

# Analytics<sup>®</sup>

Innovation Engineering Profit





# OVERVIEW

**Since F9Analytics inception, we have been focused on developing varying forms of predictive analytics - before it was in vogue.**

**Fundamentally, we understood the importance of analytic price management in financial performance. We lived it.**

**As institutional investors, we recognized the disconnect between price management at acquisition, and price management during operations. Where the former adhered to the rigors of price management, the later was loosely managed and allowed for price leaks.**

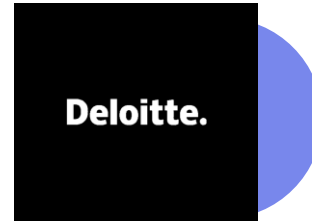
**At F9Analytics, our predictive pricing software delivers on our vision of pricing performance, empowering real estate companies with the necessary algorithms to leverage price to generate excess operating returns - be it in commercial or multi-family residential.**

# PRICE MANAGEMENT PROBLEM SOLVED



## **MOST EFFECTIVE WAY TO INCREASE PROFITS**

“Pricing right is the fastest and most effective way for managers to increase profits”



## **YIELDING AN ROI BETWEEN 200 AND 350 PERCENT**

“Research shows that price management initiatives can increase a company’s margins by 2 to 7 percent in 12 months—yielding an ROI between 200 and 350 percent”



## **A STRONG CASE FOR INVESTING IN PRICING AND REVENUE OPTIMIZATION**

“A new generation of information technology provides the information and algorithmic power needed to analyze and exploit market opportunities”

# A NOVEL FOCUS

## ON PRICING PERFORMANCE

- Proprietary pricing algorithms are core to solution
- Vertically integrated cloud technologies that execute real-time pricing
- Enterprise Price Management that generates performance for broad market

## AND EXCESS RETURN AS OPPORTUNITY

- Research establishes price management as a key business initiative whose ROI yields companies 200 to 350 basis points \*
- Leveraging price influences economic behavior by solving transactional sticking-points in real time thereby increasing demand
- Profit-first algorithm design translates to abundant near-term opportunities under fair competition enforcement actions \*\*

\* McKinsey & Company: The power of pricing, Deloitte: Getting Pricing Right

\*\* F9Analytics®: rental performance algorithms were designed as competitive legal alternative to traditional revenue management



# THE AI HYPE

**"Our company's  
artificial intelligence  
will..."**





**YET... EVERY COMPANY USES  
THE SAME ALGORITHMS**

**So, what makes  
your data-scientists  
any better?**



# F9ANALYTICS OWNS THE ALGORITHMS



**“We own the IP.**

It’s our novel pricing algorithms in applied mathematics that make these solutions possible”



**THE DIFFERENCE IS THE  
ALGORITHMS...**

**... IT'S THE MATH, STUPID**

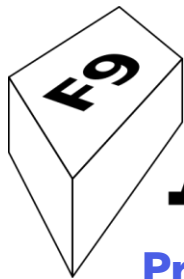




**OUR DISCOVERIES  
IN APPLIED MATHEMATICS  
DON'T NEED YOUR METHODS**

**NEWTON, JACOBI, AND  
GAUSS**

# OWN THE ALGORITHMS, OWN THE MARKET



## Analytics<sup>®</sup>

Price Management algorithms  
cover the investment market



“ BY LEVERAGING PRICE, WE INFLUENCE ECONOMIC BEHAVIOR THAT DRIVES PERFORMANCE ”



# HISTORY OF PRICING ANALYTICS



**1990**

Advent of ARGUS and proliferation of Excel Spreadsheets as a core analytic pricing tool.

**2000**

Excel Spreadsheets dominate corporate decision making in the pricing of real assets.

