# FORGREIT THE ORDINARY



OneElmington.com

What if you could start a world-class property management company from scratch take the best parts from the top companies and mesh them with the latest technology and finest talent in the business?

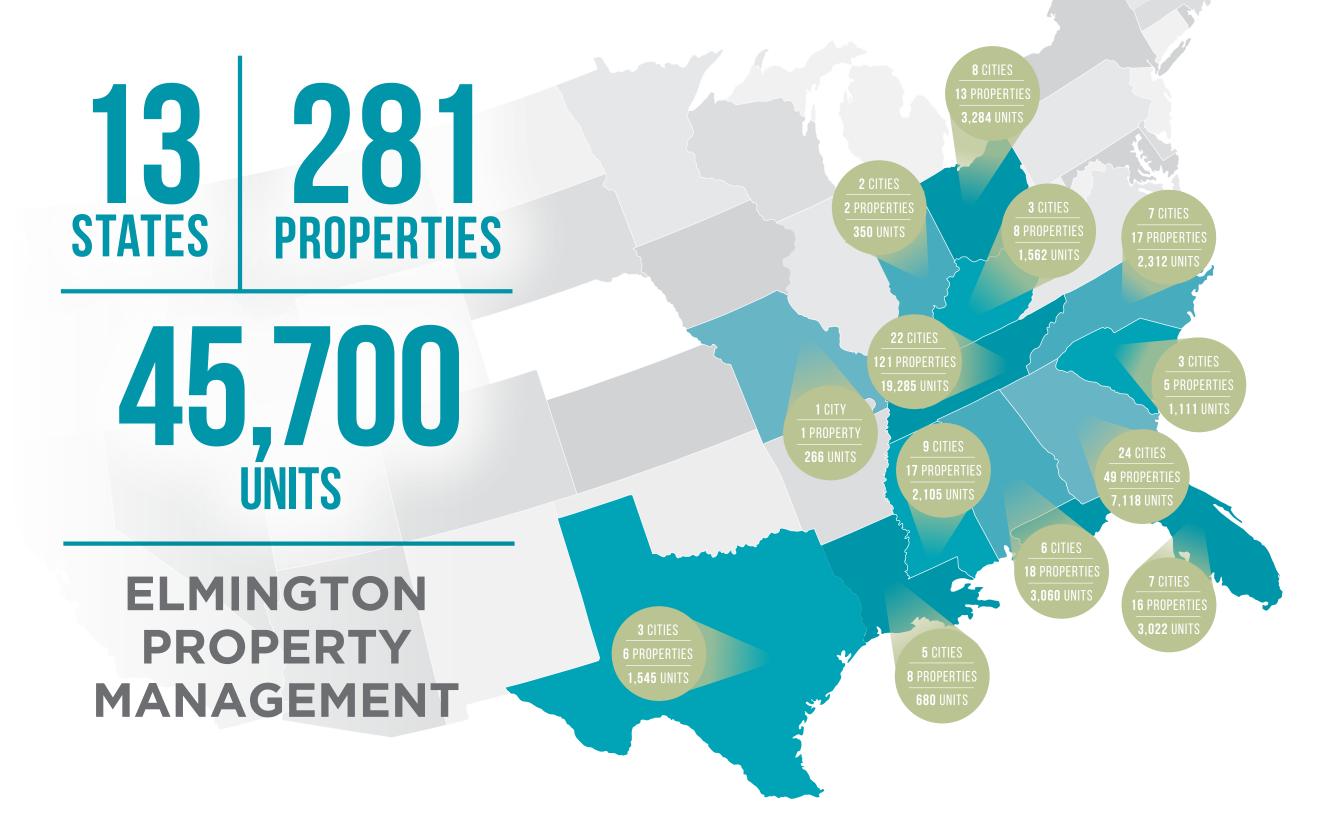
We are a company focused solely on extraordinary results with a flexible approach where identifying, recruiting, training, and rewarding talent is the key to success. Property management is a mature industry, and EPM is reinventing it.

#### CARY ROSENBLUM CEO, Co-Founder

Elmington is a privately owned, multi-faceted commercial real estate investment and development firm headquartered in Nashville, Tennessee.



