YieldStar outperformed their markets* by 4.8%, according to a same store analysis of 25,077 stabilized units using YieldStar within Greystar since 2009 across 16 markets."

* Source: Axiometrics

Greystar is using or implementing YieldStar across 70,000 units on behalf of 36 clients today, with a mounting pipeline of addition units.

Higher Revenue IQ

With YieldStar, Greystar spends less time creating reports and setting rents, and more time analyzing results. YieldStar delivers substantially improved visibility through performance data that owners and operators are unable to produce on their own. Empowered with that intelligence, YieldStar clients like Greystar can spend time analyzing trends and discussing factors that impact revenue rather than coming up with the right price, which YieldStar handles for you. With confidence in YieldStar's pricing, Greystar can focus more attention on other revenue drivers, such as marketing, product appeal, and organizational effectiveness.

Outstanding Approval Ratings

Greystar conducts an annual survey of their communities to gain input on revenue management and gauge satisfaction around YieldStar and corresponding business practices. Greystar's 2011 survey produced exceptional results, with 97% of respondents stating they are comfortable with the leasing process using YieldStar pricing; 97% stating they agree with and correctly use YieldStar prices per Greystar policy; and 99% saying they were adequately trained on the system.

Handling Diversity

A portfolio as diverse as Greystar's requires a revenue management solution that can handle various product types, client strategies, and market conditions. YieldStar delivers Greystar the ability to address the dynamics of complex renovation programs, to facilitate the disposition of assets, to manage demographic and product diversity, and tackle challenging market conditions, such as military deployments and student populations. YieldStar delivers both the system capabilities and the expertise needed to ensure maximum results are achieved regardless of the scenario.

With more than 200 distinct owners and managers partnering with us today, YieldStar is the clear choice in multifamily revenue management. Contact us at Results@YieldStar.com to learn more.

YIELDSTAR®
Asset Optimization Systems