



A HIGHLY INNOVATIVE, FULL-SERVICE  
MULTIFAMILY PROPERTY MANAGEMENT  
COMPANY OFFERING CUSTOM SOLUTIONS  
AND PERSONALIZED SERVICE.

CAPABILITIES

2021



FOR QUESTIONS CONTACT:

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# TABLE OF CONTENTS

<b>1</b> About RPM	<b>16</b> Procurement
<b>3</b> Executive Leadership	<b>17</b> Facilities & Maintenance Services
<b>5</b> Corporate Leadership	<b>19</b> Marketing
<b>9</b> Lease-Up Mobilization Plan	<b>25</b> Accounting
<b>10</b> Property Transitions	<b>26</b> Revenue Management Strategy
<b>11</b> Human Resources & Talent Management	<b>27</b> Business Intelligence
<b>13</b> Education & Training	<b>28</b> IT
<b>15</b> Former Resident Care	

WE  
ARE RPM

/ EXCEED EVERY NEED /

## Since forming our company in 2002,

the vision has always been to be a company sustainable with best practice. For RPM Living that means we value long-term relationships over short-term gain, and we're always reaching for excellence in everything we do.

At RPM, we value people first. We are continuously improving our processes and execution to build on our vision of providing the highest quality of services available. By investing in our clients' successes, we create favorable results for all involved, leading to increased profitability and future opportunities.

Our collaborative and entrepreneurial culture fosters a productive and happy environment where our associates thrive. We aggressively pursue new opportunities that result in career development for our team members and better results for our clients. Always keeping our residents top of mind, we never forget they are the reason we are in business and providing best-in-class services and apartment homes is the passion that drives us.

Our No. 11 ranking on the NMHC's Top 50 Largest Apartment Managers list in 2021 is proof of where RPM is headed and I'm so proud to continue leading our teams during this exciting time of growth.

In the information that follows, you will find the people and processes behind the communities that make RPM an outstanding property management provider. I look forward to sharing our vision with you.

**JASON BERKOWITZ**

Chief Executive Officer

# ABOUT **RP**<sub>LM</sub>

We are a highly innovative, full-service multifamily property management company offering extensive 360-degree solutions for diverse portfolios. Our systems and processes are one step ahead of the competition. Custom solutions and personalized service is paired to exceed needs, expectations, and overall results.



## MISSION

Enhance client investments and create exceptional living environments for residents while operating to the highest of ethical standards.



## VISION

Provide the highest quality property and asset management services available.

STATES **17**  
MARKETS **65**  
REGIONAL OFFICES **9**

ASSET CLASS  
**A 50% B 50%**  
TOTAL UNITS MANAGED  
**84,000**

**No. 11**  
NMHC 50  
LARGEST  
APARTMENT  
MANAGERS

### EMPLOYEES

ON-SITE **1,800**  
CORPORATE **300**

### STUDENT HOUSING

  
over **4,000** beds

### CURRENT LEASE-UP VS STABILIZED

 STABILIZED **79%**  
 LEASE-UP



EXECUTIVE LEADERSHIP



JASON BERKOWITZ

Chief Executive Officer

Jason began his entrepreneurial career while still an undergraduate at The University of Texas. After interning with a commercial real estate and investments firm in New York, Jason returned to Austin with plans to join a brokerage team. Instead, Jason founded RPM Living to take on a growing portfolio of multifamily and commercial assets, including management contracts for third-party investors acquiring and holding real estate.



JIM MAUCK

Chief Financial Officer

Jim oversees all accounting, finance, risk management, asset management, and procurement at RPM. He's held the title of Chief Financial Officer for various leading organizations in the real estate industry including CF Real Estate Services, Key Property Services, JIM and Miles Properties.



MARIANA ESTRADA

Chief Strategy Officer

Mariana joined RPM Living in 2012 and has transitioned into her current role as Chief Strategy Officer where her expertise in community management and policy shine. Mariana continues to guide the evolution of RPM policies and training across all regions, with a focus on increasing performance for site teams and driving results for clients.



CHAD BORCHGARDT

Chief Operations Officer

With over 30 years in the multifamily industry, Chad's experience includes oversight of assets primarily throughout Texas and the Southeast. His operations background comprises garden-style and mid-rise properties through lease-up, stabilization, and value-add periods. Chad holds his Certified Apartment Portfolio Supervisor (CAPS) and Certified Property Manager (CPM®) designations and studied PR at Texas State University.



ALEXIS VANCE

Chief Marketing Officer

With more than 17 years of marketing and industry experience, Alexis plays an integral role in positioning RPM Living as a differentiator with an overall focus on brand equity. She spearheads all marketing, advertising, communications, BI, and social media initiatives and possesses a high-level understanding of organizational vision, client relations, and strategic enterprise planning due to her skilled background in executive leadership. Prior to joining RPM, Alexis led the development and build-out of the industry's first ever in-house marketing agency at Alliance Residential and helped grow the organization into a NMHC Top 5 management company.



SCOTT PECHERKSY

Chief Technology Officer

Scott oversees the development and implementation of new technologies across RPM Living's portfolio and managing the corporate infrastructure, property management software solutions and BI division. Previously, Scott led Alliance Residential's technology department for almost 20 years and has served as moderator and speaker at NMHC tech and MFE conferences and Chair of NMHC's Systems Technology and Information Management Committee. He holds a BA of Management Information Systems from the University of Arizona



KEVIN OWENS

Division President, East

With more than 20 years in property management operations, Kevin is experienced at working with conventional market rate and affordable communities, and high-net-worth individuals and institutional clients. He is adept at leading large operational teams and managing large portfolios. For the past 12 years, he's held senior leadership roles, including most recently with CF Real Estate Services.



