



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

May 6, 2026 | [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

Hudson Cook, LLP provides articles, webinars and other content on its website from time to time provided both by attorneys with Hudson Cook, LLP, and by other outside authors, for information purposes only. Hudson Cook, LLP does not warrant the accuracy or completeness of the content, and has no duty to correct or update information contained on its website. The views and opinions contained in the content provided on the Hudson Cook, LLP website do not constitute the views and opinion of the firm. Such content does not constitute legal advice from such authors or from Hudson Cook, LLP. For legal advice on a matter, one should seek the advice of counsel.

[SUBSCRIBE TO INSIGHTS](#)



HUDSON COOK

Hudson Cook, LLP is a national law firm representing the financial services industry in compliance, privacy, litigation, regulatory and enforcement matters.

7037 Ridge Road, Suite 300, Hanover, Maryland 21076
410.684.3200

[hudsoncook.com](https://www.hudsoncook.com)

© Hudson Cook, LLP. All rights reserved. Privacy Policy | Legal Notice
Attorney Advertising: Prior Results Do Not Guarantee a Similar Outcome

