



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.