



CUSTOMER CASE STUDY

Avanti Residential: Leveraging REBA's Data Foundation for Smarter Pricing

How a Fast-Growing Owner-Operator
Cut Days Vacant by 9% and Unified
Pricing and Reporting Across the
Portfolio



ABOUT THE CLIENT

Avanti Residential is a national owner-operator managing approximately 11,500 apartment units across Colorado, Arizona, Florida, Kansas, Missouri, Utah and Tennessee. The company has experienced significant growth over the past 18 months, expanding its portfolio through acquisitions and a new fee-management partnership, which added 24 communities and 3,600+ units in Colorado, Florida and Utah.

Gibson Sweet, Director of Revenue Management, joined Avanti four years ago. He oversees pricing strategy, revenue analytics and manages the company's REBA platform implementations.



BY THE NUMBERS

11,500

Units Under Management

95%+

Portfolio on REBA Rent

9%

Decrease in average days vacant



THE CHALLENGE



As Avanti scaled rapidly, Gibson faced three interconnected challenges:



Building on-site team confidence in pricing

Confidence in pricing recommendations is critical to consistent leasing execution. As Avanti scaled, it became increasingly important for on-site teams to understand the factors influencing rate movement so they could communicate pricing clearly and act decisively. When pricing is easier to interpret, teams are better positioned to move with confidence and maintain consistency across the portfolio.



“Confidence in the recommendation matters. The clearer the logic behind the rate movement, the easier it is to communicate and act accordingly”

– Gibson Sweet



Lagging responsiveness in a softening market

In markets facing elevated supply, heavy concessions and flattening rents, Avanti needed a revenue management tool that looked ahead. Gibson noted that competing platforms were occupancy-focused, often reacting slowly when leasing exposure began to climb. REBA's exposure-based, forward-looking model gave teams earlier signals to course-correct before vacancy loss set in.



Fragmented data across a growing tech stack

With a growing technology ecosystem that included several operational platforms, Avanti saw a clear need for more centralized reporting. While each platform offered valuable reporting within its own area, bringing that information together was essential to capturing the bigger picture across the portfolio. Producing weekly reporting often required pulling data from multiple systems and manually consolidating it, creating a time-intensive and inefficient process.

THE SOLUTION: REBA RENT + REBA BI



Pricing transparency that teams understand

Since piloting REBA Rent and rolling it out across more than 95% of the portfolio in August 2025, Avanti's on-site teams have developed greater confidence in their pricing process. The intuitive dashboard makes rate direction easy to interpret, including for users who are newer to revenue management.



“For our on-site teams, simplicity matters. REBA makes pricing easier to understand, which reduces hesitation and allows teams to stay focused on leasing and resident experience.”

– Gibson Sweet

Gibson credits the model’s clarity as a key advantage. Clear visibility into the factors influencing rate movement helps managers better understand pricing recommendations and communicate more confidently at the site level.





Proactive, exposure-based pricing

REBA Rent's exposure-based model helps Gibson get ahead of softening demand by providing earlier visibility into changing leasing conditions. By the time on-site teams feel pressured by slow leasing velocity, mounting expirations, or rising skips, REBA has already begun adjusting pricing in the appropriate direction.



"One of the biggest advantages of an exposure-based approach is that it begins signaling as soon as conditions start to shift. By the time a concern is raised at the site level, REBA has often already started adjusting pricing, which gives us more time to assess the trend and respond appropriately."

- Gibson Sweet



Unit-level overrides and flexible parameter management

Gibson uses REBA Rent's unit-level override capability to make targeted pricing adjustments without changing the broader floor plan strategy. That flexibility helps Avanti stay aligned with the model in most cases, while still addressing individual units when leasing conditions call for a more tailored response. He also reviews key parameters such as exposure and leasing velocity thresholds periodically to align with seasonal demand shifts, while generally relying on the platform's standard settings.



"The unit-level overrides are a big advantage because they allow us to stick to the model. In the past, one stale unit could lead to a broader pricing change that we didn't really want, especially during seasonal transitions. With REBA, we can address the specific unit in front of us without impacting other availability."

- Gibson Sweet



Reba BI: data at the speed of curiosity

REBA BI has become Avanti's central reporting hub, replacing a fragmented process that once required multiple system logins. Gibson has built custom dashboards and Power BI reports that combine REBA Rent, Yardi and Funnel CRM data, making it easier to answer operational questions.

This flexibility also allows Avanti to explore more targeted questions across the portfolio, from delinquency trends and lead conversion to marketing performance and renewals. Gibson has used REBA BI to create reusable dashboards and templates that help the team investigate niche questions more quickly and turn one-off analysis into repeatable decision-making tools.



RESULTS & IMPACT

Multiple hours saved weekly

Gibson built an automated weekly watch-list report by enhancing REBA Rent's standard summary reporting with additional insights such as lead and tour volume, renewal performance and projected occupancy by floorplan. He then used that output in a standardized reporting workflow to generate a branded weekly watch-list report. What had previously required manually pulling and reconciling data from multiple platforms is now a more streamlined process, saving an estimated 1–2 hours per week with room to expand over time.



“Creating a weekly watch-list report was something that absolutely would not have been possible without REBA. It literally took me a day to put the whole thing together, and now I am producing better reporting in a fraction of the time.”

– Gibson Sweet

Average days vacant cut by 9%

Following implementation, average days vacant decreased by approximately 9%, indicating faster lease-up and reduced vacancy exposure. While this reflects an observed before-and-after trend rather than a controlled study, the results align with Avanti's experience using REBA Rent to identify opportunities earlier, apply targeted adjustments and execute more proactively.

Portfolio-wide team adoption

Access has been extended to all community managers and the full operations team. Gibson is now formalizing a structured learning path in REBA Academy to drive more consistent usage of key reports across the portfolio.



“Because we were already set up with REBA BI and had that strong data foundation in place, it really felt like we could just turn REBA Rent on and go. The settings were there and it was ready to use.”

— Gibson Sweet

Dramatically smoother onboarding

As Avanti continues to expand its footprint, REBA Rent’s implementation process stands out for its efficiency and ease. Onboarding is structured to ensure data is properly connected, validated and configured, but it avoids the heavy lift and long timelines often associated with competing platforms.

For teams already using REBA products, the process moves even faster. With a trusted data foundation already in place, teams can get up and running quickly and start seeing value sooner.





LOOKING AHEAD

Gibson strives to support more consistent platform fluency across the portfolio. With a more centralized reporting environment now established, Avanti is positioned to continue deepening its use of REBA to support proactive, data-informed decision-making at scale. It also creates an opportunity to build stronger data fluency across the organization, giving team members at every level the tools to put data at the forefront of day-to-day decision-making.



"Having the keys to REBA is incredibly valuable because it puts the data we need at our fingertips and makes it possible to quickly build out ideas and reporting tools that might not have been practical before."

— Gibson Sweet