PENNY MCLESKEY

Chief Human Resources Officer

Penny is responsible for all talent acquisition and retention, employee programs, and benefits. Prior to joining RPM Living, she spent 15 years as the VP of Corporate Services with LSO Regional Shipping Company and 10 years as Managing Partner of her boutique executive search firm. Penny holds a bachelor's degree from the University of Texas at Austin and a master's degree from the University of Northern Colorado and is a frequent speaker on leadership development and succession planning.



CYNTHIA MILLER

Division President, West

Cynthia joined RPM Living as Vice President overseeing operations in North Texas, Colorado, and Arizona before growing into her current role as Division President, West. She has over 16 years of multifamily experience and previously served as Senior Vice President of Operations for Alliance Residential's central region overseeing 36,000+ units. Her efforts to grow Alliance's first- and third-party presence were integral to the firm's success in the region.

CORPORATE LEADERSHIP



HEATHER SIZEMORE  
Senior Vice President, Student Operations



SHANNA BERRIEN  
Vice President of Risk



CHRIS NISSEN  
Director of Accounting, YARDI Operating Systems



NICOLE YEE-SING BATSON  
Director of Accounting, RealPage Operating Systems



WENDY TUCKER  
Senior Vice President, Operations



TOPHER OLSEN  
Vice President of Learning & Development



PAUL ARTHUR  
Director of Construction Services



SCOTT HANEY  
Director of Facilities



MAX O. REINBACH, III  
Senior Vice President of Client Services



LINDSAY JACOBS  
Vice President of Marketing Strategy



LOGAN BLUE  
Director of Transitions & Due Diligence



IAN BINGHAM  
Senior Vice President of Client Services



BRENT SCHACKMANN  
Vice President of Analytics

THE PEOPLE  
BEHIND THE  
PROPERTIES

- APPLICATION MANAGEMENT & PLATFORM DEVELOPMENT
- ACCOUNTING & FINANCIAL SERVICES
- BUSINESS INTELLIGENCE
- FACILITIES & RISK MANAGEMENT
- HUMAN RESOURCES & RECRUITMENT
- MARKETING
- PROPERTY TRANSITIONS
- REVENUE MANAGEMENT
- TRAINING, EDUCATION & RECOGNITION







WE'RE  
RPM


A REVOLUTIONARY  
APPROACH TO PROVIDING  
REAL RESULTS AND  
TANGIBLE SOLUTIONS




LEASE-UP MOBILIZATION PLAN

Our direct approach to onboarding lease-ups is centered around listening and communicating, from development through to stabilization. We know each step along the way with a lease-up is critical to its ultimate success, which is why we strategize with ownership, development, construction, management, maintenance, and marketing to ensure a singular vision and plan to exceed absorption goals and the submarket.


PERFORMANCE AND VELOCITY FOCUS:




Asset strengths, opportunities and positioning within the sub market are evaluated and applied to the strategy.




Early collaboration with key stakeholders ensures alignment and agile execution of business goals.



Data-driven marketing strategy differentiates the asset from the competition, actively engages prospects and builds reputation



High-touch management of multi-phased, lease-up approach rooted in consultative inventory and pricing systems



Targeted operations and marketing strategies increase revenue, reduce expenses and enhance asset value



PROPERTY TRANSITIONS

Our dedicated transition team, led by our Director of Transitions & Due Diligence, with support, with support from our corporate and operations teams, works to ensure a seamless process from the start. Our goal is to deliver an experience based on trust, efficiency, and value. This time allows us the opportunity to uncover any potential improvements or enhancements to set the property up for success and define our approach moving forward.



SINGLE POINT OF CONTACT



STREAMLINED COORDINATION OF TRANSITION PROCESS



DEDICATED CORPORATE SUPPORT TEAM

60

AVERAGE TRANSITIONS PER YEAR

STABILIZED MOBILIZATION PLAN SAMPLE

30

DAYS TO TRANSITION

Property operating software setup

Third-party account setup

Review property financials

Budget, reports

Property insurance selection

15

DAYS TO TRANSITION

Utility billing configuration

Bank account integration

Website & paid advertising

Integration

Service contract review

DAY OF TRANSITION

Client services on-site

Work closely with outgoing management to transition all items

Office set up, systems launch, letters to residents

RPM standards audit

Lease expiration & renewal audit

Action items documented and passed to regional leadership

ONGOING

All support departments available to the site team for questions and other needs

Focus on securing renewals

Meet & greets with residents

Maintain high standards of daily operations

Follow-up call between client services & community manager



# HUMAN RESOURCES & TALENT MANAGEMENT

## HR SERVICES

RPM provides comprehensive HR services to support payroll, benefits, employee relations and performance, and compensation. This creates an engaging, rewarding, and motivating environment for associates to thrive in their roles.



**PAYROLL**

Administer payroll processing for all associates. We serve in a representative capacity, limiting client exposure to any payroll-related risk.



**BENEFITS**

Manage benefit plans, including health and wellness, 401(k) retirement plans, and other associate programs.



**EMPLOYEE RELATIONS & PERFORMANCE**

Oversee employee policies, job performance standards, and assist associates with issue resolution.



**COMPENSATION**


Manage compensation programs to maintain accurate job descriptions, job titles and job levels consistent with Department of Labor and industry standards.



