



ALPHA RESIDENTIAL MANAGEMENT



COMMITTED TO CREATING THRIVING COMMUNITIES

ALPHA RESIDENTIAL MANAGEMENT

WHO WE ARE

Alpha Residential Management (ARM) is a technology-driven property management company focused on delivering an exceptional experience and creating thriving communities for its residents. Since 2017, ARM has grown to include property management services, acquisitions, marketing, resident experiences, facilities management, and construction services through our sister company, Theta Construction Services. In some markets, our team also oversees our third-party property managers, who are required to utilize our technology platforms to manage our properties.

We pride ourselves in crafting exceptional property management teams with decades of experience who leverage their networks both locally and nationally, to

implement effective policies and manage our communities efficiently. The ARM team is led by highly experienced property management and real estate experts who have over 150 years of combined experience and industry certifications.

With our in-house construction services and marketing teams, we leverage their expertise to ensure we deliver the best **Alpha Experience** to our residents as we strive for operational efficiency on our properties. ARM has the full resources and capabilities to manage 4000 – 5000 units without adding additional headcount as we utilize an integrated technology platform that provides insights from lead generation, prospect management to resident management.

ARM HIGHLIGHTS

NUMBER OF ARM
ROCKSTARS:

48

COMBINED YEARS OF REAL ESTATE &
PROPERTY MANAGEMENT EXPERIENCE:

150

CERTIFICATIONS:



ASSET HIGHLIGHTS

TYPES OF ASSETS



STUDENT HOUSING



MULTIFAMILY



HEALTHCARE

TOTAL AUM:

\$400 MM

ARM AUM:

\$219 MM

NUMBER OF ARM
ASSETS UNDER
MANAGEMENT:

18

TOTAL
NUMBER OF
MARKETS:

14

TOTAL
NUMBER OF
UNITS/BEDS:

5400

PROPERTY LIST

- 700 Soho*
- Clear Point Gardens*
- Hamilton Creek Apartments
- Lakeland Living Apartments
- Park Place Landing
- Pinnacle on Pleasant*
- Southern Downs
- University Place Apartments
- Vitae Residences
- SBRE Portfolio (3 properties)
- Healthcare Portfolio (6 properties)

*These properties are planned takeovers in 2020 but remain subject to change.

COMMITTED TO CREATING THRIVING COMMUNITIES

ASSET PERFORMANCE

Our teams have successfully maintained historical occupancy levels by implementing customized marketing and leasing strategies and screening for financially stable tenants. Last year, our assets realized a rent growth of 3.82% YOY.



MULTIFAMILY INFO

- 7 Multifamily Properties
- 1335 Units
- \$86 MM AUM
- 2 Markets



STUDENT HOUSING INFO

- 5 Student Housing Properties
- 1870 Units/Beds
- \$89 MM AUM
- 4 Markets



HEALTHCARE INFO

- 6 Medical Offices
- \$46 MM AUM
- 5 Markets

ARM'S PLATFORM

HOW WE MANAGE AND POSITION FOR SUCCESS

- Onsite Property Management Software
- Yieldstar
- Business Intelligence - Operational and Financial Analytics
- Market Benchmarking – Performance Analytics
- Robust Accounting Back Office
- Centralized Banking Platform
- In-house Construction Services
- In-house Asset Management
- In-house Marketing & Leasing Services
- In-house Facilities & Maintenance Services

ARM STANDARDS

FOCUSED ON DELIVERING THE ALPHA EXPERIENCE



OUTSTANDING
CUSTOMER SERVICE



CONVENIENT RENT
COLLECTION PLATFORMS



24-HOUR EMERGENCY
MAINTENANCE DISPATCH



CENTRALIZED ONLINE
PLATFORMS FOR
RESIDENTS



PROPERTY-WIDE
INTERNET CONNECTION



SOUTHERN DOWNS: LEVERAGING ALPHA'S VERTICAL INTEGRATION PLATFORM



PROPERTY FACTS

Property:
Southern Downs

Location:
Statesboro, GA

Units/Bed:
214 units/624 beds



CHALLENGE:

Pre-leasing for the Southern Downs property is typically slow in the early months of the year, coupled with a saturated and competitive student-housing market, property managers need to be proactive in their leasing efforts to recapture their annual market share of residents. On Thursday, 2/6/20, a team member utilized our robust and proprietary communication platform and shared local news from Statesboro stating that a 150-bed dormitory would be closed by Summer 2020.

SOLUTION:

Realizing an opportunity to capture new leases, the regional property manager, asset manager, and the corporate marketing team worked swiftly – they laid out a marketing plan within minutes after the article was shared, created flyers, contacted the school's housing director, assembled an effective boots-on-the-ground marketing strategy, and communicated Southern Downs' availability and early-move in rates to the students at the dormitory.

