

# dynamic pricing

use game-changing dynamic pricing software to achieve market driven pricing and maximize parking revenues

Pricing your parking facility exactly right to get maximum capacity and yield can be a headache. Dynamic pricing is simply the economics of supply and demand in practice – adjusting the price of parking as demand changes.

Frogparking's revolutionary parking management platform measures occupancy and adjusts pricing based on a preset formula. Parking sensors recognize when a parking space is occupied, reporting that information to a central database via Frogparking's software. The software continuously monitors occupancy levels for a parking facility or on-street zone, and automatically modifies pricing in real time. The system also includes signage at facility entrances informing drivers how much parking costs and how many spaces are available at that moment. The pricing suite can manage parking areas of any size, from individual parking facilities to parking companies with multiple facilities. For example, when your facility is reaching full capacity, parking spaces are more scarce and therefore you could charge a premium for these last few spaces. But, when your facility is empty, you could lower your price to entice more people to park in your facility.


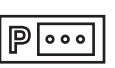


Frogparking has the tools ready to rock when you are! **Start earning more money now!**

## Key advantages:

- ✓ The dynamic pricing system helps parking providers **realise the true value of their parking real estate**
- ✓ No need to manually change your rates or analyse what your rates should be, the software does this all for you and automatically changes the rates
- ✓ Integrates with Frogparking's variable message signage, mobile app and approved parking pay on foot machines
- ✓ Proven to maximize revenues at an impressive rate
- ✓ Rapid system payback
- ✓ Set prices prior to events and busy periods to maximize revenues
- ✓ Simple to implement, use, monitor and adjust



## How it works:

- 1 Install sensors in each space to monitor utilization 
- 2 Install live dynamic signage at entrance 
- 3 Set your occupancy price thresholds 
- 4 Car park users pay on the app or pay-on-foot machine 
- 5 Watch your revenues grow! 