Our family of companies focuses on multifamily housing through a diverse array of strategic initiatives, such as Conventional, Build-To-Rent, Affordable, and Senior Living. We build, develop, and manage commercial and residential properties, and we have redefined property management software through Fortress.



# WE HAVE YOU COVERED

EPM manages a diverse assortment of multifamily housing in partnership with 61 different owners.

CONVENTIONAL48%AFFORDABLE36%AFFORDABLE SENIOR7%MIXED INCOME6%BUILD-TO-RENT4%

## EXPECT EXTRAORDINARY

Elmington Property Management is far from ordinary.

> Too many times companies fall back into the trap of 'that's the way we've always done it' in property management. Quite frankly, that's unacceptable to us. We settle for nothing less than awesome, and we mean it.

#### FORGET THE ORDINARY

The Elmington team lives by this creed. Our daily focus is on the extraordinary, and we are dedicated to this level of excellence in everything we do.

#### TREAT AMAZING PEOPLE AMAZINGLY

This is a partnership. Ultimately, we show each other what amazing really feels like through acknowledgment, teamwork, and openness.

#### ELEVATE YOUR COMMUNITY

ELMINGTON

Being a part of Elmington Elevates is central to our mission. It is our way of giving back and making sure we all rise together.

#### THINK LIKE AN OWNER

We are committed to providing laser-focus attention to your assets. We make it a habit to think like an owner and manage with this mindset.

#### MOVE PEOPLE ALONG

Our goal is to never burden our overachievers with underachievers. We set expectations, and have the right people in the right positions to succeed.

#### **FRONT STAB**

Front stabbing is all about open communication, honesty, and transparency. We continually seek opportunities for innovation and improvement.

# THE KEYS TO SUCCESS

# FINANCIAL MANAGEMENT



TRAINING

TECHNOLOGY

LEASIN

S OUTREACH

# FINANCIAL MANAGEMENT

Our Property Support Team oversees accounting, accounts payable, compliance, and software support for our communities. Our main focus is to ensure we provide onsite operations with all the support and services needed to be successful.

Owners of EPM-managed properties are experiencing:

- LEVERAGING OF BEST IN MARKET SYSTEMS AND GAAP ACCOUNTING PRINCIPALS
- CUSTOMIZED MONTHLY FINANCIAL
  REPORTING VIA SAGE INTACCT AND AI BOT
  TECHNOLOGY
- FORWARD-THINKING EMBRACEMENT OF TECHNOLOGY SEEKING INNOVATIVE WAYS TO AUTOMATE, EXPEDITE, AND ENSURE ACCURACY OF FINANCIAL PERFORMANCE

# CONSISTENT Palls

BALANCE SHEET INTEGRITY



REPLACEMENT RESERVE FUNDING

## **PROMOTES** GROWTH & DEVELOPMENT

## FOCUSES ON NEW HIRES & INTERNAL PROMOTIONS

## OFFERS CUSTOMIZED TRAINING & LEARNING PATHS



#### EMPLOYEE DEVELOPMENT

Our training resources promote the growth and development of our employees from their initial hire through their advancement within EPM. Using Edge2Learn, we offer customized individual learning paths to best suit every employee. Our onboarding process is applied to both new hires and internal promotions for the standardization of processes across EPM.

- ✓ TRAINING COURSES IN LIBRARY: **328**
- ✓ INDIVIDUALLY CURATED LEARNING PATHS FOR SITE POSITIONS: 8
- ✓ IN PROGRESS: CLIFTON STRENGTHS-BASED LEADERSHIP TRAINING



#### FORTRESS:

Property management software should be straightforward and informative. For this reason, we designed Fortress to provide instantaneous insight into occupancy, collections, concessions, work orders, and many other important KPIs. This real-time transparency empowers you to be both reactive and proactive when opportunities arise.

## FORTRESS SERVES OVER 50,000 APARTMENT HOMES

**100%** OF USERS SAY FORTRESS IS EASY TO NAVIGATE

BBB/ OF USERS WOULD RECOMMEND USING FORTRESS OVER OTHER SOFTWARE SYSTEMS

OF USERS SAY THAT FORTRESS HAS SAVED THEM AN HOUR OR MORE PER WEEK







## TECHNOLOGY 🛆

#### **ELMINGTON IT:**

Our in-house Information Technology (IT) team delivers a more personalized experience than a third party vendor, beginning with the onboarding process and continuing every step of the way. With high-speed response times, our team speaks to specific property management needs. Elmington's IT department is more costefficient, nearly 50% less, than an outside party. Viruses, computer malfunctions, internet troubles, and email or printer issues are no match for our in-house crew.

