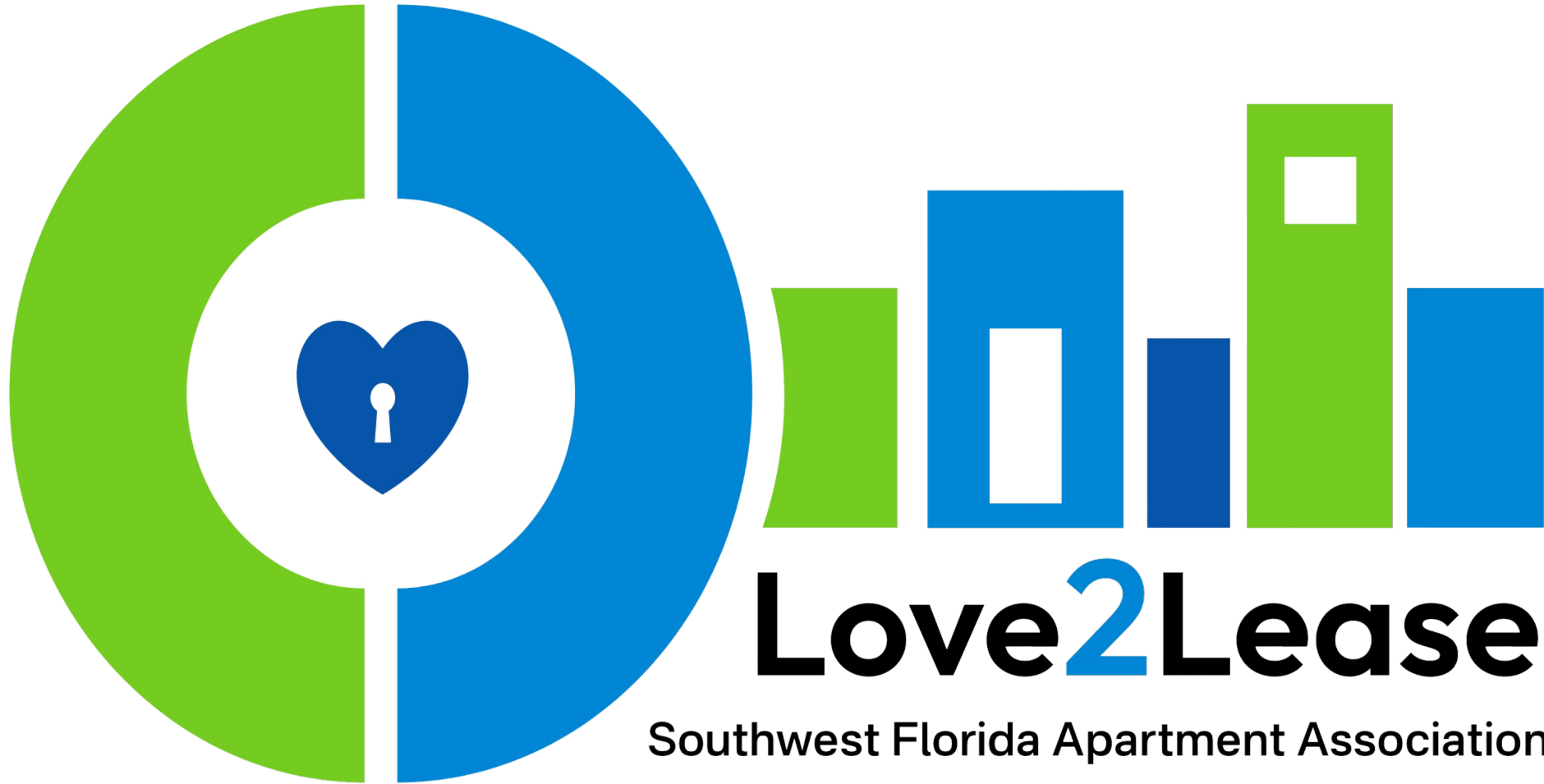


WELCOME!



#LoveRSponsors

ALWAYS CALL ON SWFAA SUPPLIER PARTNERS FIRST!



PAINT • ROOFING • REMODEL



GREENSCAPES





URS

Friday
5:30pm
Saturday
5:00pm
Sunday
5:00pm





**WATCH
US
GROW!**



Catherine Trucksess
Asset Manager
Stock Luxury Apartment Living



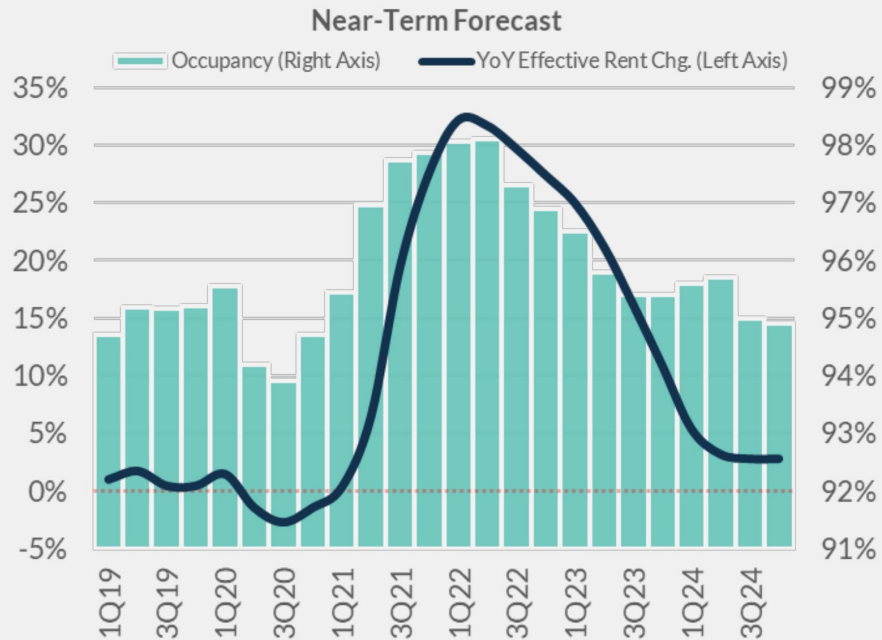
TOP REASONS BEHIND THE GROWTH

EVERYONE IS HOT FOR FLORIDA

Simply Put....Supply & Demand

- ▶ Demand = 1,200+ people per day moving to Florida
- ▶ Population growth to Florida +2.7million in last decade or 14.6%; double the rate of the US overall
- ▶ Florida ranked #1, 5 years straight, (2016-2021), in net migration gain
- ▶ No state income tax, job markets are booming with climbing salaries, less restrictive pandemic measures
- ▶ Relatively lower housing costs for those coming from the Northeast & Midwest
- ▶ Pandemic-era rise of remote work has spurred companies and the people who work at them to reevaluate their locations and the lifestyle that comes with them.
- ▶ If you can work anywhere - why not in paradise?

SW Florida has benefited from inbound migration, and while most near-term indicators remain favorable the region's volatility remains a consideration



Metric	3 Year Total. (2Q22 - 1Q25)	+/- U.S. Total	Rank Among Top 150 Markets
Cumulative Rent Growth	35.9%	13.5%	5
Occupancy Rate	96.0%	-0.3%	93
Cumulative Supply (Units)	3,777		62
Cumulative Inventory Growth	8.2%	1.8%	35

Florida markets could be among the nation's best near-to-mid-term performers, but there is some volatility potential in the region as well.

