



REBA RENT: REVENUE MANAGEMENT YOU CAN EXPLAIN, CONTROL AND TRUST

Built on Your Data, Aligned to Your Strategy and
Designed For How Operators Actually Work



THE CHALLENGE

Multifamily is constantly in motion. Demand shifts.
Leases expire. Every vacant day impacts revenue.

But too often, pricing decisions are:

DISCONNECTED FROM ACTUAL PERFORMANCE

DRIVEN BY SYSTEMS TEAMS DON'T FULLY TRUST

DIFFICULT TO EXPLAIN TO STAKEHOLDERS

HARD TO ADJUST WITHOUT UNINTENDED CONSEQUENCES

You're left choosing between automation and control.



REBA RENT WAS BUILT TO FIX THIS.

CONTROL OVER AUTOMATION

Make adjustments at the unit level without disrupting your broader pricing strategy. Your teams stay in control.

EXPLAINABLE INTELLIGENCE

Every recommendation is backed by clear, transparent logic. No black box. No blind trust required.

CONNECTED ANALYTICS FOUNDATION

REBA connects pricing decisions to your broader financial and operational data, creating a single source of truth across your business.

PERFORMANCE YOU CAN PROVE

Track the real impact of your pricing on occupancy, leasing velocity, and revenue.

BUILT FOR REAL WORKFLOWS

From onsite teams to executives, REBA supports how decisions actually get made across your organization.



HOW IT WORKS



1. A TRUSTED DATA FOUNDATION

REBA unifies your operational, financial and leasing data into a connected analytics platform. No silos. No conflicting numbers.

2. INTELLIGENCE YOU CAN UNDERSTAND

rebaAI analyzes supply, demand and performance trends to generate insights for pricing recommendations you can actually explain.



“

“REBA stays ahead of the market and our teams actually understand why pricing is changing. It’s intuitive, it builds confidence and that trust is huge.”

Gibson Sweet,
Avanti Residential

3. EXECUTION THAT FITS YOUR STRATEGY

Apply recommendations with full flexibility, from portfolio-level strategy down to individual unit adjustments.

4. OUTCOMES YOU CAN MEASURE

Track the impact of every decision with visibility into revenue performance, occupancy and leasing trends.



REBA RENT IS BUILT TO OPTIMIZE EVERY PART OF YOUR PRICING STRATEGY

DEMAND & EXPOSURE VISIBILITY

Understand future exposure before it happens. Anticipate vacancies, renewals and leasing demand with confidence.

PRECISION PRICING WITH FLEXIBILITY

Make unit-level adjustments without breaking your strategy or budget.

LEASING PERFORMANCE ALIGNMENT

Align pricing with real-time leasing velocity to avoid overcorrecting or missing opportunities.

PORTFOLIO-WIDE CONSISTENCY

Standardize strategy across your portfolio while allowing flexibility where it matters most.

COMPLIANCE ISN'T A FEATURE. IT'S THE FOUNDATION.

REBA Rent is designed to keep operators compliant, in control and protected in a rapidly evolving regulatory environment.

Standardize strategy across your portfolio while allowing flexibility where it matters most.

- **First-party data only** with no use of competitor data in the pricing engine
- **No cross-client data sharing**, ever
- **Client-controlled data boundaries** and pricing silos based on ownership
- **No coordinated pricing across clients**
- **Backed by a formal opinion letter from a former DOJ antitrust attorney**
- **Legal indemnification provided to REBA clients for added protection**

REBA is the compliant, data-responsible, operator-first revenue management solution.



WHAT MAKES REBA DIFFERENT?

FIRST PARTY DATA, BY DESIGN

REBA is built on your data — not pooled competitor data — helping you operate with confidence in a changing regulatory landscape.

TRANSPARENT, EXPLAINABLE LOGIC

Know exactly how and why pricing decisions are made. Build trust across teams and stakeholders.

OPERATOR-LED, NOT ALGORITHM-LED

REBA Rent is built to support your strategy, not override it. Your teams stay in control of decisions.

CONNECTED, NOT SILOED

REBA Rent is part of a broader Connected Analytics Platform, linking pricing with budgeting, forecasting and performance reporting.



NOT ALL REVENUE MANAGEMENT PLATFORMS ARE BUILT THE SAME

CATEGORY	REBA RENT	OTHER REVENUE MANAGEMENT PLATFORMS
AI Approach	rebaAI delivers true AI insights that act like an analyst, explaining pricing decisions and recommending next steps	Marketed as “AI,” but primarily machine learning embedded in pricing algorithms
Transparency	Fully explainable pricing with clear logic and AI-powered insights that explain why and what to do next	Model-driven recommendations with less visibility into how decisions are derived
Control & Flexibility	Unit-level overrides without breaking strategy; operator-led decisions	More system-driven pricing with structured overrides and higher friction
Use of Comp Data	Offers the option for public comp data in decision support but no comp data in the algorithm	Relies heavily on comp data
Compliance Positioning	Built on first-party data + transparency, with legal safeguards and indemnification	Compliance-focused, but relies on broader data aggregation approaches
Handling Special Cases	Designed for lease-ups, renovations, concessions, rent control and small assets	Limited flexibility for edge cases and non-standard scenarios
Pricing Stability	More stable, strategy-aligned pricing with lower volatility and fewer overrides	Known challenges with pricing volatility and higher override rates
Workflow Design	Efficient, alert-driven workflows with global parameters and portfolio hierarchy	Workflow exists, but more tied to system outputs and automation
Decision Support	Combines pricing + performance + financial data with AI insights that guide action	Strong dashboards and forecasting, but less connected to broader business context
Advisory Model	Strategic Revenue Advisors with flexible, month-to-month engagement	Advisory services typically bundled into longer-term engagements
User Trust & Adoption	Built for trust with transparency, control and explainability	Adoption can depend on confidence in system-driven recommendations

ADVISORY SUPPORT THAT WORKS THE WAY YOU DO

REBA's Strategic Revenue Advisors act as an extension of your team, bringing deep multifamily expertise and hands-on support to your revenue strategy.

- Trained REBA Rent experts with deep knowledge of the platform and pricing models
- Real-world experience across revenue management, asset strategy and property operations
- Analyze data trends and model performance to deliver actionable, strategy-aligned insights
- Provide clear, transparent explanations behind pricing decisions to build trust across teams
- Support both day-to-day execution and higher-level strategic planning

With flexible, month-to-month engagement, you stay in control. Scale support up or down as your needs change or transition fully in-house when you're ready.

No long-term commitments. Just the right level of support when you need it.





REBA RENT IN ACTION

Where pricing meets performance.

REBA Rent doesn't just generate recommendations. It integrates seamlessly into the workflows your teams rely on every day.

- Daily pricing reviews made faster and more actionable
- Clear visibility into performance across properties and portfolios
- Alignment between onsite teams, regional leaders and executives
- Seamless connection between pricing, budgeting and reporting

Move from reactive pricing to proactive strategy.