Dallas/Fort Worth Metro Area



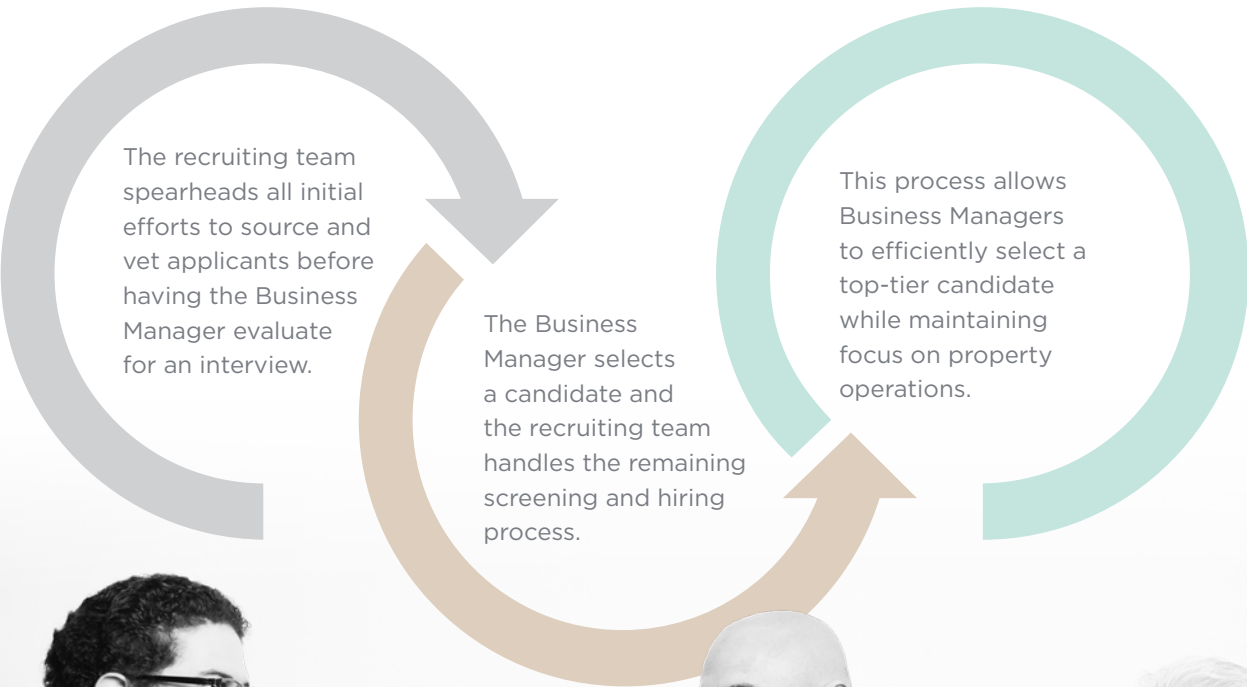




The Diversity and Inclusion Council brings together employees from various backgrounds and perspectives to shed light on what it means for our company to embrace diversity, and foster environments for inclusion. Key initiatives are identified and driven by this group each year that leave a lasting impact on our organization.

## RECRUITING

Our associates are the foundation to our success, which is why we place a strong emphasis on sourcing the best talent possible. We reach far and wide, using multiple avenues like job boards and social channels, along with vast industry connections and strong employee referrals. We maintain a directory of high-caliber, pre-screened resumes so we're able to hire quickly without compromising quality. While our competitive pay and benefits package is what attracts the industry's best, our commitment to putting people first creates a dedicated team of happy associates who bring their best every day.





At RPM, our growth and commitment to professional development attracts the best talent and is what sets us apart in our industry. We fund the achievement of professional designations and offer advanced educational opportunities through the Institute of Real Estate Management (IREM®). As a result, many RPM team members hold a CPM® and ARM® designation and are CPM® Candidates. Furthermore, we are continuously improving our learning and development platform to better equip associates with the tools they need to be successful. **Our employees have access to:**

- Over 300 online, self-paced courses
  - Additional e-learning opportunities
- 39 instructor-led virtual classroom events
  - Instructor-led webinar & classroom events
- Over 40 instructor-led classroom events
  - One-on-one training events

Additionally, we maintain an expansive database of on-demand resources in our learning platform RPM Fuse. Whether our associates are completing mandatory training or facing a unique challenge at a property, they always have the resources necessary to succeed.

NEW HIRE TRAINING SUMMARY

FIRST 60 DAYS

-  **LEARNING EXPERIENCE PLATFORM (LXP):**  
Upon hire, new associates immediately enter our LXP platform direct from our HRIS system for training appropriate to their role and location.
-  **ONBOARDING TRAINING:**  
Our blended learning approach includes live virtually led classes, self-paced learning, and shadowing activities designed to apply knowledge gained.

ONGOING

-  **MICRO E-LEARNING:** Bite-sized content for in-the-moment training is delivered in a variety of modalities to appeal to all learning styles.
-  **MENTORSHIP PROGRAM:** Alongside training, our mentorship program aides in the onboarding process and better prepares high-performing associates for next steps.
-  **MEASURED IMPACT:** Our Performance team monitors site performance, utilizing a variety of key performance indicators (KPIs) to measure learning impact.
-  **ONE-ON-ONE COACHING:** We develop individualized coaching plans for those needing additional support in reaching KPI benchmarks to drive higher NOI for clients.
-  **EMPLOYEE SENTIMENT:** Annual engagement surveys and frequent pulse surveys measure sentiment to decrease turnover and increase rate of internal promotions.