#### **PROPERTY MANAGEMENT SUPPORT:**

Technological difficulties can be frustrating, especially in property management. Our in-house support team leverages a digital ticketing platform to focus on answering any and all questions, allowing your team to focus their efforts on making their sites successful.

## DIGITAL MARKETING

#### SOCIAL MEDIA MANAGEMENT

Elmington has an in-house Social Media Marketing Assistant available to support boosted brand exposure and elevate each community's social media brand. We offer several options at a variety of levels that build on and reinforce the efforts of the site-managed platforms

Each community's Digital Marketing Dashboard centralizes ILS and Social Media campaigns via an integration with Fortress. Site teams and leadership easily compare each property's performance and ROI of all digital marketing campaigns from one screen.

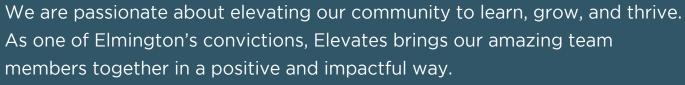


## OUTREACH 😂 🛛

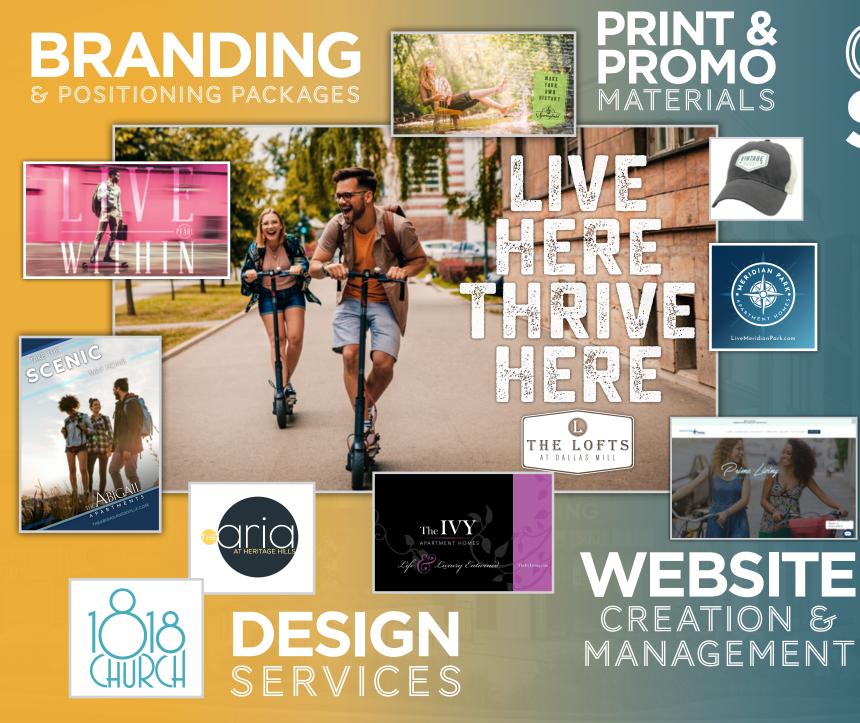
## E MINGTON E EVATES

Our teams and communities are filled with giving, philanthropic, and caring people. Elmington Elevates is its own 501c(3), operating in close partnership with EPM's employees, residents, clients, and vendor partners. With our support, Elmington Elevates has:









## CREATIVE SERVICES

Our Creative Services Team supports everything a property could ever need: from branding new construction and lease up strategies to reinvigorating life into well-established communities, we do it all. Branding guides, websites, brochures, move-in gifts, and promo items are just the tip of the iceberg. We optimize your property's image and make you look good.



## THIS IS HOW WE ATTRACT TOP TALENT

#### RECRUITING

People are our priority, and recruiting is integral for our company's success. We have amazing people with amazing tenure in a high-churn industry. We find and attract great people to manage your properties with a full-time recruiter who:

- Proactively sources resumes in our markets to maintain a constant pool of candidates readily available for hire
- Presents candidates when needs arise and prompts targeted searches for additional candidates, as needed
- Hosts quarterly career mixers in high need areas/positions
- Creates and manages customized job postings
- Screens resumes, conducts phone interviews, and checks references
- Eliminates the time-consuming administrative hours involved in hiring
- Administers 90-day "check-in" calls with new employees
- Breathes the Elmington spirit and easily motivates desired candidates to make the move to Elmington!

