



Transparency Sells: Using All-In Pricing to Stand Out in a Crowded Market

April 2nd, 2026 | and [Jay Harris](#)

Wednesday, May 6th

Transparency Sells: Using All-In Pricing to Stand Out in a Crowded Market

10:50 AM – 11:30 AM

Main Stage

Description

As fee transparency laws expand, marketers (not just operations) are now responsible for how pricing is communicated to renters. This shift presents a unique opportunity to use all-in pricing as a marketing advantage that builds trust, strengthens brand credibility, and improves lead-to-lease performance.

In this session, industry leaders will share real-world strategies, messaging examples, and case studies showing how transparency can drive differentiation in a crowded market. Attendees will leave with actionable takeaways for consistent cross-channel communication, creative campaign ideas, and scalable automation tactics that make transparency both effortless and effective.

Speakers

Allison Nesbitt, Zumper, VP of Solutions & National Sales

Ryan Perez, Capital Square Living, Executive Vice President

Co-speaker

Jessica Romero, Rangewater Real Estate, Director of Strategic Marketing

Jay Harris, Hudson Cook, LLP, Partner