LEARNING EXPERIENCE PLATFORM

Unique to our industry, our state-of-the-art Learning Experience Platform (LXP) is truly one of a kind. We've harnessed the power of a traditional intranet and turned it inside out, creating a more robust system to enhance our quick-paced, forward-thinking culture. The mobile-friendly platform allows for in-the-moment learning for immediate application when associates need it most.



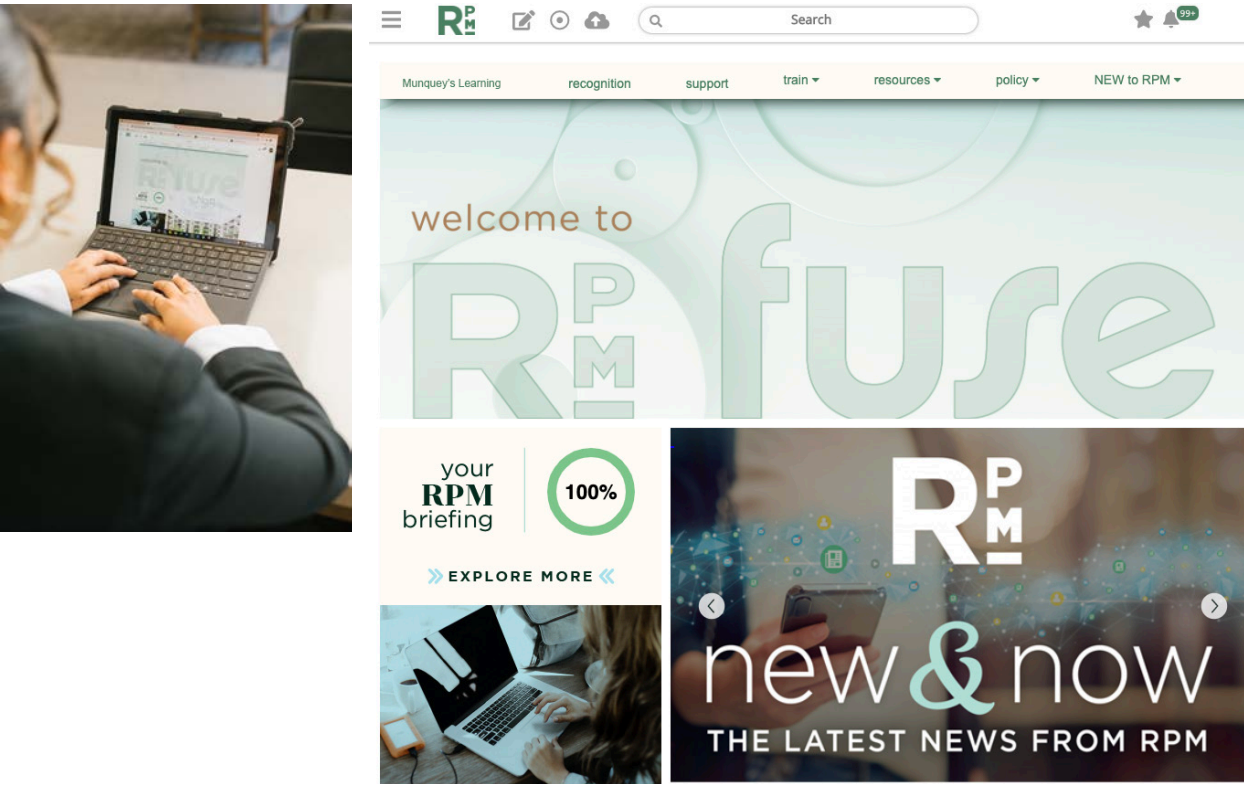
KNOWLEDGE IN THE FLOW OF WORK



SOCIAL LEARNING TO DRIVE EMPLOYEE ENGAGEMENT



POWER OF INFORMATION AT THE POINT OF NEED



FORMER RESIDENT CARE

RPM's Former Resident Care (FRC) program is an efficient and effective solution to handling resident move-outs. The workload of processing deposit accounting and in-house collections is shifted to the FRC team, resulting in improved resident experience and onsite team time savings allowing focus on current and prospective resident customer service.



IMPROVED  
RESIDENT MOVE-  
OUT EXPERIENCE

Residents have a third-party team dedicated to their needs where they can direct questions and discuss move-out statements



TIME-SAVER FOR  
SITE TEAMS

On-site teams complete the walkthrough and collect the move-out charge documentation, while the FRC team handles the rest.



HIGHER  
COLLECTIONS

Residents are encouraged to pay their final balances through FRC's comprehensive communication process



LOWER COST  
TO YOU

FRC's fee is tier-based and offered at a lower cost than a traditional collection agency



PROCUREMENT

By leveraging our purchasing power and deep discounts, RPM is able to drive NOI on the properties we manage. Enhanced warranty and service level agreements, national account management and detailed reporting manage compliance and maximize cost savings.



Appliance Warehouse	GAF	Original 7	Restore All
BullsEye Telecom	GE	Ready Fitness	Seagull Select
Carrier	Kings III	Real Floors	Texacraft
Cass	Konica Minolta	Redi Carpet	TuckerCraft
Catcon	MCL	Refuse Specialists	Valet Living
CSC Service Works	Milner	Regency Lighting	Vending Group
Disaster One	Moen	Reliable Roofing	
Formica	Mohawk	Response Team 1	



FACILITIES & MAINTENANCE SERVICES

DUE DILIGENCE AND FEASIBILITY ANALYSIS

Our due diligence efforts provide the necessary insights and analyses to make appropriate investment decisions. We tailor our services to specific acquisition needs and our customized processes and reporting help meet the unique goals of investments. For those anticipating acquisition, we offer preliminary capital, operating budgets, and more.



