

OUR PROCESS

ACQUISITION

We source on and off-market deals through a variety of channels, including property owners, brokers, financial institutions and capital providers.

When we identify an investment opportunity, we do a preliminary analysis to determine if the deal warrants further review. During due diligence, we review the local market, demographics, its competition and prepare a pro-forma budget to determine the upside potential from applying appropriate value-add improvements.

VALUE-ADD

Now, the real work begins with the implementation of our value-add plan. Each asset that we acquire is unique and requires us to analyze various improvement options and resulting ROI. We take into account the appearance, brand integrity, desired tenant mix, asset preservation and market conditions to develop a long-term plan that ensures the expenditures are asset specific and provide the biggest impact towards achieving our desired ROI.

Once the plan is established, the following tasks are undertaken:

- Assemble and appoint a redevelopment team
- Negotiate construction contracts
- Refine the redevelopment budget, timeline and dynamic risk-management
- Coordinate upgrades with vacancies to minimize rental income downtime
- Execute the value-add plan and reposition the asset with improved amenities

STABILIZATION

Our in-house property management team provides us with the critical visibility and control over our multifamily portfolio thus allowing us to maximize profitability and value of each property. Essential to success of each property is the right on-site personnel. They are the face of the property and are integral to carrying out the operational component of our value-add strategy.

Upon acquiring a property, we evaluate each team member to determine their fit with our organization. We consider experience and training, attitude and people skills, organization and attention to detail – all traits that we value and consider essential to effectively managing the value-add process for a particular apartment community.

Once the right team is in place, we invest in training them to focus on achieving our mission to:

- Attract and retain quality tenants
- Drive income and stream-line collections
- Reduce expenses

As we execute on these three objectives, we are able to effectively stabilize the asset and maximize its profitability.