### ....AND RETAIN EMPLOYEES



"Elmington provides institutional level property management with an entrepreneurial approach that understands that every property presents unique challenges and opportunities. Having assets across multiple Southeast markets, Elmington provided a dedicated Regional which has greatly improved our ability to work closely with the property management teams to optimize performance and improve the return on investment. Additionally, they worked with us to develop a customized financial report and close out process that streamlines our investor reporting."

#### **BLAKE BERG**

MANAGING PRINCIPAL AND CHIEF INVESTMENT OFFICER WICKER PARK CAPITAL MANAGEMENT

"Elmington Property Management is the pinnacle of what a property management company should look like. Elmington's people first approach to a people first business (multifamily) and their attention to detail is what separates them from other PM companies.

They are a true partner that works with the ownership team to grow the business and achieve the objectives of the properties. We are grateful to have such a great PM managing our assets."

MIKE ROEDER, DAN BRISSE & STEVE WOOLWORTH GRANITE TOWERS

#### IT'S NOT ALL DOLLARS & CENTS

#### **IT'S MORE ABOUT IMPACTING THE LIVES WE TOUCH:** FROM THE GROWTH OF OUR EMPLOYEES, TO THE VALUE CREATED FOR OUR CLIENTS, TO THE EXPERIENCE OF OUR RESIDENTS.

### WE'RE PASSIONATE ABOUT MAKING A DIFFERENCE

"My team tries to always Forget the Ordinary and Think Like an Owner on a daily basis. Numbers are important, but communication, listening to the residents and employees, being proactive not reactive, and keeping the big picture in mind generates good numbers. In my region, we have our 'Bumble Bee Award'. Every month, I award that to a Community Director based on not just numbers, but attitude, problem solving, events for residents, and keeping employees engaged in what we stand for - the best management company around. We have a trophy that gets awarded, and then each month, the CD has to give it up as I select a new recipient. I started this in January of 2015, and it's amazing how they all fight for it. The concept is a bumble bee aerodynamically should not be able to fly; their wings are too small to carry them. No one ever told them that so they do it anyways. That applies to my managers. EPM empowers us to do our jobs and do them well, and when they go above and beyond, they are my 'bumble bees.'"

LOU REEVES REGIONAL VICE PRESIDENT

"We exclusively use Elmington's fantastic property management group for all of our projects. They are an invaluable part of our pre-development team providing us with the granular data on our submarket and competition which allows us to better understand the revenue opportunities during due diligence, and then to tailor our unit mix and target audience during the design phase of the project. This also gives the management team the insight from the outset to structure their marketing campaign at leasing start to coincide with the project's identified market. During lease up, they are extremely responsive to residents, and the number of leases due to referrals speaks to their personal approach to each tenant. I can't recommend Elmington highly enough."

#### MATT GARDNER PARTNER IMAGINE1

"We choose to entrust Elmington with the management of our portfolio because of the creative and powerful partnership we have established and continue to nurture. ACRE and EPM share similar views on what a successful field level operation looks like and together we find meaningful operational efficiencies through a mutual approach to managing, where neither the owner nor agent come in with off-the-shelf control. This structure that contemplates a two way think-tank and partnership is an absolute pleasure."

#### **MELANIE GERSPER**

CHIEF OPERATING OFFICER ACRE



AT ELMINGTON PROPERTY MANAGEMENT, OUR V.I.PEEPS SERVE YOUR V.I.PROPERTY WITH THE UNSTOPPABLE LOYALTY OF SUPERHEROES — MINUS THE BURDENSOME CAPES.





### NEW CONSTRUCTION LEASE UPS

#### STABILIZED CONVENTIONAL



### ELMINGTON PROPERTY MANAGEMENT

EPM manages a diverse assortment of housing and has experience in just about every property type.







**BUILD-TO-RENT** 



MIXED USE

# EXPECT EXTRAORDINARY

OneElmington.com

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