DUE DILIGENCE INSPECTIONS

Using modern technology and operational expertise, our due diligence team assesses the physical and financial condition of the asset and completes a competitive analysis. We inspect the overall building and unit interior conditions, review lease file documents, and evaluate facilities and mechanical components. The resulting operational recommendations improve performance, maintenance and capital planning. In addition, RPM coordinates all third-party inspections and provides a full analysis of all findings.

Contractor for Take-offs	Floorplan Graphics	Plumbing - Hot Water System
Electrical Inspection	Gates	Plumbing - Sewer Lines
Elevator	Hazardous Material (request survey, O&M)	Pool Inspection
Engineering Inspection	HVAC Inspection	Residential Gas Inspection
Fire & Life Safety - Visual	Irrigation Inspection	Roof Inspection
Fire & Life Safety - Limited Testing	Pest Control Inspection	Tech Audit (& give PP list)

CONSTRUCTION PROJECT MANAGEMENT

Capital Improvement Project Management

- Deferred, predictive or preventative maintenance items to the physical improvements of the community.
  - Identify projects or work necessary to improve or maintain the community’s financial effectiveness in the competitive market.
  - Optimize the business plan and budget.
  - Site selection analysis
  - Market analysis
- Community amenities recommendations
  - Interior floor planning
  - Interior design and finishes
  - Interior and exterior materials
  - Lighting
  - Landscaping
  - Pre-marketing of community
  - Lease up of community



ENGAGE OWNERSHIP

Outline scope, concept and scale



PROJECT MANAGEMENT AGREEMENT

Create budget for client approval



DESIGN CONSULTING

Design needs are translated into plans and specifications



CONSTRUCTION ENTITLEMENTS

Plans are submitted for permitting



CONTRACTOR NEGOTIATION

Bids are processed/approved by client prior to award



CONSTRUCTION OVERSIGHT

Progress and timeline actively overseen by dedicated Project Manager



OPERATIONS

Performance-driven approach to meet client expectations



STRATEGY

Strategy is the driving force behind all marketing. It’s a combination of fundamentals and the identification of unique channels and opportunities for promotion. Strategy connects our business objectives to the marketing efforts and ensures a meaningful experience at every point of interaction, while driving revenue and leases at your community.

THE TEAM

RPM’s in-house marketing team is comprised of agency-level marketing, design and public relations specialists, dedicated to developing and implementing the strategy, with a focus toward engaging prospects through creative means and relevant messaging. Our leading technology and marketing package has been customized to provide our clients with the most innovative solutions available.

Knowing what to say, when to say it, and where to say it, are crucial for optimizing your message. More importantly, knowing when to pivot and adjust is the difference between a highly effective strategy and one that falls flat. A great brand can – and will – get lost in the mix without proper marketing techniques.



MARKETING’S DIGITAL SUITE OF SERVICES

Our suite of services covers a wide range of needs, from high-level design to in-depth strategies, and beyond. Customized to fit each clients’ specific needs, our marketing services provide innovative solutions with tangible results.

WEBSITE DEVELOPMENT

To bring out the best in your online presence, our team works to design and build a website to best suit your property and specific needs. We offer template websites along with semi-custom and fully custom websites.



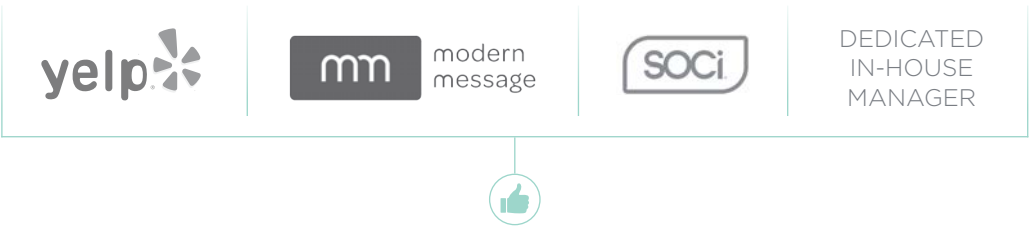
Our team of content experts, developers, and user-experience designers, can also assist with:

- Hosting
- User Experience (UX) Design
- Yardi / PMS Integration
- Information Architecture (IA)
- Responsive Design
- API Development
- A/B & User Testing

REPUTATION

Perception is key to maintaining a positive brand image and attracting new residents. However, simply responding to reviews is just the beginning of an effective reputation strategy; having a plan in place with clear, measurable objectives is the foundation for success. This helps shape public perception and is also beneficial for identifying opportunities to improve the resident experience.

Our strategy is based on monitoring, engaging and addressing both positive and negative conversations and utilizing key performance indicators (KPIs) to track and measure online ratings, reviews, and mentions. We do this by looking for trends in feedback, quickly responding to and correcting any issues, leveraging positive sentiments, performing regular audits to ensure displayed information is accurate, and proactively asking for reviews and encouraging positive feedback. This increases positive reviews and enhances perception on and offline, leading to a reduced need for outsourced management.



DIGITAL MEDIA EXPERTISE

A dynamic mix of SEO and PPC, effective social media tactics, and ILSs are the foundation of a great strategy, offering us powerful insight through data and analytics. With this, we're able to constantly refine and refocus our strategy in real time for the most effective results. Once these methods are established, we can begin to weave in other, more advanced marketing efforts like experiential marketing and influencer campaigns.