3 Year Forecast (2Q22 - 1Q25)				
Market	Cumulative Rent Growth	Occupancy Rate	Cumulative Supply (Units)	Cumulative Inventory Growth
Naples	52.0%	95.7%	2,512	8.7%
North Port	46.7%	95.4%	6,444	11.6%
Tampa	37.4%	97.1%	17,337	7.2%
West Palm Beach	36.4%	96.1%	9,381	8.4%
Cape Coral/Ft Myers	35.9%	96.0%	3,777	8.2%
Fort Lauderdale	35.0%	96.6%	12,146	6.3%
Orlando	31.3%	96.1%	28,780	12.3%
Jacksonville	30.3%	95.5%	16,693	12.5%
Port St. Lucie	27.0%	96.2%	4,690	16.1%
Miami	26.3%	97.5%	19,166	6.5%
Deltona/Daytona	26.0%	96.8%	2,324	6.2%
Palm Bay	23.5%	95.2%	4,138	11.6%
Crestview (Destin)	23.3%	97.5%	1,226	5.7%
Lakeland	23.1%	97.3%	3,175	12.8%
Pensacola	19.9%	96.6%	2,387	9.7%
Gainesville	19.0%	96.4%	823	3.4%
Tallahassee	18.3%	95.1%	1,012	3.9%

Many Florida markets have seen their average rents (and sales price per unit) rise above the U.S. average over the past decade

Market	Avg. Rent as of 1Q11		Avg. Rent as of 1Q22	
	Rental Rate	Difference vs. US Avg.	Rental Rate	Difference vs. US Avg.
Tallahassee	\$841	-14%	\$1,243	-26%
Jacksonville	\$747	-23%	\$1,454	-13%
Palm Bay	\$708	-27%	\$1,471	-12%
Port St. Lucie	\$753	-23%	\$1,631	-2%
Orlando	\$794	-18%	\$1,657	-1%
Tampa	\$791	-19%	\$1,712	2%
Cape Coral/Ft. Myers	\$719	-26%	\$1,778	6%
Sarasota	\$847	-13%	\$1,918	15%
Naples	\$782	-20%	\$2,054	23%
Miami	\$1,163	20%	\$2,174	30%
Fort Lauderdale	\$1,146	18%	\$2,241	34%
West Palm Beach	\$1,091	12%	\$2,321	39%
US	\$973	-	\$1,671	-

Many Florida markets have seen their average rental rates rise above the U.S. norm over the past decade.

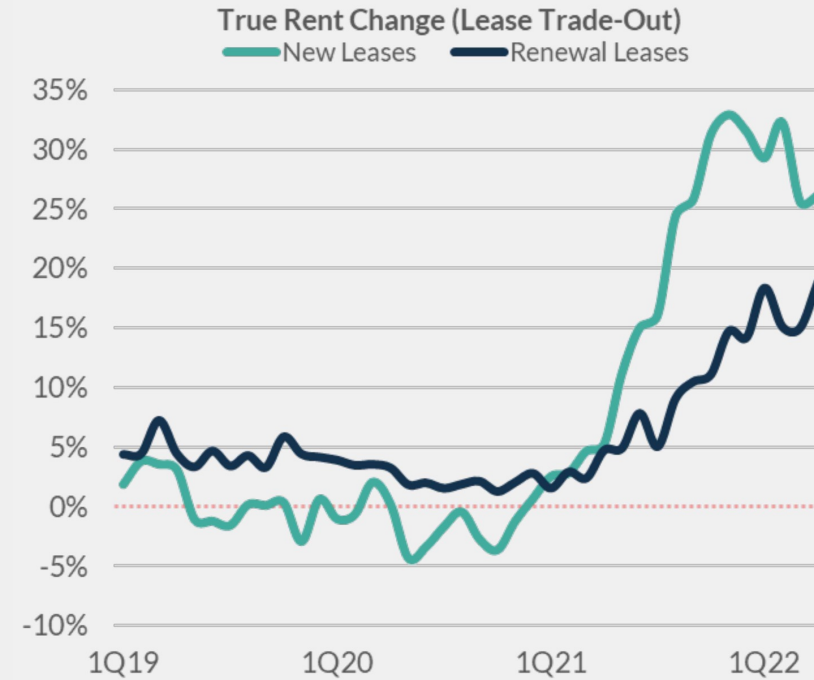
As of 2011, only the trio of South Florida markets saw an average rent greater than the U.S. average.

By 2022, only Tallahassee, Jacksonville, and Palm Bay show a discount of at least 10% versus the U.S. average.

Table sorted by lowest to greatest difference vs. U.S. average rent in 1Q22.

Cape Coral/Ft. Myers

Annual Supply (1Q22)	Annual Demand (1Q22)
3,267	4,467
True New Lease Rent Chg.	True Renewal Lease Rent Chg.
26.2%	18.8%
Effective Asking Rent	Effective Asking Rent Chg.
\$1,861	43.7%
Occupancy Rate & YoY Chg.	Resident Retention
97.2% (1.0%)	49.3%
YoY Rent Roll Chg. (Rev/OSF)	Units Under Construction
18.7%	2,666
T-12 Sales (1Q22)	Avg. Cap Rate (1Q22)
\$1.8b	4.5%



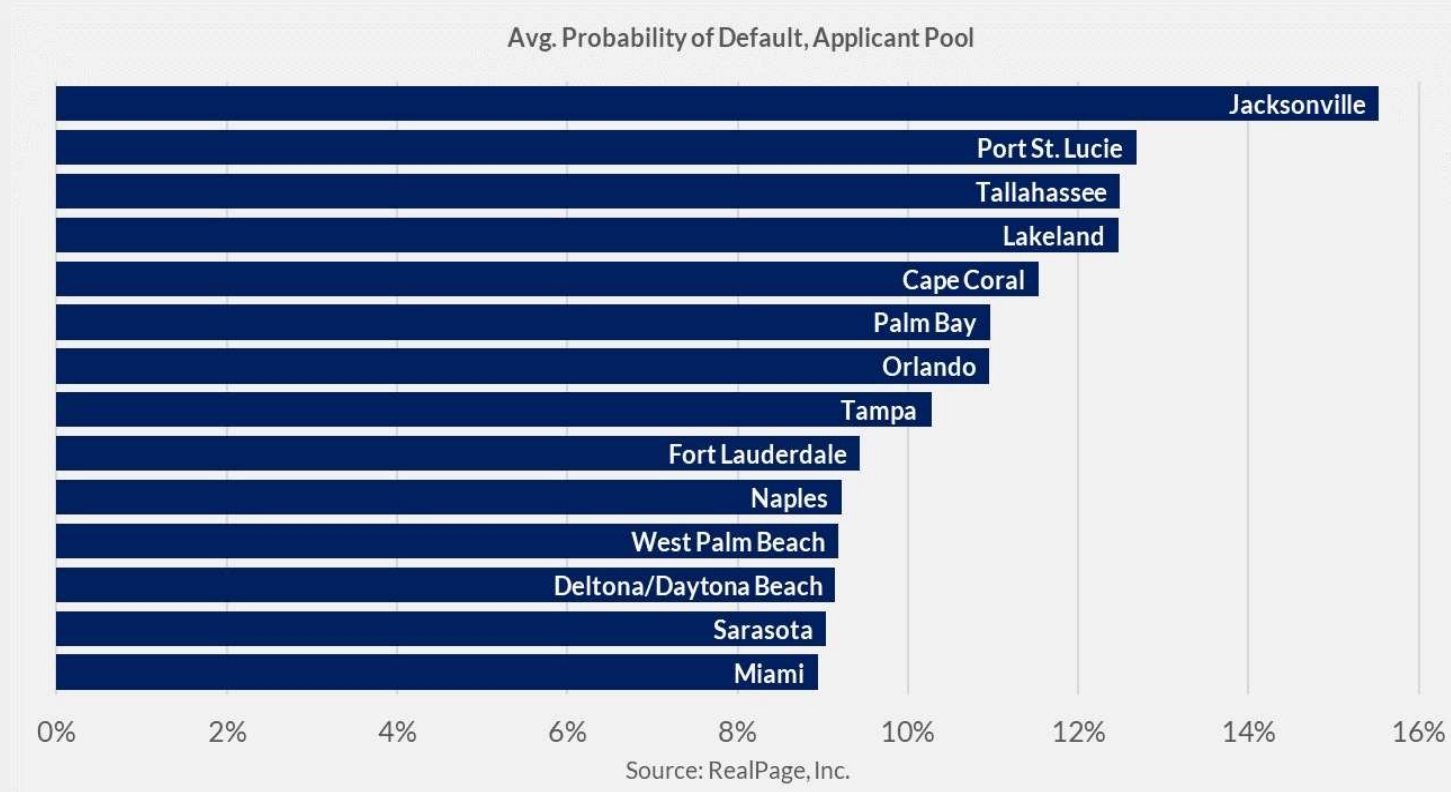
Florida markets remain red hot, and near-term growth could remain robust with significant loss-to-lease + favorable demand tailwinds

