

Dynamic Pricing:

The Secret Sauce to Maximizing Parking Revenue

HAH Parking's true dynamic pricing engine adapts in real time boosting NOI, ROI, and cash flow with zero extra effort.

Traditional parking rates are fixed but parking demand changes by the hour. With static pricing, you're either leaving money on the table during peak times or driving customers away when demand is low.

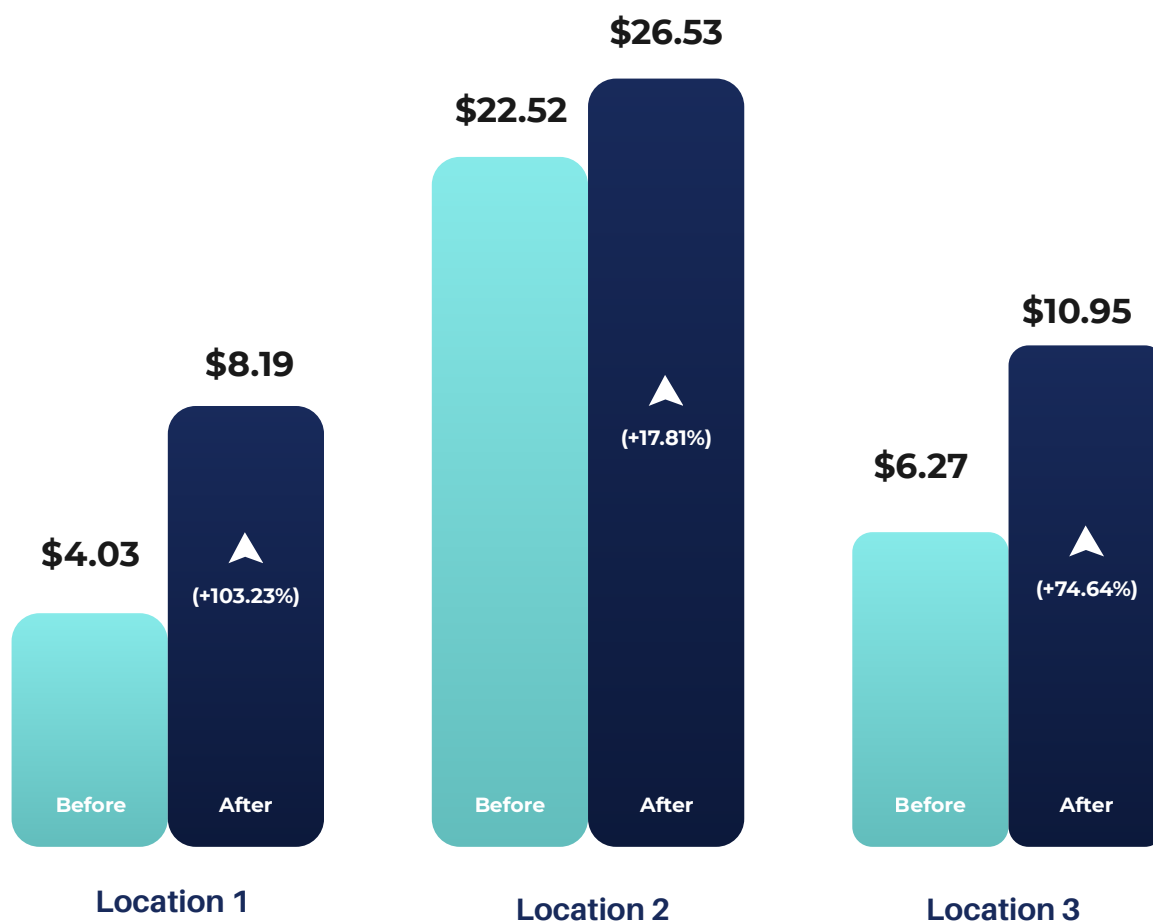
That's where HAH Parking's Dynamic Pricing Engine comes in. Our algorithm adjusts rates inside your lot in real time, so two cars entering the same lot minutes apart may pay different prices based on occupancy and demand.

Once it's set up, you don't need to lift a finger. The system runs automatically, and if adjustments are needed, our team will proactively optimize for you.

Proven Results With Our Clients

Higher Revenue Per Transaction

Dynamic pricing ensures every parker is worth more. At Location 1, the average ticket more than doubled without changing lot size or adding new expenses



Proven Results With Our Clients

Higher Total Revenue

Dynamic pricing unlocks real income growth. Even with the same lot footprint, total revenue surges when rates are optimized in real time.