- A complete experience for current and prospective residents by creating engaging conversations
- Personalization for each property with a layered approach to online media
- An enhanced customer experience with creative, user-friendly websites to convert leads
- Branding power through a suite of online tools for each community including Internet Listing Services, Craigslist, social media, and fully optimized websites

Additionally, all of our assets are supported by a dedicated Digital Manager to ensure websites are capitalizing on all search engine optimization (SEO) and search engine marketing (SEM), a crucial element to overall success.

DIGITAL FOUNDATION

- Property Website
- Prospect Search Portal (RPMLiving.com)
- Resident Portal & CRM
- Lead Management
- Search-Engine Optimization
- Google My Business/Yelp Listings
- Online Application and Renewal
- Pay-Per-Click Advertising
- SEO

ADDITIONAL DIGITAL LAYERS

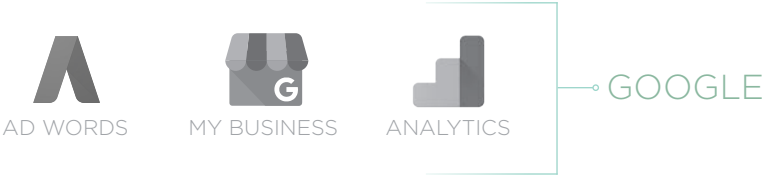
- Video
- ILS Syndication
- Mobile Leasing Application
- QR Codes
- Influencer Marketing
- Reputation Management

MEASUREMENT

- Real-Time Analytics
- Evaluation and Adjustment

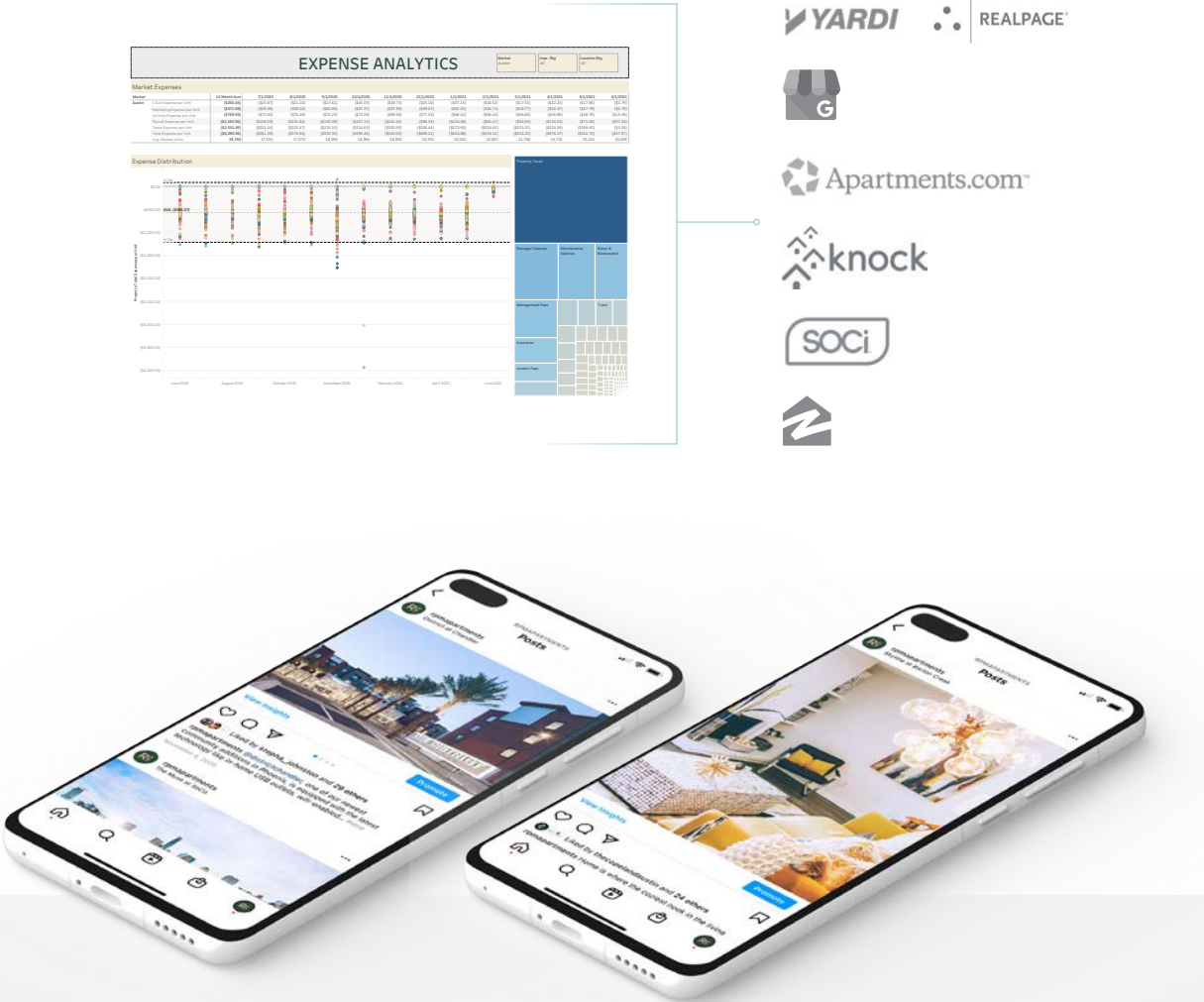
PPC + SEO OFFERINGS

Pay-per-click (PPC) and search-engine-optimization (SEO) are critical elements to an overall digital strategy because they lay the groundwork for guiding and driving visitors to your business. They work in tandem with other digital efforts like content development, display advertising and retargeting, social media, and reputation management. A strong PPC and SEO strategy will strengthen the rest of your digital presence and ultimately drive more leads to your front door. We fully optimize in accordance to search-engine indexes for maximum exposure and relevancy.



