

**CRISIS RESPONSE**

Another way RealPage is helping to protect your residents and employees while ensuring your business continuity.

# STAY AHEAD OF THE SHIFTS BY SEEING IT ALL

When market conditions shift, top performers stay ahead of the trends. Staying ahead requires transparency into the market. And only one solution provides true visibility sourced from actual rent rolls. RealPage® Market Analytics is the industry's only transaction-driven research platform that provides complete visibility, revealing the most current data critical to making quick and accurate decisions.

**START SEEING WHAT CLEARLY LIES AHEAD WITH:**

- True Transaction Data – Access true submarket performance data from actual rent rolls to reduce risk and drive decision-making
- AI-Infused Forecasts – Peek into the future of any market, submarket or individual asset
- Expansive Rent Comps – Dig deeper with rent detail down to the floorplan level with extended history
- Real Capital Analytics® (RCA) Intelligence – See pricing and cap rates for sales comps, plus detailed trends in capital markets
- Asset Snapshot – Get instant answers and estimated value, asset forecasts, rent comps, sales comps and construction pipeline to evaluate assets in printable and downloadable, ready-to-go reports
- Direct Data Feeds – Download the exact data you want and build custom queries
- Dynamic User Interface – Create custom views with intuitive drag-and-drop dashboards

# ONLY REALPAGE MARKET ANALYTICS PROVIDES 100% VISIBILITY

**VISIBLE TO THE PUBLIC:**

**Available Units (5%)**

- Asking Rents
- Vacancy



**VISIBLE ONLY WITH MARKET ANALYTICS:**

**Executed New Leases (45%)**

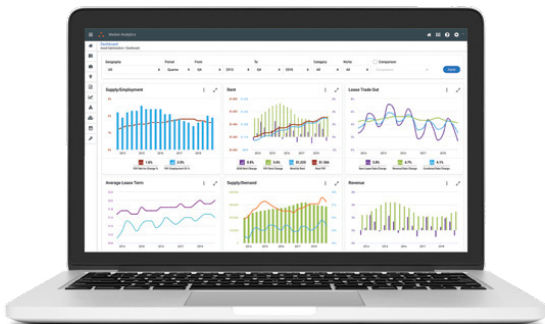
- New Lease Trade-Outs
- Average Vacant Days
- Lease Terms

**Executed Renewals (50%)**

- Retention Rates
- Renewal Trade-Outs
- Lease Terms

**FOR TOO LONG, THE INDUSTRY HAS RELIED ON TRADITIONAL RESEARCH.**

Data based on rents and occupancy shows less than 5% of a property’s true performance. But with RealPage Market Analytics, you can compare new lease rent growth to renewals by market or submarket and see retention rates, lease terms, average vacant days and other key insights — sourced from real-time data on over 13 million units across 400+ markets.



“Now that we have visibility into resident retention rates and renewal rents and trade-out, we are hooked. Lease transactional data is now firmly rooted in our business practices from underwriting to asset management to property management to budgeting. We’ve also found tremendous value in the enhanced forecasts, the expanded construction pipeline and the data exporting tools – all of which are key inputs into Bell’s business intelligence. RealPage built upon the already strong foundation of Axiometrics and raised the bar 1,000 rungs higher up the ladder.”



**Jay Denton,**  
Senior Vice President  
of Business Intelligence,  
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