

# Maximize Revenue: Set the Right Price for Every Property, Every Night

Your pricing strategy doesn't have to be based on endless research, nonstop tinkering, or worse; constant guesswork.

Count on the TrackRevenue team for expert service that delivers business impact every single day.

With TrackRevenue, you get dynamic, competitive pricing that drives more bookings while maximizing revenue.



Average RevPar lift with full-service revenue management



Higher occupancy versus local market averages



Average ROI per \$1 spent on full-service revenue management



Projected year-over-year revenue growth

## Full-service Revenue Management

We aren't industry-agnostic or transaction-based account managers. We are vacation rental industry professionals with decades of VR management, marketing, and pricing experience who serve as an extension of your team.

### Cover More Ground Faster

**Every day:** Get daily market and portfolio reviews, so every unit in every market stays optimized and maximizes results.

**Every two (2) weeks:** Make quick pivots and priority adjustments in face-to-face impact consultations where we address all the things that are important to you and your business.

### Get Expert Service for Business Impact

**Custom strategy and implementation:** Grow your revenue with comprehensive strategy informed by your business guidelines, best practice channel management, listings optimization, and even minimum stay standards.

**Customizable reports:** From individual unit performance to YoY portfolio pacing, find and focus on the data that matters most to you.

## Self-manage Your Pricing Strategy with ART

Full-service revenue management not right for you? TrackRevenue customers who self-manage their pricing strategy using our automated rate tool (ART) **increase revenue by at least 30% within 30 days\*** of implementation.














\*Some customers have seen as much as 110% more revenue in 30 days with ART.

### Cover More Ground Faster

Built by revenue managers for revenue managers, ART automates pricing strategy while offering full control for pricing tests, emergency management, your seasonality curve, and other business needs:

- Dynamic, real-time pricing strategy
- Dynamic minimum stays
- Set-it and forget-it algorithmic workflows
- Easy-to-use tape chart for quick manual adjustments
- Visibility into 7/30/90 days occupancy
- View comparative ADR for any listing on any day
- Layered, time-based premiums and discounts
- Set fixed or percentage-based price adjustments
- Manage listings in groups with limitless tags
- Powerful, proprietary algorithms analyze the best quality, most robust, and most relevant data sets
- Data points include macroeconomic factors like current comps, forward-looking forecasts, special events, competitor rate trends, seasonal trends, real-time demand forecasting, and more

## Maximize Bookings and Revenue with TrackRevenue

	ART by TrackRevenue	Full service by TrackRevenue	In-House RM	Competitor
Dynamic rates informed by historical and demand based data			Varies	Varies
Curated cohort-specific pricing models led by dynamic changes in demand and supply				
Intuitive interface making managing rates simple and fast			Varies	Varies
Visibility of ongoing performance and future trends				Varies
Access to expert Revenue Manager to inform strategy			Varies	Varies
Day-to-Day execution of revenue management strategy by an expert 3rd party Revenue Manager on your behalf	