RESULTS:

The marketing blitz, led by the on-site team, was successful. A \$5 print job, a handful of promotional items, and 5 hours later, four leases are signed, and an additional four leases were signed the next day. The net value of these one-year leases is over \$33,000. The on-site team is currently fielding phone calls from prospects interested in leasing at Southern Downs. The team was equally successful because our robust communication platform enabled us to go from information to insight to action within hours!



VITAE RESIDENCES: ASSET RE-STABILIZATION BY ARM



PROPERTY FACTS

Property:
Vitae Residences

Location:
Denton, TX

Units/Bed:
90 units/132 beds



CHALLENGE:

In December 2018, Texas Woman’s University (TWU), a 5-year leaseholder, at Vitae Residences (Vitae) decided not to renew its lease with Alpha Capital Partners. The lease contract was an exclusive lease with the school to provide off-campus housing to its upperclassmen students. Given the unforeseen change in the business strategy for Vitae, a top 10 property management company, which specializes in student housing, was hired to manage and lease-up the property for the 2019/2020 academic year. While the PM company made some traction in the market, the property achieved 70% occupancy by the start of the academic year and remained stagnant for the duration of the Fall semester.

SOLUTION:

The ARM team determined it would be more efficient to take over management and decided to terminate the property management’s contract. ARM gained management of Vitae in December 2019, and the team worked swiftly to assemble an on-site team comprised of property managers, leasing agents, and maintenance technicians. The team also utilized digital marketing campaigns and offline marketing strategies to re-educate the local market about the change in living requirements at Vitae.

RESULTS:

In two months, the ARM team delivered a 24% increase in occupancy and stabilized the property at 94% occupancy.



700 SoHo: 484-BED RAPID RENOVATION PROJECT LED BY THETA CONSTRUCTION SERVICES



Alpha officially acquired the asset 700 SoHo in August 2018, which consists of 122 units (484 beds). Although, initial underwriting assumed units would have construction overturns over the course of two years, the rapid renovation value-add strategy began in April 2019 and concluded four months later in July, effectuating an accelerated tenant lease up process and achieving increased rental rates for the fall semester.

The value-add process included new black appliances, granite countertops, LVT flooring, new cabinets, faucets, light fixtures, and modern paint. All rapid renovations were completed without relocating tenants.

Theta Construction Services, Alpha's construction and development arm, remotely managed and coordinated all on-site construction; however, coordination with the general contractor and secondary contractors on site through the property management staff was essential to a timely project completion.



An onsite facility manager was critical in ensuring that all value-add units were thoroughly checked and other miscellaneous construction items were completed in a timely manner. Our contractor was able to complete the 122 - 4x2 renovations in 3 months, averaging 10 units per week, or 2 units per day, to paint, replace cabinets, countertops, appliances, LVT flooring, and light fixtures.

Completion of this value-add strategy through the rapid renovation program resulted in a boost in exit value which is approximately \$3 million.



ALPHA RESIDENTIAL MANAGEMENT

MEET OUR ROCKSTAR TEAM

BRANDON KESSINGER - Chief Operating Officer

Brandon serves as the Chief Operating Officer of Alpha Capital Partners. He is responsible for long term strategic, operational planning, and leading day-to-day operations of the organization to ensure the achievement of its operational and investment goals. Brandon has over 20 years of finance, real estate, and planning experience, including 13 years with real estate investment firms. Most recently, he served as Vice President Financial Planning and Strategy, leading Corporate Development and Corporate Real Estate with Altisource, a tech-enabled global service provider to Mortgage and Real Estate markets. Before Altisource, he served in various roles as Head of Real Estate Research, Asset Manager, and Fund Controller for Jamestown LP, a leading vertically-integrated real estate investment firm and operator with approximately \$10B in assets under management. Brandon earned a Bachelor's degree from the Culverhouse School of Accountancy at the University of Alabama and completed the Strategy is Innovation certificate program from Tuck Executive Education at Dartmouth.

SHARON JOHNSON - Director, Property Management

Sharon brings 30 years of experience in conventional property management and student housing to ARM. She has held several management positions at Forest City and Greystar, strengthening her knowledge in real estate and customer service. Sharon has received multiple awards for her notable accomplishments in turning properties such as the Highest GPR growth award, the Go-Getter award in her career, and most recently earned Alpha's Grinder Award, which recognizes team members who go above and beyond in their roles. A lifelong learner, Sharon decided to diversify her skills and attended Beauty College in 2018, where she received her license in cosmetology. She enjoys cutting, coloring, and styling hair in her spare time. A unique fact about her is her love for animals, specifically capuchins! Sharon owns a six-year-old black capuchin named Knuckles.