Market	True New Lease Rent Chg. (Trade Out)	True Renewal Lease Rent Chg. (Trade Out)	Effective Asking Rent Chg. (YOY)	Occupancy Rate	Occupancy Chg. (YOY)	Rent Roll Chg. (YoY)
Cape Coral	25.6%	15.0%	45.4%	97.7%	2.1%	17.4%
Fort Lauderdale	31.4%	16.7%	32.0%	98.0%	2.4%	14.1%
Jacksonville	20.1%	14.2%	24.5%	96.9%	1.5%	14.6%
Miami	30.4%	12.3%	27.8%	98.4%	2.9%	13.7%
Sarasota	35.0%	20.5%	38.9%	97.7%	1.8%	17.6%
Orlando	27.0%	14.4%	30.0%	98.0%	2.8%	11.3%
Palm Bay	22.8%	12.8%	23.9%	98.0%	2.3%	19.4%
Tampa	25.1%	15.5%	29.5%	97.7%	1.7%	17.3%
West Palm Beach	28.6%	17.0%	31.1%	97.7%	1.6%	16.9%

Smaller Florida markets are seeing similarly impressive performance

Market	True New Lease Rent Chg. (Trade Out)	True Renewal Lease Rent Chg. (Trade Out)	Effective Asking Rent Chg. (YOY)	Occupancy Rate	Occupancy Chg. (YOY)
Crestview	20.5%	9.1%	29.3%	97.6%	0.4%
Deltona	19.6%	11.9%	29.1%	97.6%	1.4%
Gainesville	16.2%	10.0%	23.0%	98.7%	3.3%
Lakeland	18.2%	14.2%	26.6%	98.2%	1.5%
Naples	37.0%	21.7%	46.4%	98.5%	2.4%
Panama City	13.7%	3.7%	15.1%	98.4%	2.2%
Pensacola	18.9%	8.4%	21.0%	97.9%	0.6%
Port St. Lucie	23.7%	42.8%	29.0%	98.3%	0.9%
Tallahassee	11.2%	8.9%	17.6%	97.1%	2.3%

Probability of default in most Florida markets runs lower than the U.S. norm (~12%), ranging from a low of 8.5% in Miami to 15.5% in Jacksonville



BUBBLE BURST... AGAIN?



Who knows?

Analysts are speculating, “probably not.”

Here’s why...

Current growth is **ORGANIC**= normal demand from population increase & lack of supply.

VS.

2000’s growth was **NON-ORGANIC**= outside stimulus from investment speculators building at unsustainable rates.

▶ **A slowdown will naturally occur as mortgage interest rates move to more normal levels (2023-2025). This still will not create a housing bubble, as the supply-side of the market has been ignored for too many years and today’s demand is consistent with the organic needs of our growing population.*



CURRENT PIPELINE





PIPELINE STAGES

- **9** Properties in **Lease-Up** = **2,663** units
- **19** Properties in **Construction** = **4,616** units
- **9** Properties in **Planning** = **3,291** units
- **36** Properties in **Pre-Planning** = **9,188** units

- **Total 73 Properties = 19,758 units**



COMPETITION & GETTING YOUR SHARE OF THE ACTION

- ▶ Know what's coming
 - ▶ Relationship building with comp set (personal or via SWFAA)
 - ▶ Outside the box Unique offerings/amenities
 - ▶ Deliberate Marketing Strategy
 - ▶ Subscribe to apps (local news, real estate & business digests – Business Insider, Google alerts)
 - ▶ Utilize Pipeline Reports when available (RentPath, CoStar, etc.)
 - ▶ Attend SWFAA meetings & events (we talk about this stuff!)





FIRST IMPRESSIONS



Michelle Molinaro Nina Troester

Key Note Speakers
Savvy Property Solutions







PHONE IMPRESSIONS
A phone call is not an interruption, it's an opportunity!

According to the old saying, "You never get a second chance to make a GREAT 1st impression." Show your best self on the phone or if what they wish to for the first time is a complete mix their reality with you!

So many leasing consultants are cutting corners on the phone (2012, 2013, 2014)

Today is about a variety of 1st Impressions... (i.e. social media, touring, etc)

RISE UP & LISTEN!





**WON'T YOU
BE MY
NEIGHBOR?**



Cody Featerholf

VP Marketing &
Communications
City Recycling Group

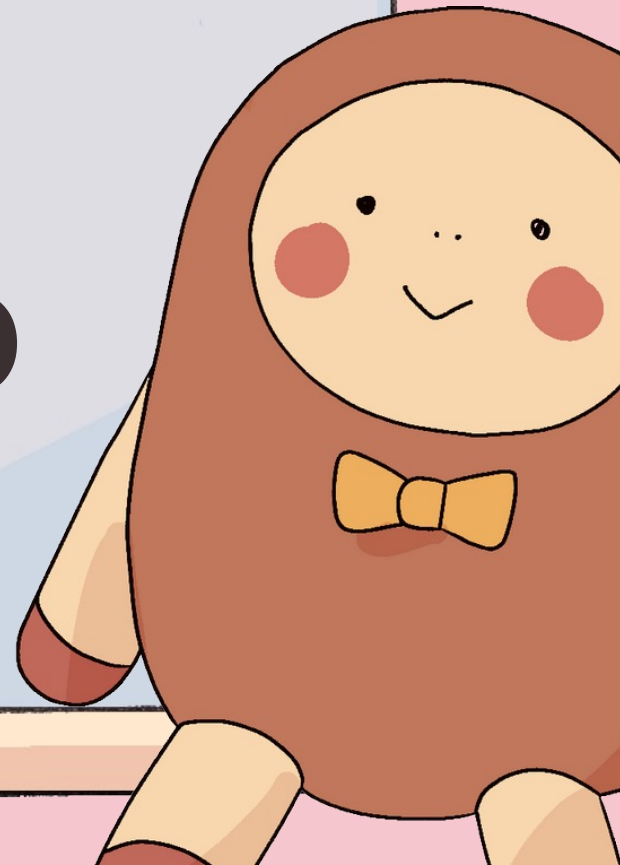
Jessica Romero

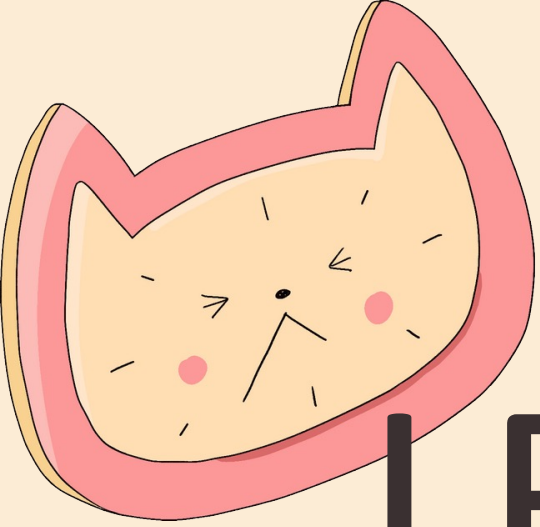
Strategic Marketing
Manager
Rangewater



HEY CODY? YEAH JESS?

