

# Multifamily Tech Stack Checklist

*You Can't Optimize What You Can't See*

Is your tech revealing the full picture — or hiding it?

Use this checklist to spot gaps that could be draining your NOI.



## Can You Trust Your Pricing?

No black boxes. Just clear, explainable strategy.

- ☐ Transparent logic behind every price
- ☐ Built-in override tracking
- ☐ Empower teams to justify pricing with clarity
- ☐ Comps inform your strategy- they don't dictate it.



## Is Your Tech Slowing You Down?

Visibility's useless without speed.

- ☐ Daily pricing recs, zero lag
- ☐ In-platform approvals & overrides
- ☐ Supports your pricing cadence — never slows it
- ☐ Communicate updates in real time



## Are Your Systems Talking?

Own your data. Control your strategy. Vendors should never share your data. Period.

- ☐ Real-time sync: pricing, availability, and lease terms
- ☐ Seamless PMS connection: direct data, no lag
- ☐ Built-in comp insights: public market data, right where you need it



## Can You See the Whole Portfolio?

Property-by-property doesn't scale.

- ☐ Dashboards show pricing, occupancy & risk at a glance
- ☐ Drill down by region, asset, or floor plan
- ☐ Compare across markets or property types
- ☐ Spot trends, outliers & opportunities instantly



## Do You Own Your Data -or Just Rent It?

Real optimization starts with control.

- ☐ You own 100% of your data
- ☐ No sharing with other operators or platforms
- ☐ Built-in compliance with fair housing & pricing regs
- ☐ Privacy & security baked in — not bolted on

## If You Said "No" to Any of These...

Disconnected tools and blind spots are costing you revenue.

Modern revenue management software should:



Centralize your data



Make pricing transparent



Streamline workflows



Empower your team to act — fast

## Want the Full Checklist?

See how Rentana gives you real-time visibility across your entire portfolio.



[Book a Demo](#)