

## Pricing Process Overview Effective November 1<sup>st</sup>, 2021

- **Weekly Pricing:**
    - Revenue Managers will conduct their pricing analysis and push through rate changes in Yieldstar as needed each week.
    - Calls between Revenue Managers and RPMs/CMs will be discontinued.
    - If there are any pricing concerns, RPMs should still reach out to their Revenue Manager and/or connect during weekly Revenue Manager office hours.
  - **Weekly Concessions: Wednesdays at 3pm**
    - Where applicable, the Revenue Manager will enter the concessions for each property and floorplan in the Pricing Prioritization sheet by 3pm on Wednesdays.
    - Approved concessions will be emailed by property and floorplan similar to the current process by 3pm noon on Wednesdays.
    - To make concession recommendations or requests, RPMs should reach out directly to their Revenue Manager and/or connect during office hours.
  - **Monthly Renewals: By the 1<sup>st</sup> Week of Each Month**
    - Renewal strategies will be reviewed with division VP/DM by the 1st week of each month and posted to Yardi based on the Renewals Calendars (posted to Buzz).
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