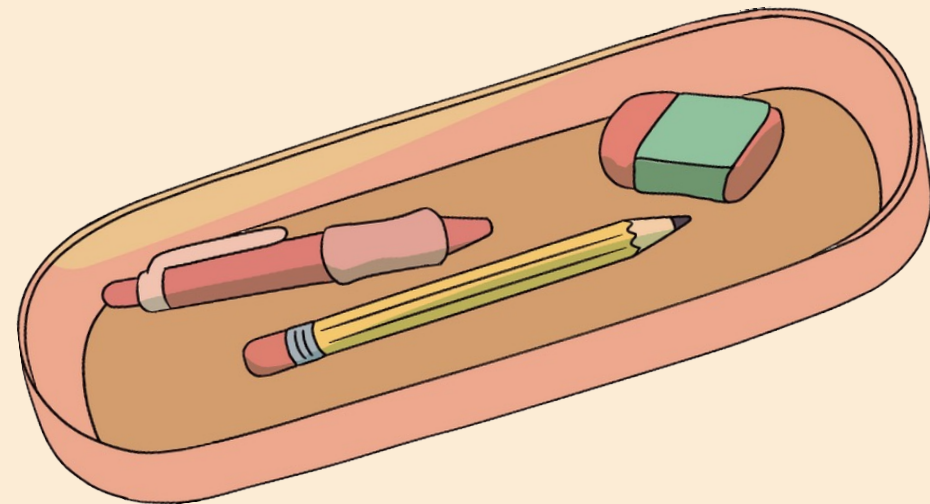
WON'T YOU
BE MY
NEIGHBOR?





LET'S HAVE FUN
TODAY!

Are you ready?



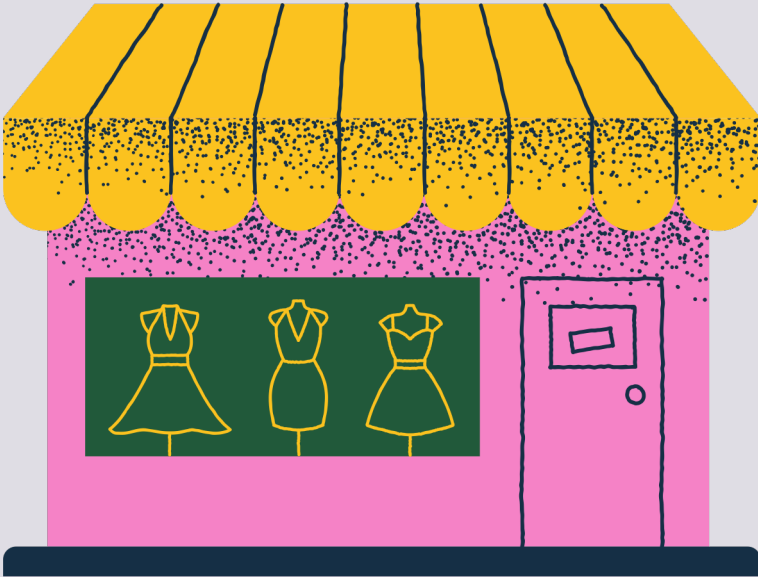
IS YOUR COMMUNITY IN OUTER SPACE?

Are you ready?



WHAT ABOUT...

local businesses







Essex Luxe Apartments is
😊 feeling excited at Topgolf
(Orlando).



February 10, 2020 · Orlando · 🌐

BIG MONEY!! BIG MONEY!!!

Come visit us at our brand new temporary office to apply for your new home and spin the wheel 🎡 to win one of our six "backyard" prizes!

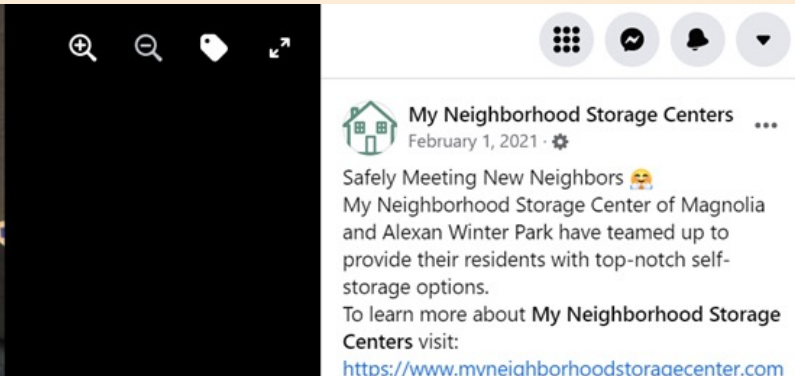
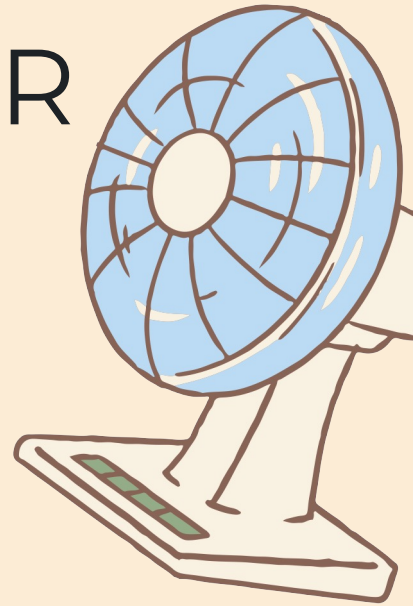
Are you hoping to spend the afternoon on us at Topgolf, Machine Gun America, Andretti Indoor Karting & Games Orlando, Kings Dining & Entertainment, or Orlando Zombie Outbreak?!

#liveluxe #welcomehome

See less



GET YOU SOME FANS IN YOUR NEIGHBORHOOD!



UMM...

who are the major
employers in your
market?





Eastmar Commons Apartments

January 18, 2017 · Orlando · 🌐

Today we brought in lunch to the Orange County Sheriff's Office to show appreciation for all of their hard work and dedication to our community! — 😊 feeling thankful at Eastmar Commons Apartments.



alta
at eastmar commons

THANK YOU!