DERRICK INGRAM - Associate Director, Leasing Strategy

Derrick is responsible for all leasing operations and managing processes to drive leasing performance on all of Alpha's properties. His background is in property-level sales, joint ventures, and partnerships specific to multifamily and student housing. Derrick received his MBA from Saint Louis University's Richard A. Chaifetz School of Business with an emphasis in Marketing. He also has his National Apartment Leasing Professional certification from the National Apartment Association. In his spare time, he mostly enjoys experiencing new cultures through food and travel, as well as perfecting his green thumb.

JOSHUA HANKLE - Asset Manager

Joshua is a knowledgeable real estate investor and US Marine Corps veteran (Fire Team Leader). He has over six years of experience in real estate, with an emphasis on asset management. He is a Pennsylvania native and received his Bachelor of Science in Finance at Slippery Rock University. Joshua is pursuing a graduate degree in Finance at Colorado State University and working on getting two industry designations - CFA and CAIA. Staying true to his dedication to serving, Joshua regularly volunteers at veteran organizations and assists in disaster relief situations.

JEROME TURNER - Asset Manager

Jerome is responsible for asset management functions at ARM. Before joining the team, he served as an asset manager for New York-based lender, Monticello Asset Management. He was responsible for loan surveillance and spearheaded the performance of a \$350 million bridge loan portfolio. Before his work at Monticello, Jerome served as a portfolio manager with the Atlanta Housing Authority. His responsibilities included the oversight of a \$250 million portfolio of multifamily properties financed with tax credit equity. Jerome has a degree in Business Administration with a concentration in Finance and brings over eight years of real estate industry experience to the firm. In his pastime, Jerome enjoys studying astronomy, globetrotting, and cruising the open roads on his motorcycle.

COMMITTED TO CREATING THRIVING COMMUNITIES



ALPHA RESIDENTIAL MANAGEMENT

MEET OUR ROCKSTAR TEAM

LORI MALLORY - Regional Property Manager

Lori is an accomplished property manager on ARM's team. With 13 years of multifamily management experience under her belt, she brings an extensive knowledge of housing regulations and fair house training to the team. Throughout her career, Lori has received multiple awards including Ferndale's Highest Increase of Collection's award, Property Turnaround Award, and a 'NOI increase' award. In her spare time, Lori enjoys renovating her home, gardening, and volunteering.

TRACY DOWNING - Regional Property Manager

Tracy brings 18 years of knowledge and experience to ARM. She is responsible for all of our student housing properties in Georgia, Tennessee, and Michigan. Tracy has successfully managed over 3500 units in her experience. Tracy has also managed several renovation projects and has served as a Multi-State Portfolio Manager, where she spearheaded a portfolio of 4000 single-family homes in North Carolina, South Carolina, and Georgia. She has earned multiple awards in her career and has been the recipient of the Sterling Property Management Silver Star; the Cardinal Group Turn Around Property of the Year Award, and the Portfolio of the Year/Team Culture of the Year Award. Tracy has an MBA from Liberty University. Her hobbies include watching sporting events, reading, and spending quality time with her family.

KATRINA AVILA - Operations Manager

Katrina has over 30 years of property management experience in the multifamily industry. She has managed multi-million-dollar renovations, led acquisition and disposition teams, and managed portfolios up to 5000 units in class A-C properties. Katrina began her career as a leasing consultant and has held many positions, including Vice President of Operations. She is an Accredited Residential Manager and has received multiple awards during her career, including Property Manager of the Year, Most Improved NOI award, and 'Lowest Delinquency of Year' award. In her spare time, Katrina enjoys gambling, reading James Patterson novels, and outdoor activities.

MARK WAINWRIGHT - Regional Facilities Manager

Mark brings ten years of facilities management to the Alpha team. He works closely with the property and maintenance managers providing technical assistance as well as oversight of capital projects. Mark is a certified construction inspector. Before joining ARM, Mark spent most of his career in the oil and gas industry and was the Facilities Construction Manager at Rice Energy. Mark enjoys quality time with his family and two dogs, traveling, and outdoor activities.

CONTACT US



44 Abele Road
Beacon 1, Suite 304
Bridgeville, PA 15017



pm@alpharesidential.com



412-222-0665

COMMITTED TO CREATING THRIVING COMMUNITIES

/// ALPHA RESIDENTIAL MANAGEMENT



COMMITTED TO CREATING THRIVING COMMUNITIES

Alpha Residential Management (ARM) is a subsidiary of Alpha Capital Partners.