

## PRICING PROBLEM? ☒ YES

### What does it mean to select YES to my Pricing Problem on my BLUESHIFT?

It means that the rent algorithm is **not** working for your property altogether, or for select certain unit types. We need to find out **what is not working**, so we can figure out **how** to improve the rent algorithm.

### If selecting 'YES', you have already:

- Addressed your controllable items that impact the rent algorithm  
(Market Survey updated and one vacant ready, at a minimum)
- Reviewed the Rent Change Reasons (table displayed in the Blueshift)
  - You can also see the unit type Rent Change history by clicking on the unit type
  - Please keep in mind when discussing rents for the pricing algorithm, we are looking at pure base rents which are the amounts displayed on the Rent Change Reasons table  
(Base rents are the unit type pricing before any unit amenity charges)
- Filled out the text box with the following:
  - Unit Type code you want to change  
(Example: 1a10 instead of the name "The Capital")
  - Reason(s) you disagree with the algorithm's stated reasons.  
We are looking for objective reasonings that can refine the rent algorithm

### What happens after the BLUESHIFT is created?

- The information entered in the text box will automatically post to Slack in the **#rent-algorithm** channel by @Bluebot and will ping the @algorithm.
- Candace will respond to you via a thread in that channel on that post. She may ask several questions and need to discuss the problem with you to gather objective data that can be incorporated into the rent algorithm.
- Candace will consult with Brad to make the adjustment to the rent algorithm

### Why do we do it this way?

Your success is our success. Our working goal is to provide a data-driven rent algorithm that consistently sets your pricing where it needs to be. We want to avoid manual manipulations of rents that are essentially a result of a flaw in the pricing algorithm.

**We want to fix it, not band aid it!**

## What if my pricing is good, but I want to request a special?

There are two types of specials available upon request:

- **Bluelight Special:** Applied by unit type and does not have a move in requirement, meaning vacant and notice units are eligible. This special will activate the Bluelight amenity charge found on each unit within that unit type to recoup the special over the course of the initial lease.

To learn more about the Bluelight Special, search '*Guide to Understanding How the Rent Algorithm Works*' in BlueU

- When submitting this request, please include the unit type code and the amount of the special to apply
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- **Stagnant Unit Special:** Unit specific and will require a Move-In By Date (maximum 3 weeks from current date). Units that are eligible for this special need to meet the criteria of being vacant at least 30 days and be vacant unrented ready.

If the unit you are requesting a stagnant unit special for is upgraded, you will need to denote that.

- When submitting this request, please include the unit numbers, amount of special & Move-In by Date, along with the denotation if the unit is upgraded

**IMPORTANT:** The applicants Move in Calculator should be saved at the time the application is approved, in order to avoid being impacted by any changes to existing specials.

**Specials are non-transferrable.** For applicants to be eligible for a special, they must be assigned to an apartment that has an active special. If there is a Move in By Date restriction, they must move in by that date. Should the applicant be assigned to a different apartment at a later date, he/she is only eligible to receive a special if there is one that is currently active and available on that apartment on the date they are reassigned.

To Understand more about the Rent Algorithm, check out the training materials in BlueU!