5115 Park Place (5115 Park Road, Charlotte, NC)

September 13, 2019 · 🌐

We love our residents here at 5115 Park Place! Congratulations Lucas for being our resident of the month! We had so much fun bringing bagels for the teachers @charlottelatinschool 🥯

[#weloveourresidents](#) [#hugsatwork](#) [#montfordpark](#) [#leasingcharlotte](#) [#queencity](#) [#southparkclt](#) [#gomatrix](#)



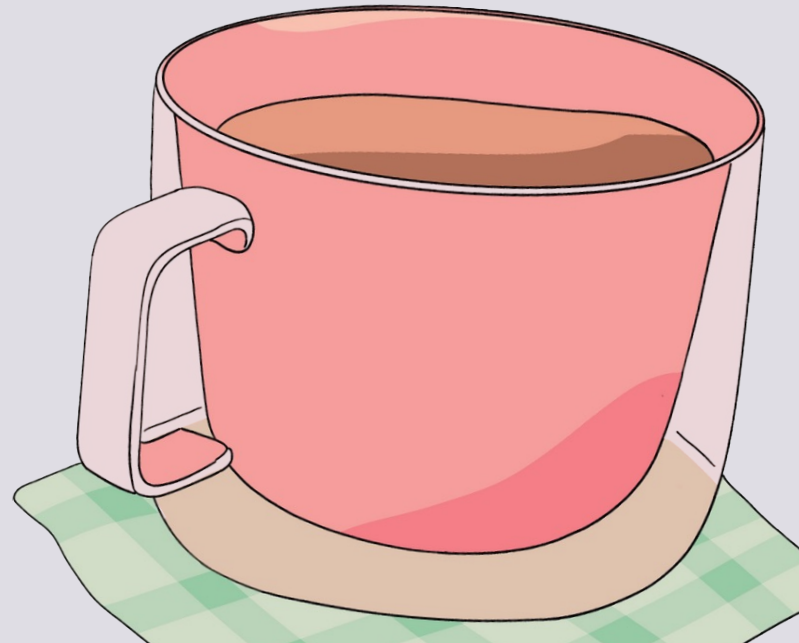
BE A GOOD NEIGHBOR

Befriend local businesses

Be nice to your comps

Know your top employers

& always be cool with suppliers





THANK YOU FOR COMING!

Hope you had fun!



The Power of LinkedIn



Amy Baker
Regional Manager
Asset Living



ASSET



SELL, DON'T TELL



Michelle Molinaro Nina Troester

Key Note Speakers
Savvy Property Solutions





**LET'S GET
SOCIAL!**



Jordan Hovanec
Regional Manager
Milhaus





LET'S GET SOCIAL!

Defining the Resident Driven Social Media Experience

Our Goals Today

- Resident Focused Content
- Social Commerce
- Social Media Wins
- Ways to Engage Residents
- Examples






Social Media is Important →

“80% of apartment seekers refer to social media before choosing their next rental property.”

Multi-Housing News, 2021



It's an Easy
WIN →

“Gen Z members spend an average of 4.5 hours per day on social media.”

Y Pulse, 2021



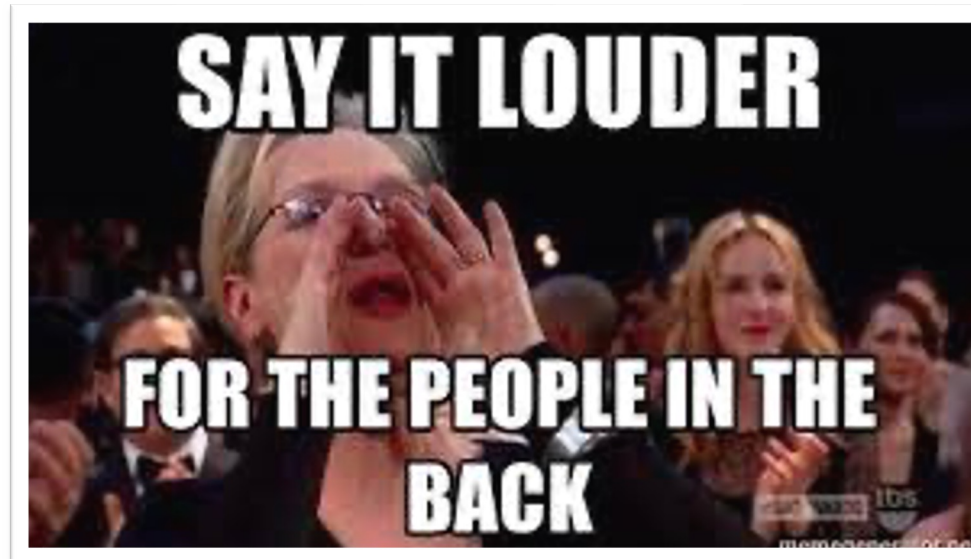
The #1 Takeaway to Understand:

Our Social Media is for **RESIDENTS.**

What does resident-focused social media mean?

Social media for residents ≠ sales or lease driven content

Social media for residents = content residents CARE about and connect with that ultimately encourages them to ENGAGE with us!



What's considered "sales" driven content? →

- Floor plans features
- Specials
- Rent numbers
- Callouts to schedule a tour
- *Any information a prospect could find or is looking for on your website!*



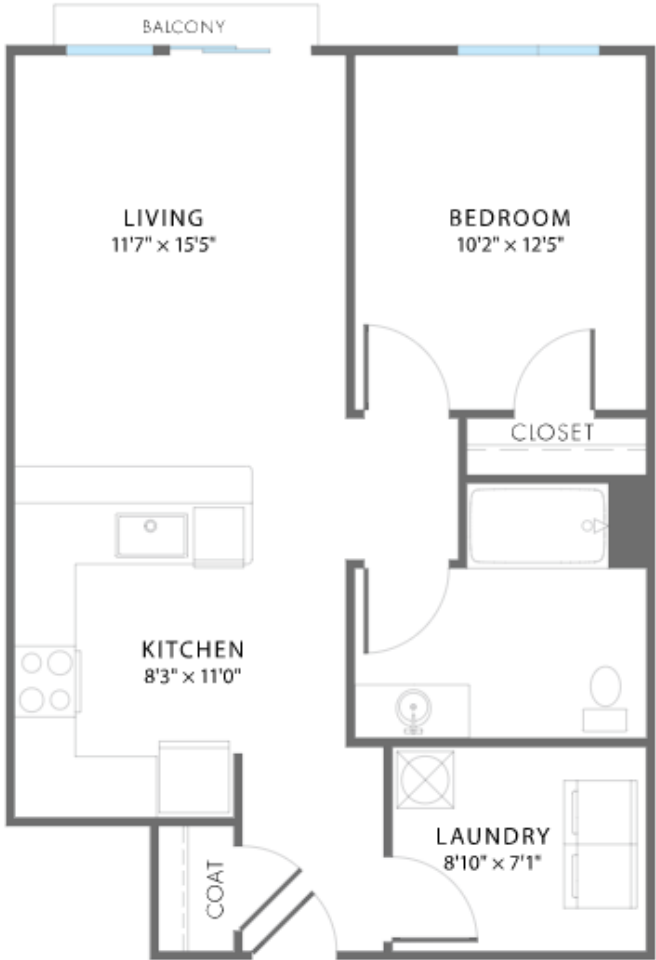
Your
Residents
Have Already
Been Sold →



Your
Prospects
Have Already
Seen Your
Website →



Even if you were a prospect... what's more enticing? →



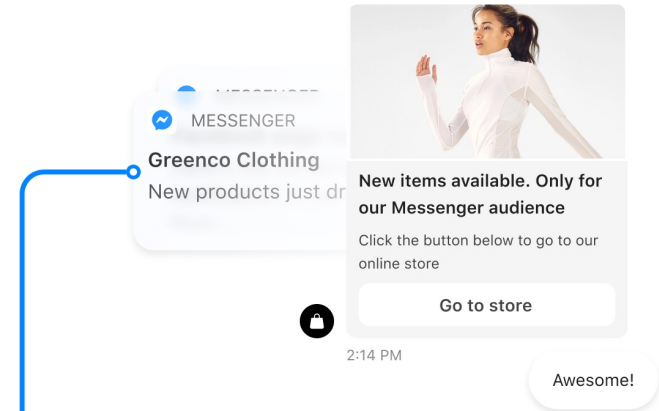
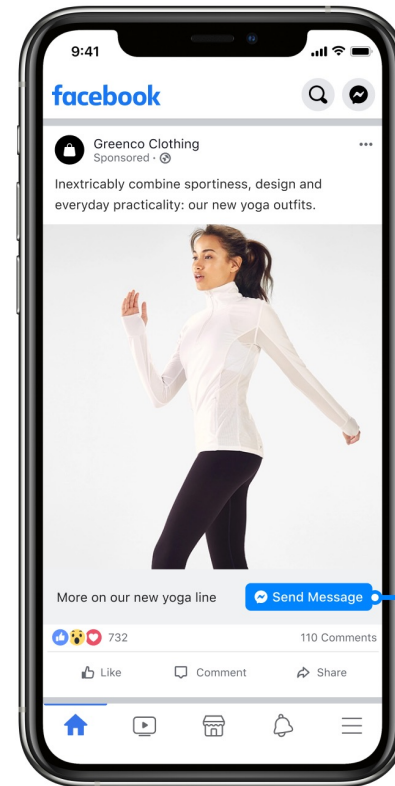
VS