**2010**

Excel continues to dominate corporate decision making. **F9Analytics begins quest to modernize the algorithmic pricing process.**

**2021**

**F9Analytics unveils first commercial real estate price management software during pandemic focused on yield management.**

**2024**

**F9Analytics unveils first multifamily residential price management software focused on enterprise profit management.**



# KEY TAKEAWAY

“It takes time and rigor to bring long-term vision to reality”



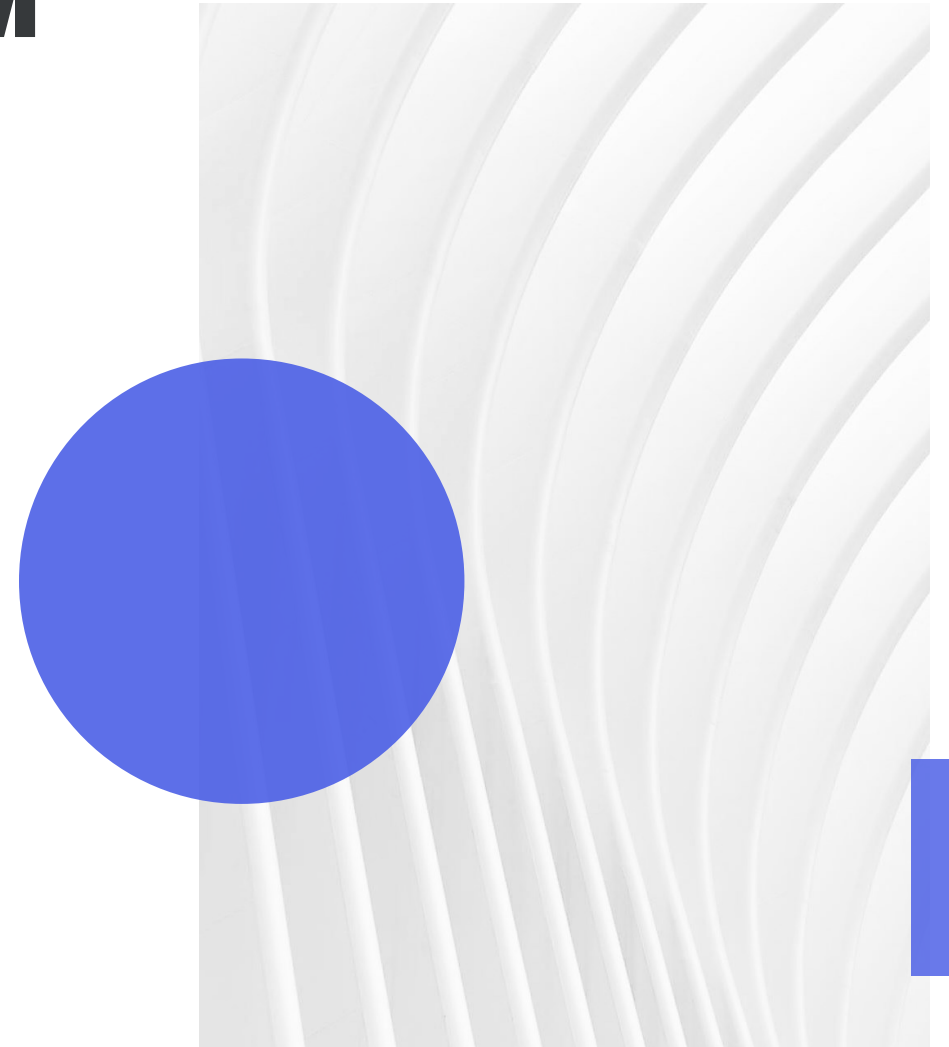
# READY TO PERFORM

At F9Analytics, our vision to empower investors has taken form, with superior pricing technologies that transform static operations into dynamic profit centers.

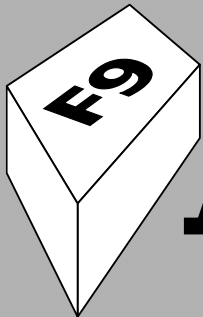
Our long-term commitment to research and development in real estate price management has synthesized into the solutions we envisioned - ready to help investors generate excess returns by leveraging the economics of price.

In our continuing effort to maximize return potential for customer investments and advance decision making that leads to increased performance, we would like you to consider our price management technologies.

Together, we can transform static operations into a dynamic model of increasing performance.



Thank you,



**Analytics**<sup>®</sup>