MARKETING BUSINESS INTELLIGENCE

Our customized marketing BI dashboard pulls analytics from various marketing sources to provide proprietary data insights that directly impact property performance. Instead of insights living in multiple mediums, they now are part of a single, comprehensive picture reflecting real-time data.



SOCIAL MEDIA & INFLUENCER MARKETING



Social media is an effective tool for communicating the details of your property's brand and lifestyle value; messages can be tailored to specific prospect audiences as well to guarantee maximum impact. Whether building out a general strategy or creating a custom campaign, we work to define objectives, identify and research your target audience, and construct tailored messaging and content based off our findings. With campaigns, we evaluate success by measuring engagement and using insight to guide our next steps. We use a test-and-learn approach, monitoring and swiftly pivoting when needed, for best results.



GRAPHIC DESIGN SERVICES

To further bring your brand to life and ensure consistency across all platforms, our graphic design team assists in the development of all collateral, plus production and printing. Our designers are comprised of diverse talents, with experience in traditional and non-traditional design, alongside online and digital projects. Our graphic design capabilities include:

- Complete leasing materials (price sheets, flyers and resident retention collateral)
  - Digital eBrochures
  - Brochure and office packages (custom envelopes, business cards, stationery and note cards)
  - Digital media (online banner ads, screen savers, video and more)
  - Signage (A-frames, toppers, banners, flags, etc.)
- Outreach collateral (bookmarks, online flyers, e-mail blasts, etc.)
  - Complete eBlast campaigns
  - Swag and promotional items

**Additional services include:**

  - Comprehensive brand development
  - Logos and graphic architecture creation
  - Copywriting and editing
  - Interactive leasing kiosks



Branding Services

We create one-of-a-kind brands that elevate and enhance the communities our residents live in and love. And we do it in a results-oriented, totally integrated, comprehensive manner. Combined, we have years of experience, truckloads of talent and a bottomless supply of enthusiasm. We’re experts in every part of the creative and branding process, from selecting a name to developing color schemes.

Our brands are built in a way that crosses all media and our process is focused on developing a charismatic identity—a brand people will remember and respond to. Services include, design, copy, brand positioning and messaging, brand standards creation, logo development, campaign concepts, video and photography.

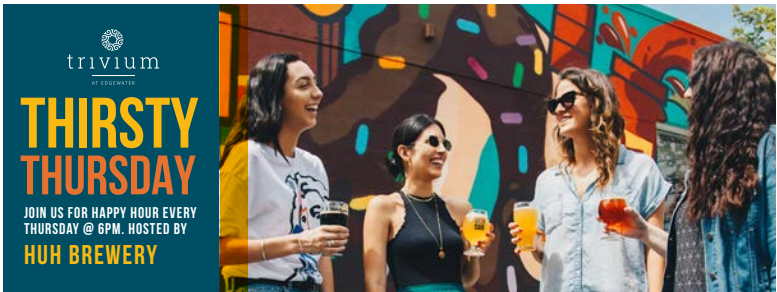
RESIDENT RETENTION: SERVICES & EVENTS

Moving can be stressful; our goal is to make the transition as smooth and enjoyable as possible from day one. Our associates achieve this by assisting residents with setting up utilities, providing a thoughtful welcome gift of essentials items, and ensuring they truly feel at home. Likewise, residents should feel a sense of community and belonging. Hosting a variety of on-site events, both regularly scheduled functions and larger gatherings, will continuously foster a welcoming environment and encourage residents to engage and connect.



LOCAL PARTNERSHIPS & OUTREACH

Local outreach by our on-site staff is crucial for establishing contacts and relationships with the surrounding businesses. Not only does this connect us with the community to highlight what makes the property so unique, it also provides opportunities to cross-promote and build valuable partnership programs, identify new opportunities, and continuously network. Our various strategies for this include things like neighborhood outreach, guerrilla advertising, reciprocal marketing, and Preferred Employer Programs, which focus marketing efforts on employees of major, local corporations.






FINANCE & ACCOUNTING

RPM understands financial performance is a top priority for our owners and asset managers, which is why we utilize innovative, web-based management and reporting software to deliver essential financial information and only hire certified accountants. We track and analyze all financial activity with real-time accounting systems to provide consistent and accurate data. Clients have access to operating statements, accounts, and balance sheets on a monthly, quarterly, and annual basis – all through a secure client portal.

-  Property accountants prepare and analyze monthly operating reports, in conjunction with the Regional Manager and Business Manager. Statements and Variances are packaged into monthly reporting packages for ownership once materials have been approved by the Regional and Asset Managers.
-  A dedicated team ensures timely and consistent reporting materials for ownership.
-  Reporting materials and schedule are tuned to the client's needs and expectations.
-  Single point of contact facilitates all ownership accounting inquiries.
-  On-site teams utilize a “P-Card” instead of petty cash to improve accountability of funds. RPM also employs strictly regulated internal controls and conducts regular external audits.
-  Standardized comparison of property expenses across the portfolio.
-  Automated receipt and payment of vendor invoices.

