

May 8, 2019



# RealPage® Hosts Executive Student Summit

*RealPage Richardson Headquarters, May 8 and 9, 2019*

RICHARDSON, Texas--(BUSINESS WIRE)-- [RealPage, Inc.](#) (NASDAQ:RP), is hosting industry leaders at its 2019 Student Summit today and tomorrow. Now in its fifth year, the executive-level conference delivers information and insights vital to driving business in the increasingly competitive Student Housing marketplace. The summit features in-depth presentations and discussions on revenue management, brand building, business intelligence, leasing and marketing, technology applications and energy management.

A highlight of the Student Summit is gaining an understanding of the critical role revenue management now plays in profitability. RealPage is a leader in this arena with YieldStar®, the first revenue management solution purpose built for multifamily. RealPage subsequently launched YieldStar Student, tailor made for Student Housing operators that now serves more than 50 clients. YieldStar has consistently helped clients optimize their assets, demonstrating a 2% to 7% revenue outperformance in the market, with a 95% client satisfaction rate.

Another conference highlight is an executive panel in which leading student housing executives discuss the art of leadership and how they pilot their organizations to maximize performance. Discussion topics include culture, employee engagement and driving portfolio performance. The state of the investment market will be covered during the Summit as well.

“The Secret Life of Leasing,” hosted by a team of student housing all-stars, will illuminate how to market and lease a portfolio in less than a year. Attendees will learn about best practices for content creation and management for student housing websites, brands, ILS strategies and integrating customer service with technology for a seamless customer experience built around their technology platforms.

Presenters and panel leaders are industry experts from RealPage and its clients, including:

- Whitney Kidd – RealPage VP, Student
- Keith Dunkin—RealPage SVP, Asset Optimization
- Ryan Kimura—RealPage Industry Principal, Axiometrics®
- Andrew Bowen—RealPage Industry Principal, Asset Optimization
- Taylor Gunn—VP of Research & Analytics at CA Ventures

For more information about RealPage Student Revenue Management, please go to <https://www.realpage.com/student/asset-optimization/#studentrev>.

## About RealPage

RealPage is a leading global provider of software and data analytics to the real estate industry. Clients use its platform to improve operating performance and increase capital returns. Founded in 1998 and headquartered in Richardson, Texas, RealPage currently serves more than 12,200 clients worldwide from offices in North America, Europe and Asia. For more information about the company, visit <https://www.realpage.com>.

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