

At a glance

Richer Logic helped this city destination increase market share over a high season, summer period by using automation and market insight to get the highest ADR.

Key metrics

From April - June, the 1 bed value units were switched to a more automated tech set-up, and moved away from manual rate adjustments. Full results were realized for June.



3 HOMES

1-bed units



1 MONTH

Demand + Rate Strategy



\$5,025

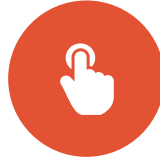
Revenue

CHALLENGES

Your Pad is a large hospitality management company located in Charleston, South Carolina. As the company migrated to more sophisticated revenue management tools and tech, it saw an immediate lift in revenue. The following case study illustrates how in just one month on the three lowest tier units, there was a strong ROI.

SOLUTIONS

Getting the system configuration and set-up done properly was key in optimizing the results. Once automation was achieved, the daily pricing updates were accurate and the team could focus on strategy and managing exceptions.



120% - 140%
historical share
of the market in
previous months



Finishing at 160%
share of the
market for June



**Total rent annual
run rate of return
for three units
\$60,300**

THE RESULTS

1

Comparable Market, 3-Bed Homes	35 units
June ADR Market	\$ 219
June Occ Market	85.00%
Total Market Revenue Opportunity	\$ 195,460.00
Per Unit Fair Share Rent	\$ 5,584
You Pad Previous Per Unit (130%)	\$ 7,259
You Pad Per Unit Rent	\$ 8,934
Your Pad Performance Market Share	160%

2

Additional Revenue Earned for these 3 units in June	\$ 5,025
---	----------