



MultifamilyRevenue.com Website Delivers Clear Evidence that Revenue Management Software Boosts Apartment Net Operating Income

Website is free source for reliable revenue management information to drive higher profitability for multifamily operators

San Francisco, CA ([PRWeb](#)) December 4, 2008 -- Multifamily housing veteran Steve Lefkovits announced the launch of [MultifamilyRevenue.com](#), a Joshua Tree Internet Media, LLC website, to provide [multifamily](#) housing operators with objective, trustworthy information on how to increase revenue and optimize and stabilize lease/rent [pricing](#) through the adoption of [multifamily revenue](#) management technology. Until now there has been a shortage of credible, objective information on how revenue management systems work in the multifamily industry.

The site presents documented case studies, video presentations and independent third-party commentary on multifamily revenue management implementations; it also documents high-level findings describing revenue increases from 2.5 to 4.5 percent by revenue management software users. The site also lists 30 well-known apartment companies that use revenue management systems, including three of the top ten largest multifamily owner and management companies.

The site's founder, Steve Lefkovits, is a respected multifamily industry professional who served as vice president of the National Multi Housing Council and as senior vice president for BRE Properties. Lefkovits was also the creator of the National Multi Housing Council's Technology Forum conferences.

Revenue management information to optimize lease/rents

"We launched MultifamilyRevenue.com to help operators improve their revenue and have greater visibility into market conditions and how they affect lease/rent pricing," explained Lefkovits. "The industry now has a source of solid information on revenue management. Our goal is to provide operators of all types with free actionable business information that enables them to make informed [apartment revenue management](#) systems decisions that improve their company and the industry as a whole."

The new site also includes third-party Wall Street validations that revenue management systems add economic value to a company. Currently featured on the site is a report from BMO Capital Markets' Rich Anderson on his evaluation of the leading revenue management systems for the multifamily industry.

MultifamilyRevenue.com provides information on:

- Financial benefits of revenue management to multifamily operators
- Implementation case studies from respected companies
- Rosters of multifamily revenue management system users and providers

Lefkovits noted there is a lack of information in the multifamily industry surrounding how revenue management software is used, how it benefits operators, and the scope of its adoption. "Our new site provides case studies and video interviews with industry professionals to de-mystify how revenue management systems are successfully



working in the industry," said Lefkovits. The site also lists the names of companies using revenue management systems and provides lease/rent lift results based on actual pilot studies from a wide variety of multifamily markets.

Revenue Management - In Depth Analysis at AIM 2009 Conference

Revenue Management case studies from MultifamilyRevenue.com will be explored at the 2009 Apartment Internet Marketing (AIM) Conference. In its fourth year, the AIM Conference series is the premier multifamily conference on Internet marketing and online transactions. The AIM 2009 conference will be held from April 29 - May 1 in Denver. For more information and register online, visit <http://aimconf.com>.

About MultifamilyRevenue.com

MultifamilyRevenue.com is the apartment industry's definitive online resource for business information about revenue management and optimization best practices and welcomes the participation and contributions of experts in the field. If you would like to contribute articles, corrections, additions or other pertinent information that helps to further the industry's understanding of revenue management, please contact us. MultifamilyRevenue.com and the Apartment Internet Marketing Conference is owned and operated by Joshua Tree Internet Media, LLC.

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