RATE YIELD

Your automated Revenue Management Software

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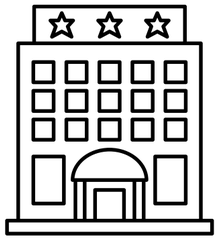
01.

INTRODUCTION

A brief history of Rate Yield

START-UP STORY



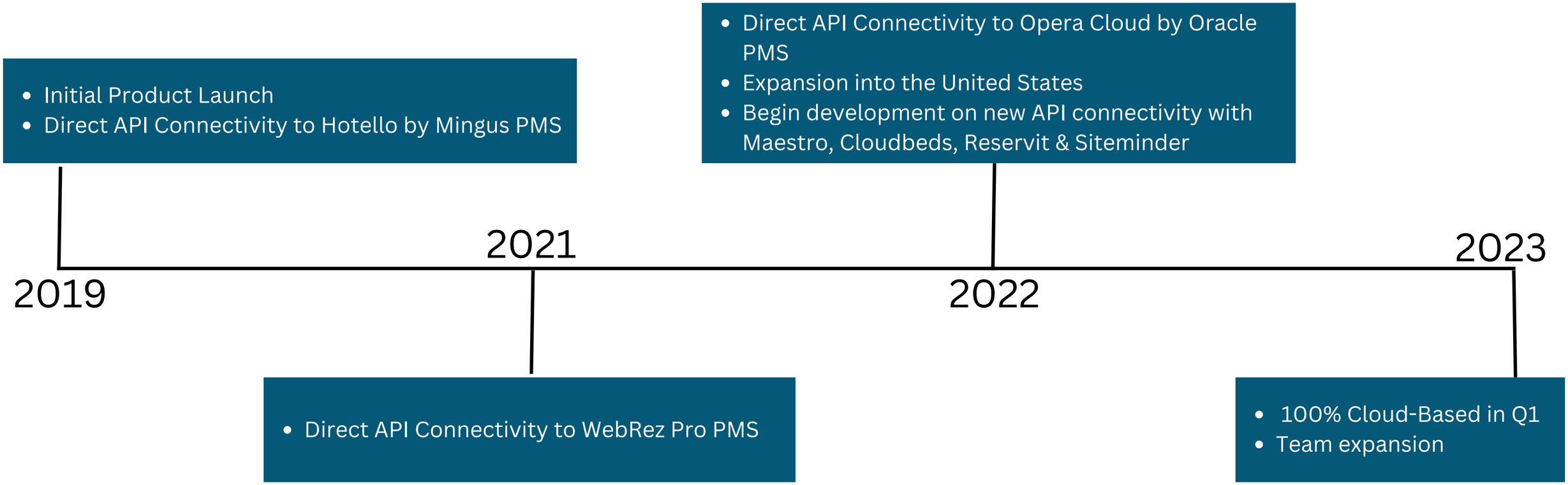
Rate Yield was created in 2019 by Marc Bertrand, a Revenue Management consultant with over 30 years of experience within the field. Marc has been operating his consulting firm since 2014 helping over 100 properties in Canada and the United States. At the request of several clients wanting to implement automated pricing for their business, he opted to create an RMS software that would operate with AI. Given his extensive and broad experience stemming from global hotel companies as well as several independent hotels, he was able to develop and implement an RMS that is highly performing and flexible, thus allowing each property to adapt the parameters to their individual needs.

Since it's inception, Rate Yield has undergone several product enhancements in order to provide the most complete system for small mom-and-pop properties to large, city center hotels.

One key element of our mission statement is to remain competitive, affordable and to make this RMS technology accessible to every property.