There IS a
place for
Sales driven
content →



How many of you have purchased something from a social site? →





Social Commerce

“The integration of social experiences and commerce transactions in a single path purchase, enabled by a platform.”



Why Should We Care? →

“64% of social media users (approximately 2 billion social buyers) have made a purchase on social media in the past year.”

“The global social commerce industry is expected to grow from \$492 billion in 2021 to \$1.2 trillion by 2025.”

Multi-Housing News, 2021

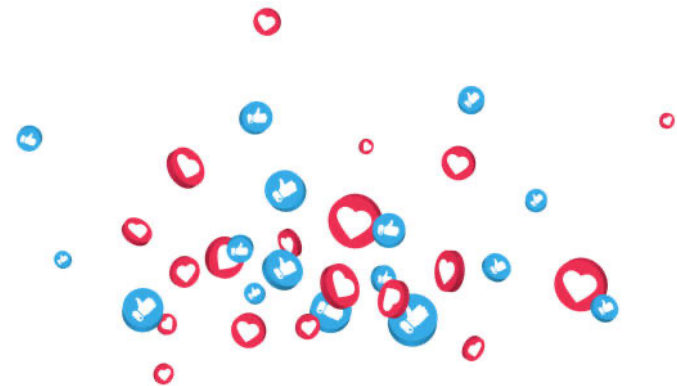
“Gen Z and Millennials are expected to fuel this growth, accounting for 62% of global social commerce spend by 2025.”

Multi-Housing News, 2021

Our Target
Demographic
← Cares

What Platforms Work for You?

- Less is more
- Biggest Focus – Facebook & Instagram
- Instagram = Photo Album
- Facebook = Newsletter

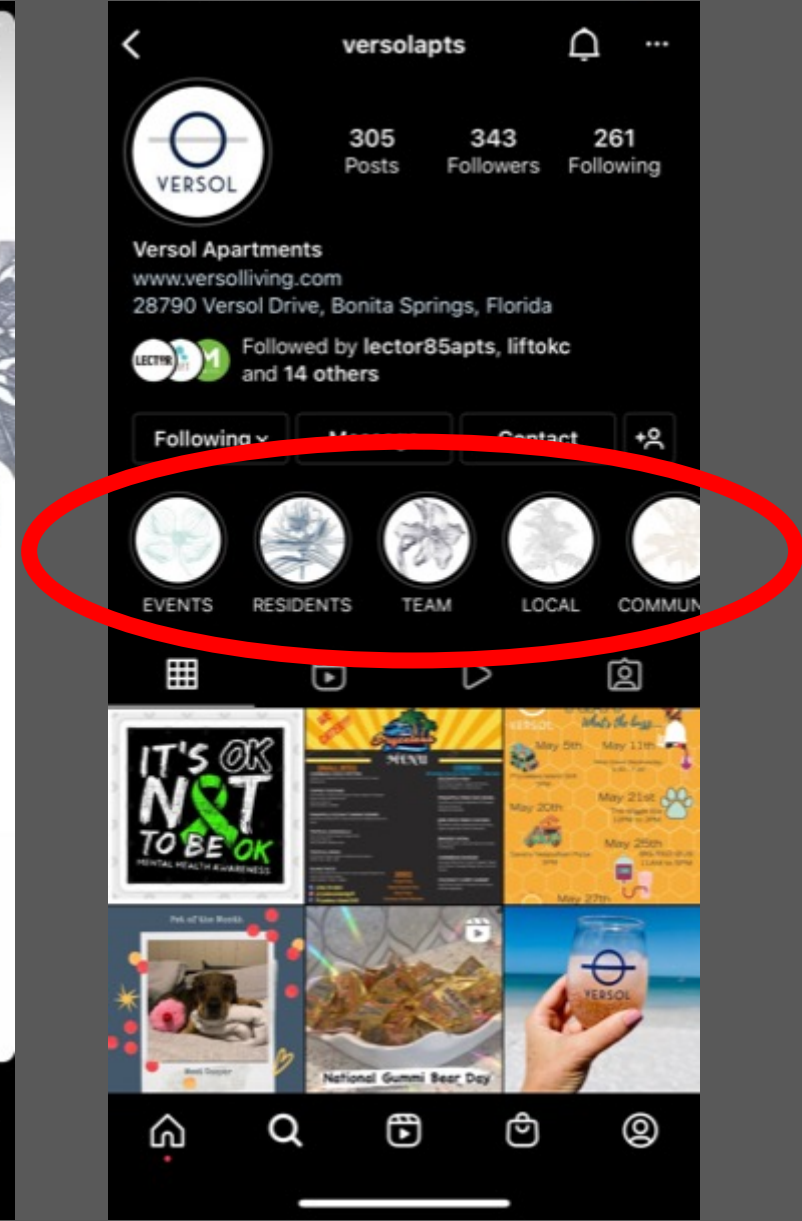
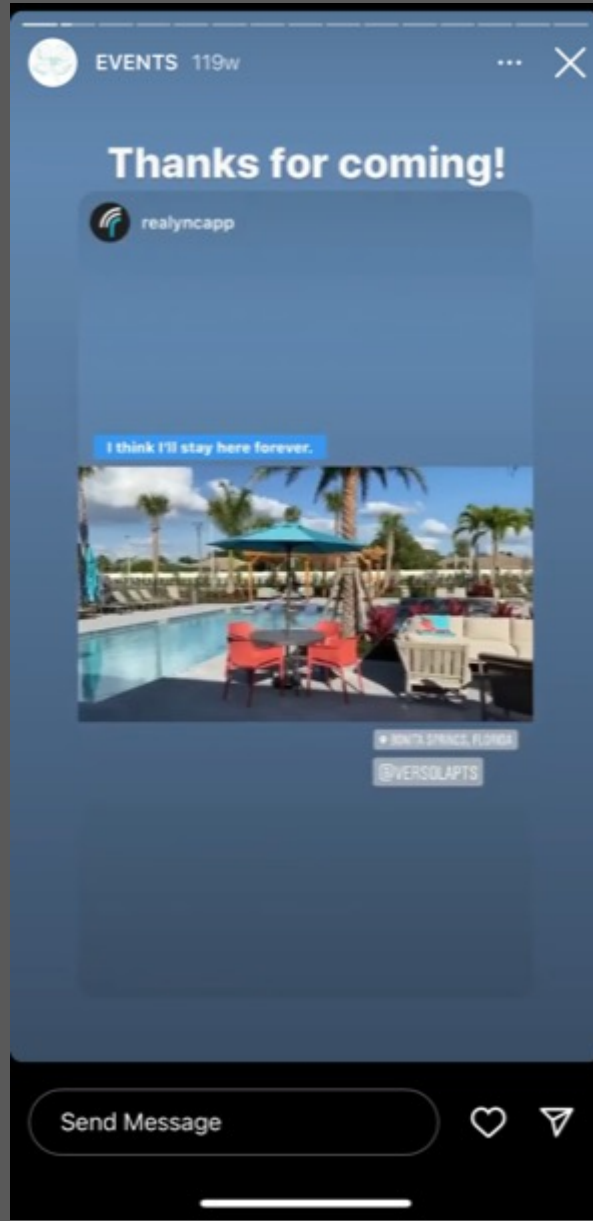


Easy Social Media Wins →

- Canva
- Follow the Trends
- Local Business Features
- Proper Use of Hashtags
- Using Insta Stories
- Creating Story Highlights
- Using Polls and “Add Yours” Buttons
- Tagged Photos and Location Pins
- Utilizing Reels for the TikTok trends




Insta Stories and Highlights



Polls and “Add Yours” Buttons

artistryapts 2h




@indy.om.message

WHO'S READY FOR THE INVOKE YOGA SERIES AT ARTISTRY??!

