

# CASE STUDY



# PROPERTY PERFORMANCE COMPARISON

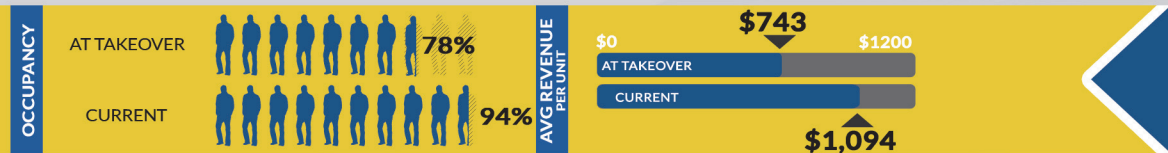
## PROPERTY 1 - Operational and Revenue Strategies

At takeover, the asset was operating below its potential, with opportunities to improve both occupancy and revenue. Through structured management, stronger operations, and systems designed to support leasing and resident retention, we delivered meaningful performance gains quickly.

In just eight months, occupancy increased from 78% to 94%, a 16-point improvement. Average revenue per unit also increased from \$743 to \$1,094, a gain of \$351 per unit or 47%.



This result demonstrates how the right management strategy can quickly strengthen performance and unlock additional value.



The Occupancy has increased **16%**.  
The Average Revenue per Unit has increased **\$351** or **47%**.

## PROPERTY 2 - Repositioning

At takeover, the property was facing significant operational and performance challenges, with substantial opportunity for repositioning. Through a comprehensive 12-month turnaround strategy focused on asset improvements, stronger policy enforcement, elevating resident quality, and implementing professional management systems, we transformed the property's performance.

Within 12 months, occupancy increased from 12% to 95%, representing an extraordinary 83-point gain. During the same period, average revenue per unit rose from \$210 to \$1,407, an increase of \$1,207 per unit, or 570%.



These results underscore the power of disciplined execution, strategic operational changes, and experienced management. By addressing both the physical and operational needs of the asset, we were able to stabilize the property, strengthen performance, and unlock substantial revenue growth in just one year.



The Occupancy has increased **83%**.  
The Average Revenue per Unit has increased **\$1,207** or **570%**.

## PROPERTY 3 - Overall Performance Strategy Implementation

After assuming management, we implemented professional operating systems, stronger procedures, and targeted advertising to improve performance. In 12 months, occupancy increased from 25% to 94%, while average revenue per unit grew from \$421 to \$1,542 — a \$1,121 increase per unit and a 566% gain.



The Occupancy has increased **69%**.  
The Average Revenue per Unit has increased **\$1,121** or **566%**.