

Section III: Property Description

PROPERTY Apartments is located at 3400 PROPERTY Parkway, CITY, ST 90000. The property's location in CITY is just 15 miles northeast of downtown Happy Hills on Interstate 75. A city map showing the property location relative to the city center is **Exhibit A**.

PROPERTY was built as and continues to operate as an entirely residential development. Built in 1985, PROPERTY is comprised of 302 one, two, and three-bedroom garden style apartment homes, which are spread over 32 buildings. These buildings are situated on 11.75 acres or at a density of almost 26 units per acre. For examples of the floor plans and site plan, both part of the property brochure, please see **Exhibit B**. The buildings are constructed of cedar siding with a pitched composition shingle roof. The buildings are well maintained for a community of PROPERTY's age. The community consists of 347,740 total square feet in units as follows:

1x1 – 104 – 960 sq. ft. = 99,840 total sq. ft.
2x2A – 32 – 1032 sq. ft. = 33,024 total sq. ft.
2x2B – 68 – 1162 sq. ft. = 79,016 total sq. ft.
2x2C – 48 – 1330 sq. ft. = 63,840 total sq. ft.
3x2 – 50 – 1435 sq. ft. = 71,750 total sq. ft.

As amenities, PROPERTY features one swimming pool, one lighted tennis court, one fitness center, one playground, and three picnic and barbecue areas. The community also has an on-site laundry center with six washers and six dryers and, adjacent to that building, a one-bay car wash with an auto vacuum. PROPERTY also provides ample parking for all residents and guests with 529 parking spaces, or 1.75 spaces per apartment. The resident profile is a blend of families, singles and couples with children present in more than half of the apartments. Most residents work within 5 miles of their home and the majority are upper blue collar to white collar workers in largely administrative and professional roles. A complete rental criteria and qualifications sheet has been included as **Exhibit C**

PROPERTY currently has seven vacant unrented apartments. The community is fortunate to be able to maintain occupancy at or above 95% throughout the year; there are rarely apartments that suffer extended vacancies. There are, however, four apartments that have been vacant for an extended period of time due to structural leaks. Due to the time involved in troubleshooting, the bidding process, and making actual repairs these four apartments have suffered a notable vacancy loss.

PROPERTY's annualized turnover ratio for the current year is 55.63%. Because of this turnover ratio and a desire to maintain high occupancy, aggressive marketing strategies are paramount. The PROPERTY staff consistently performs outreach marketing in the CITY area by visiting local businesses and schools, distributing flyers, and offering referral bonuses to business owners who refer residents. A sampling of flyers and ads are included as **Exhibit D**. PROPERTY also actively markets a resident referral program to current residents, whereby a current resident who refers a new resident is paid a \$300 referral fee.

PROPERTY's advertising is also prominently featured in Apartment Guide, with a two-page photo spread advertisement, and the property shares a kiosk advertisement at Someplace Mall with three sister properties.

In order to capitalize on drive-by traffic the entrance to the community is kept immaculate at all times, with fresh flowers and paint providing an inviting welcome to PROPERTY. Bootleg signs are kept up to date with current specials and availability and are rotated regularly in order to prevent a "stale" appearance. This community does not utilize permanent model apartment homes. Rather, minimodels are set in make ready apartments, showcasing all of the different available floor plans. A collection of photos is included as **Exhibit E**

The property has a total staff of eight, with four office staff members and four maintenance staff members. The office staff consists of I. C. Success, Community Manager; Gabe Martin, Business Administrator; Sharon Simpson, Leasing Consultant; and Zach Masters, Leasing Consultant. Greg Harmon, Service Manger; Chan Spring, Service Technician; Keith Dawson, Service Technician; and Jim Swell, Groundskeeper, make up the maintenance staff.

- **I.C.** oversees all day-to-day operations of the property, including the leasing efforts, bookkeeping, and turnkey scheduling. He also handles all monthly and quarterly reporting and is the primary point of contact between the property and the corporate office.
- **Gabe** is in charge of posting all rent, paying bills, and monitoring delinquency and expenses. He also assists in mentoring the leasing team and acts as manager in I. C.'s absence.
- **Sharon** is the more organized side of the leasing team. She keeps paperwork in order, inspects apartments prior to move-in, follows up vendor work for successful and satisfactory completion, and keeps track of scheduling. Of course, she combines all of this activity with her primary functions – leasing apartments and providing outstanding customer service.
- **Zach** is the stronger closer on the leasing team. He focuses more on actual leasing and, especially, closing the deal. Where Sharon helps Zach with his paperwork, Zach helps Sharon close the deal and turn prospects into residents.
- **Greg** is the glue that holds the service team together. His focus is on preventative maintenance, distribution of work orders in line with technicians' skills, coordinating punch work, and final inspection of make-ready apartments.

- **Chan** splits time between completing service requests and punching apartments. His strongest skills are in electrical and plumbing work, and, accordingly, these are the service requests he spends most of his time on.
- **Keith**, like Chan, splits time between service requests and punches. Keith's strongest skills are HVAC and appliance repairs, and these are the service requests on which he primarily focuses.
- **Jim** is in charge of maintaining the curb appeal and outside appearance of the community throughout the day. All maintenance staff members work on the grounds pickup first thing in the morning, and Jim's primary focus is on the high traffic areas between the entrance and the office and the office and the show units and amenities. Jim also maintains the appearance of amenities and handles trash removal from vacant apartments.

SAMPLE DO NOT COPY