Tell us if you would prefer ...

Send Message

artistryapts 2h




CLASSES IN THE:

- Morning ☀️
- Night 🌙

Send Message

artistryapts 2h



CLASSES ON:

- Weekdays!
- Weekends!

Send Message

Misc 27w

Artistry Resident Poll

What kind of resident events would you like to see us host in 2022?

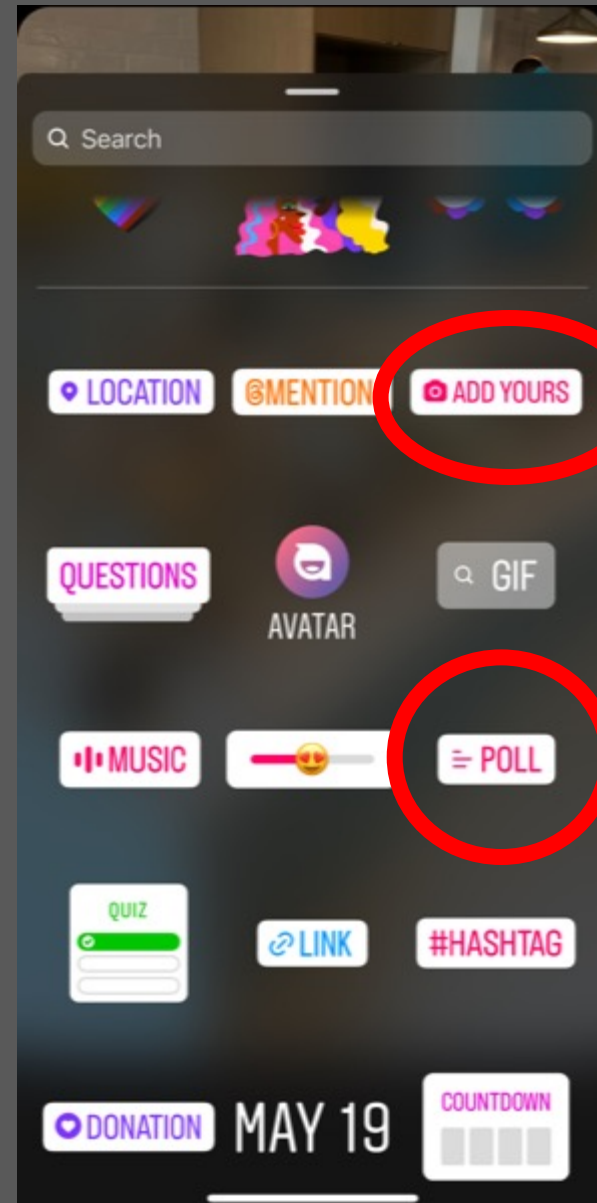
🌟 Answer Below 🌟

Type something....

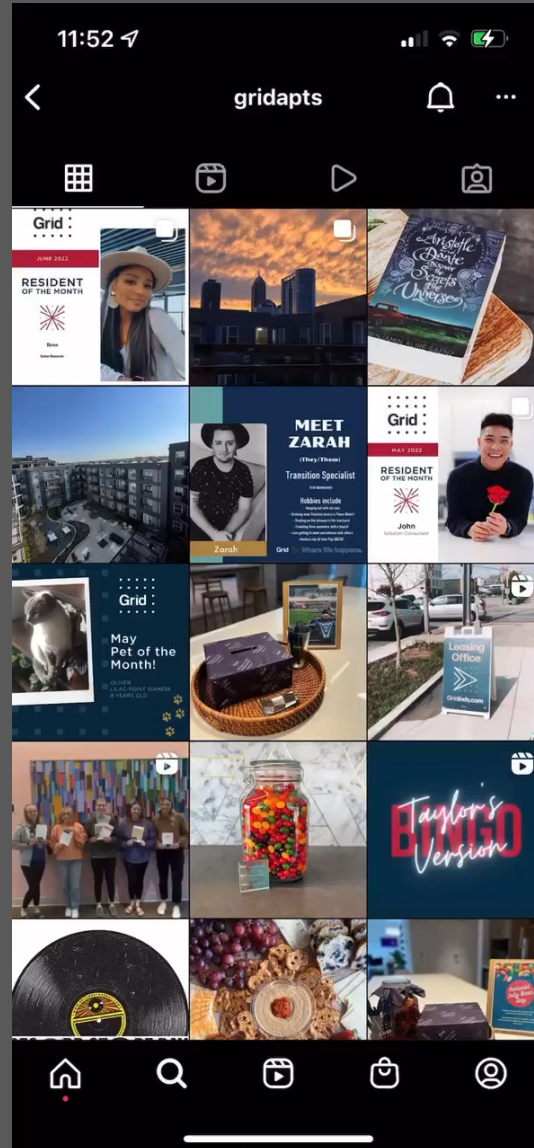
#artistryindy

Send Message

Where Do I Find These Buttons?



Utilizing Reels – TikTok Alternative



Engaging Residents Through Touchpoints

- Prospect Engagement
- Move In One Pagers
- Social Media Contests
 - Free Rent
 - Awards and Gift Cards
 - Raffles