RPM's revenue management services focus on improving the financial performance of our communities by combining the best real-time market data, with actionable operations and marketing insights. The result is superior unit pricing, expense optimization, and market forecasting. Through our sophisticated application of revenue management technologies, RPM strives to continuously:

-  Supports both LRO and Yieldstar and currently testing AIRM
-  Internal, dedicated revenue management team that can customize and apply client goals to product
-  Implements, trains, and supports corporate and on-site teams on revenue management
-  Weekly/bi-weekly calls to discuss pricing concerns, market conditions, competitors, performance, and renewal rates/strategies
-  Collaborates with other internal RPM departments to maximize revenue (marketing, training, performance, system support teams, and executive

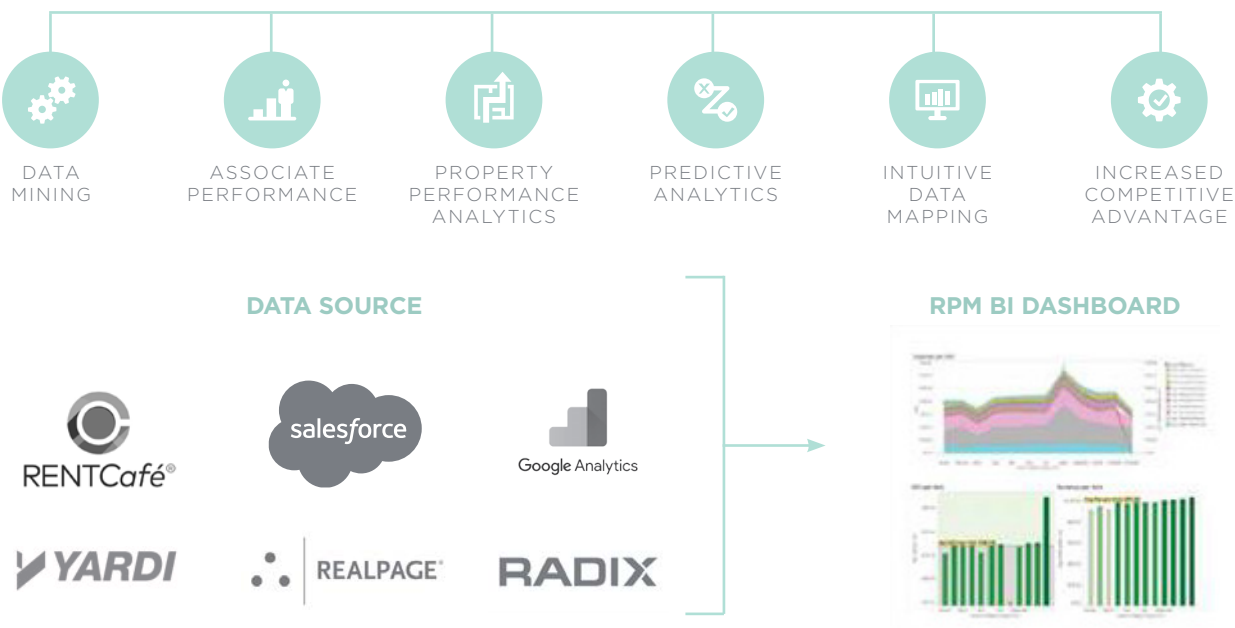
DELIVERING INDUSTRY-LEADING INSIGHT

Our overarching approach to revenue management strategies incorporates a robust platform of industry leading tools such as LRO and Yieldstar, and places them at the fingertips of our expert in-house Revenue Managers. This team of dedicated specialists collaborates with operations and marketing stakeholders to gain insights that prevent significant revenue dips in the leasing off-season, and capture maximum rent growth during the submarket's best months.





Tableau, RPM's customized BI software, pulls analytics from various sources (i.e., Yardi, RentCafé, Knock, etc.) into one dashboard to provide proprietary data insight that directly impacts property performance, from high-level portfolio-wide views to in-depth asset-specific views. This real-time data allows our teams to quickly adjust and more effectively manage financial and operational performance. It also allows us to pull comprehensive data reports on property performance, including financial GL performance to budget/trend over time, financial and operational performance to market, renovation premiums, NOI growth and performance to budget, turn-time analysis for vacant units, response and completion time for service requests, and trending and real-time reputation scores.



RPM is committed to delivering technology solutions and IT support that drive real-time performance, building infrastructure, longevity and innovation. Our focus includes application management, security, infrastructure, emerging technology, help desk and site support. This allows the appropriate resources to always be available to recommend and utilize, and enables us to prioritize and correct any tech issues. Our approach is to equip each site with a reliable and scalable technology architecture that provides the best value for the end user community.

- RPM is committed to aggressively consolidating, streamlining and advancing our operations in order to integrate and update our technology.
- To enhance reporting insight and increase property productivity, we maintain a variety of applications.
- Support staff is readily available via phone or e-mail for troubleshooting and general assistance to quickly identify problems and reduce downtime for on-site associates.



YARDI VOYAGER

Yardi Voyager is a web-based, fully integrated end-to-end platform with mobile access that automates workflow and provides system-wide transparency. It provides clients with 24/7 access to real-time data at the property and corporate accounting levels and includes a variety of specialized reporting, reforecasting and budgeting capabilities to help managers oversee their communities more effectively.



RENTCAFÉ

As our CRM (customer relationship management) system, RentCafé seamlessly integrates with Yardi Voyager to track the resident life cycle from move-in to final deposit accounting. Benefits include complete lead tracking from source to conversion, added enhancements to SEO, leveraged cost efficiencies, in-depth reporting insights, and real-time integration with management software. This results in increased lead conversions and revenue.

THANK  
YOU