Location 1



↑ (+67.56%)

Location 2



↑ (+25.62%)

Location 3



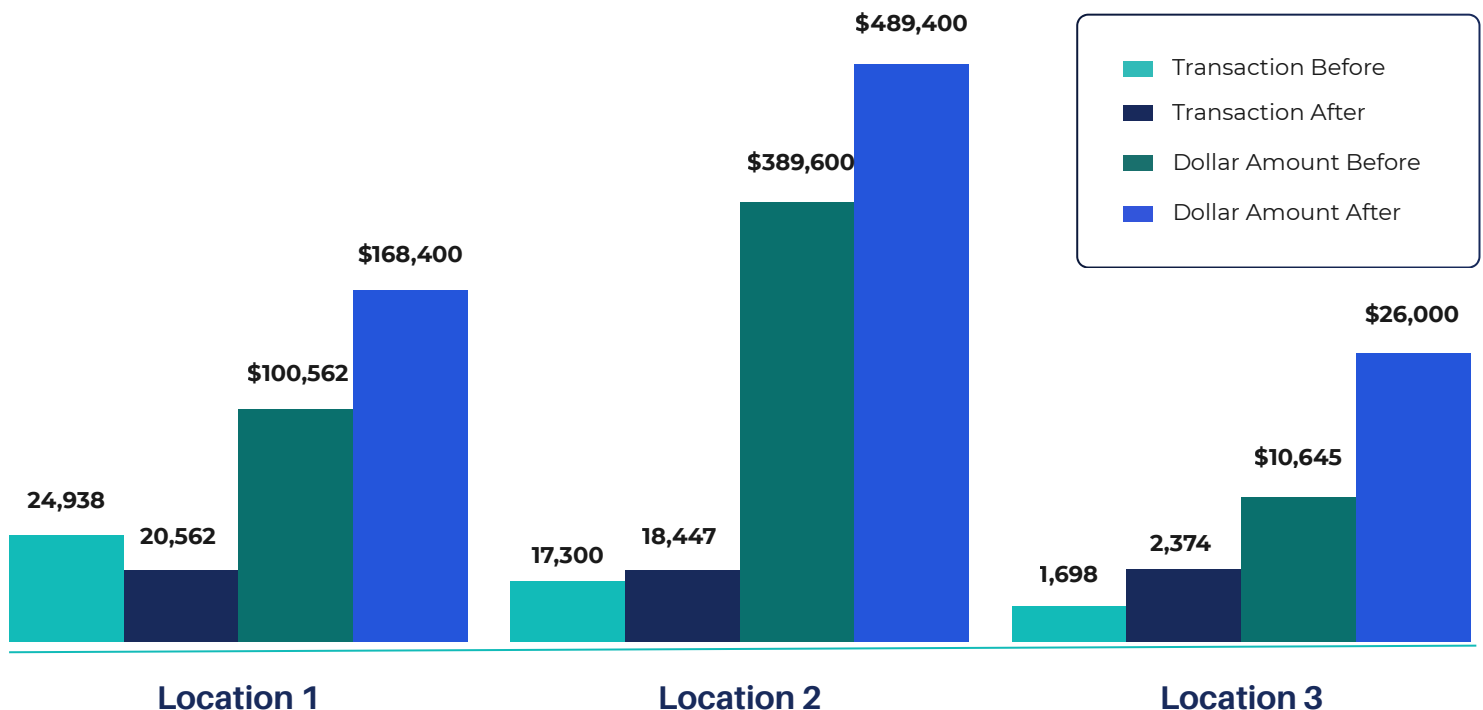
↑ (+144.25%)

Proven Results With Our Clients

Transactions vs. Revenue (The Volume Myth)

Transactions don't always tell the whole story. At Location 1, the number of tickets dropped by nearly 18%—yet total revenue still jumped almost 70%. That's the power of dynamic pricing: capturing more value per car.

On the flip side, **Location 3** shows that even as prices rose by more than 70%, demand didn't slow. In fact, transactions climbed by nearly 40%, proving that higher rates don't always reduce traffic when demand is strong.



Dynamic pricing adapts to demand in real time. Whether volume goes up or down, the result is always the same: higher NOI, stronger ROI, and more cash flow.



**Smarter Parking
Stronger Returns**

Ready to Unlock Your Lot's Potential?

Dynamic pricing is the proven way to maximize NOI with no extra work. Let us show you how much your lot could be worth.

Ready to see what dynamic pricing can do for your lot?

Book a call with our sales team today

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