

WHY SELL PARKING ONLINE?

Incremental parking revenue increases NOI.

Leverage Ocra's team of parking demand channel experts to get up and running with selling parking at the best rates with almost zero effort.

What are "consumer parking demand channels"?

In areas where parking is in high demand or difficult to find, millions of consumers use **mobile apps or websites** to reserve and pay for a spot ahead of time.

By listing an easily configurable percentage of your parking inventory, Ocra will help you capture consumer demand for **airport parking, event parking, downtown parking**, and more.



Ocra has built and constantly maintains integrations with the leading demand channels so that asset owners and managers experience the **upside from day one**.

Ocra is risk-free.

Get started on a per-location basis. We'll generate traction, analyze the data, and partner with you to optimize pricing – that's 99% of the workload off your plate!

Ocra is fast.

Through Ocra's platform integrations and partnership network, you can plug into multiple channels at once in *significantly* less time than it takes to set them up individually.

Ocra maximizes NOI.

We leverage our enterprise portfolio and partnerships with demand channels to get you better commissions so that you can maximize your NOI per location.

Ready to unlock a new revenue stream?

info@getocra.com | 847-644-2827

FOR ASSETS WITH PARKING OPERATORS

Increase parking revenue with new parking consumer demand channels.

Parking represents a lucrative revenue stream for asset owners. Increase NOI by adding new demand channels without piling extra work onto your, or the parking operator's, plate.

What is "centralized demand channel management"?

Many consumers use mobile apps or websites to find and book their parking space hours, days, or even weeks ahead of when they need it.

Listing parking inventory for your locations on these channels attracts customers and activates an ancillary revenue stream.

But as you add more channels, you have more platforms to log into every day, and more siloed data sources to handle.

Ocra builds **custom integrations with demand channel partners** so you can manage your parking rates, inventory, blackouts, and reporting across all channels, all in one place.

Scale Fast

Add new channels to create a wider funnel of consumers who can pay to park at your locations, and only pay commissions based on revenue earned.

Save Time

Adjust pricing and inventory across infinite demand channels within Ocra's centralized control panel.

Maximize Yield

Leverage our massive unique data sets and our team's deep expertise to optimize rates based on demand.

Our integration partners include:



AIRPORT PARKING
RESERVATIONS.COM

Ready to learn more?

info@getocra.com | 847-644-2827

FOR ASSETS WITHOUT PARKING OPERATORS

Monetize your parking assets to unlock a new revenue stream.

Parking assets can still be lucrative, even without a parking operator. Use Ocra to configure and manage consumer demand channels for these assets, even if it's just a few spaces.

Position your assets competitively.

Win in the online demand space with a mix of parking expertise, sophisticated software, and real-time analytics.

Lower your customer acquisition cost (CAC).

Use online demand channels to create repeat customers without spending thousands on marketing costs.

Diversify your revenue streams.

By opening up multiple revenue channels, you can remove dependencies on individual companies.

Do I need to have a parking operator managing my inventory in order to work with Ocra?

No. You'll see equal upside from using Ocra at locations that are managed by parking operators as ones that aren't.

Ocra builds complex, custom integrations with technologies that connect customers with available parking spots (called "consumer demand channels").

This means that your parking spaces can be listed on those apps and websites for consumers to buy – and all rates can be managed centrally through Ocra.

We sit between the channels and your team to start monetizing your parking assets and earning ancillary revenue.

Our integration partners include:



On Air
Parking®



AIRPORT PARKING
RESERVATIONS.COM

Ready to learn more?

info@getocra.com | 847-644-2827