RATE YIELD

RATE YIELD PROJECT HISTORY



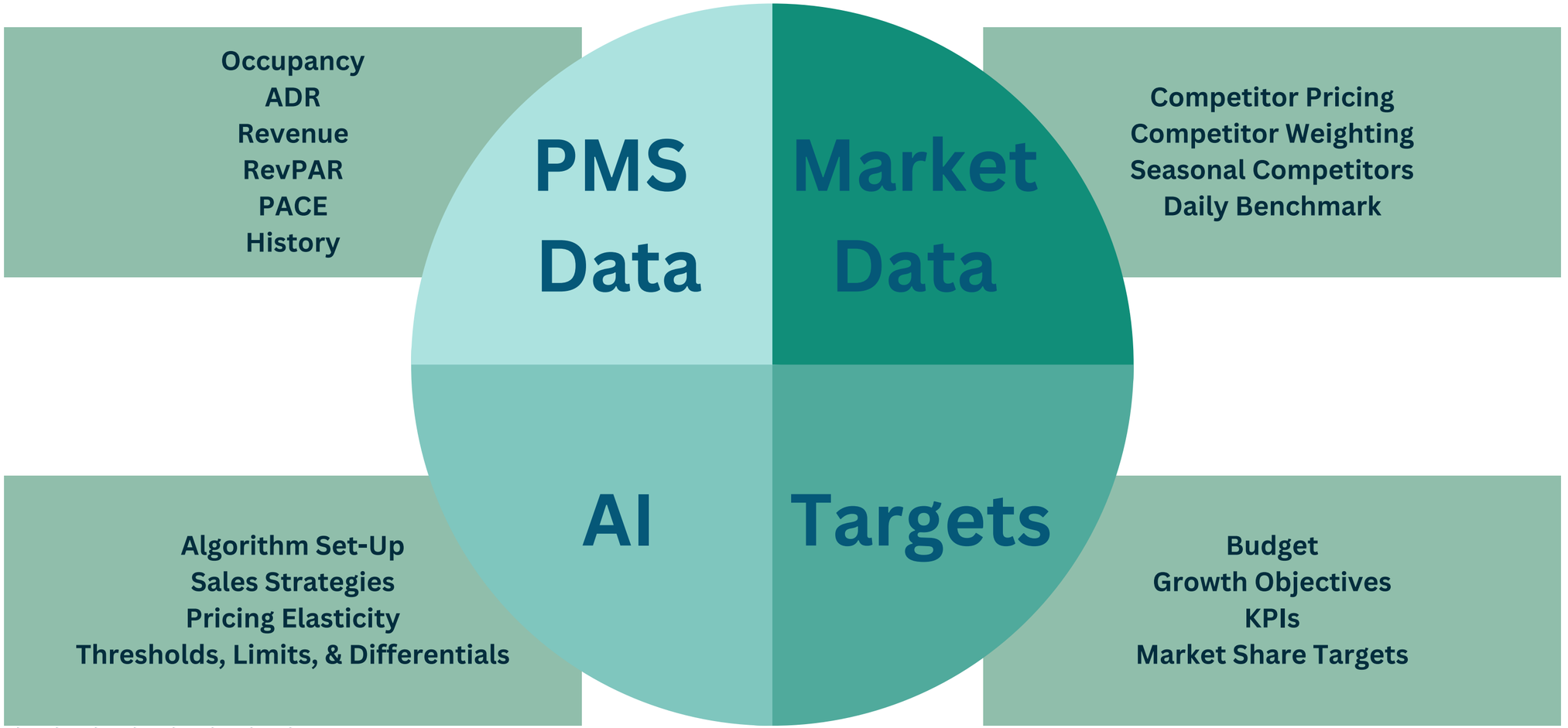
02.

WHAT IS AN RMS?

And what is Rate Yield?

RATE YIELD

HOW IT WORKS



IMPACT ON PROFITS

Industry Standard 5%–20%

Example Percent Impact on Revenues	**5%**
Projected Additional Profit	**$181,674**

Current Performance		**Projected performance with RMS integration**	
Rooms Available	100	Rooms Available	100
Annual Occupancy Rate	65%	Annual Occupancy Rate	65%
Annual ADR	$175	Annual ADR	**$183.75**
Annual Room Revenue	$4,151,875	Annual Room Revenue	**$4,359,469**
Annual RevPAR	$113.75	Annual RevPAR	$119.44
GOP Ratio	20%	GOP Ratio	23%
Estimated GOP	$830,375	Estimated GOP	**$1,012,049**

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SUCCESS STORIES

Rate Yield allows the property to determine its comp set and to configure the algorithm specific to the property guidelines. Once the strategy is in place, the robot takes over, but we still feel like we are in charge. And most importantly, the support is fantastic!

-Manoir D'Auteuil, 33 rooms

After a temporary closure of more than 2 years due to the pandemic, Rate Yield helped us to quickly gain back our market share with intelligent optimization of our pricing, without historical data. We are thrilled to continue working with this solution and we anticipate another excellent year due in large part to this great technology. Thank you Rate Yield!

-LHotel Montréal, 56 rooms

Whether it's low season or high season, Rate Yield does what it needs to do to grow my market share and keep my hotel full. This is all while growing my ADR on the books by 20% on average.

-Auberge les Bons Matins, 17 rooms

03.

BENEFITS OF RATE YIELD

Grow profits with confidence automatically.

GROW PROFITS

Rates are modified in accordance with the market and your own performance

Weight competitors by season or day of week

Remove bias from pricing and rely on AI to analyze trends in real time

Optimize room type differentials

Optimize rates against different booking windows

Adjust your strategy depending on your pick up

RATE YIELD

WITH CONFIDENCE

Set minimum & maximum rate thresholds

Control the influence of your competitors on the algorithm with weightings

Run displacement analyses on group quotes

Override the rates on any given day if required

Track your performance against your budget goals

A dedicated support team to respond to your questions or concerns

RATE YIELD

AUTOMATICALLY

Rates are optimized throughout the day in real time

Rates are loaded for 365 days

Work with our revenue managers to set up your strategy

Automated competitive price shopping from different sources

Integrate your budget and forecast

Reports emailed directly to you daily

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THANK YOU

Have any question?

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