

## Statement of Interest and Topic Expansion

Please provide a brief statement of interest and tell us about your specific professional interest and experience relevant to the topic you propose to address (200 words max). Please also expand upon the topic by providing 4 - 6 bullet points to provide a brief expansion on the topic picked to demonstrate familiarity of the concepts being discussed. Feel free to include facets of the topic we may have overlooked in the session description (200 words max).

**Session Title:** Integrating Marketing, Revenue Management and Customer Analytics

**Statement of Interest:** Here is the chance to once and for all prove that Marketing and Revenue Management can not only coexist, but flourish in the organization as a cohesive partnership. I, Bryan Pierce, director of revenue management, and Josh McDonald, director marketing of at Holland Partner Group, seek the opportunity to present together on the topic. We have been integrating data, processes, and best practices since 2010, which have directly impacted our organization's ability to drive revenue and company performance to new heights through top-tier industry performance. As the owners of demand with HPG presenting together on the same panel, we believe we can move the conversation from the theoretical to practical. We can speak to what we have done to synergize our efforts and what it has yielded.

**Expansion on Topic:** • How does Lead Management behavior impact Revenue? When are your customers really buying your product? • What lead sources provide the strongest Income-to-Rent residents? and are they most likely to renew with an stronger increase in rent? • Does having an SEM and Mobile strategy increase the rents you can achieve? • Customer Service and Resident Retention – what is the correlation? • \$1 in Marketing or \$1 in Rent to buy demand? • Ratings and Review sites – how much does a low score impact your rents?

**Session Title:** New Methods and Resources in Operational Performance Benchmarking

**Statement of Interest:** My experience with national firms managing large portfolios of properties has the advantage of having access to competitive communities in diverse markets across the country. My teams have been able to leverage that accessibility into comparative analysis (adjusted by property type, location, economic factors and other differentiating elements) that reveals specific key performance indicators to examine with the best potential for value-added decision making. In this session, I will share many of these with conference participants.

**Expansion on Topic:** • Provide background experience with large portfolio benchmarking opportunities • Identify primary key performance indicators for comparative analysis • Provide instances (case studies) that proceeded from evaluation, identification and reversals of adverse trends • Recommend most beneficial performance corrections that may be obtained at low cost • Suggest methods for initiatives to share industry information among smaller companies