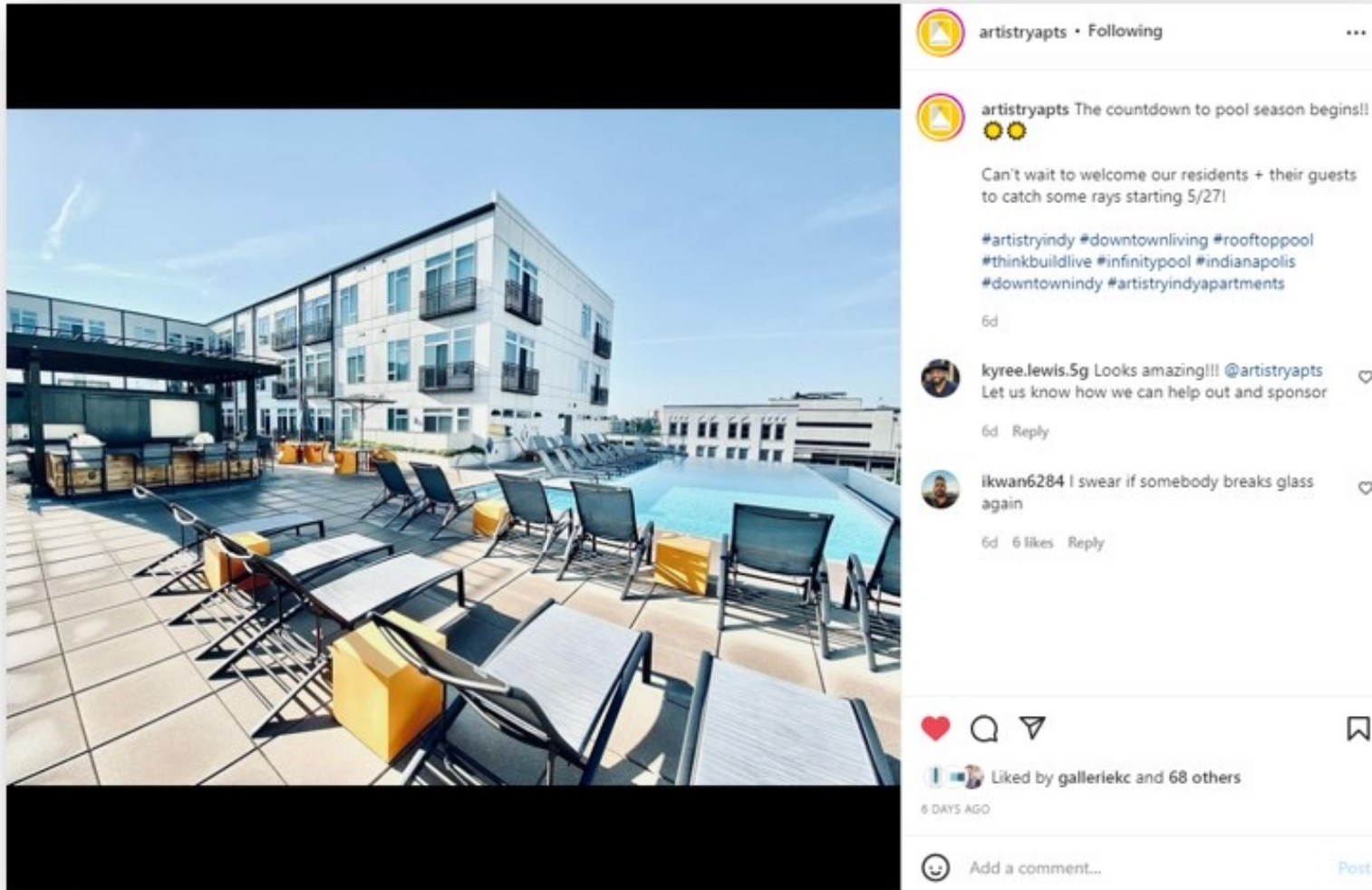


Show Me How You Ducky



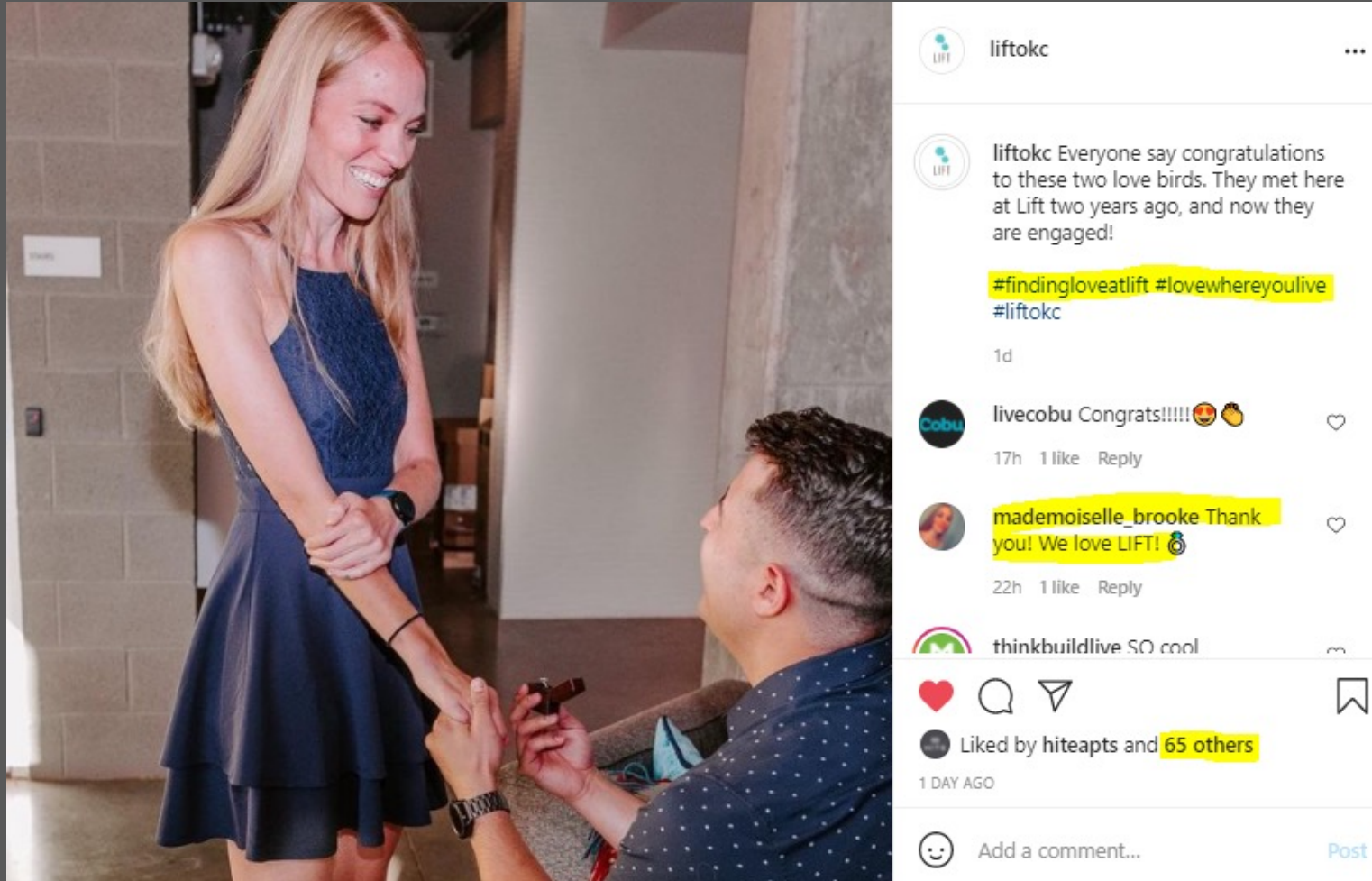
Three Great Social Examples

What Makes This Post Great?



- Putting a little life/excitement behind a resident announcement. Still content and news that residents care about, but way more fun than an email!
- Quality photos that are a perfect plug to feature a great amenity at their community.
- High resident engagement and perfect plug to add in their story content.

What Makes This Post Great?



- One of the highest liked posts from LIFT's account- just another example of why resident-focused content is the best.
- Really great caption and hashtags- simple, to the point and creative.

What Makes This Post Great?



ayrpts • Following
AYR Apartments

ayrpts With all of our fitness equipment now installed, we would like to introduce Brendon, Casey, and Staci. This awesome trio are personal trainers at @peakperformfit, but they want to bring their expertise to you, right here at Ayr! That's right, personal training and nutrition guide directly here at the Ayr fitness center. Interested in gaining more information or getting scheduled? You can reach them directly by contacting Casey at casey@galvanizedfitness.com | #Fitness #HomeGym #Nutrition #ApartmentLiving

1d

united_gym_d Love it ♥ Dm to @united_shoutout_usa

1d Reply

galvanizedfitness So excited to work with your residents!

1d Reply

♥ 💬 📍

👤 Liked by 747living and 27 others

1 DAY AGO

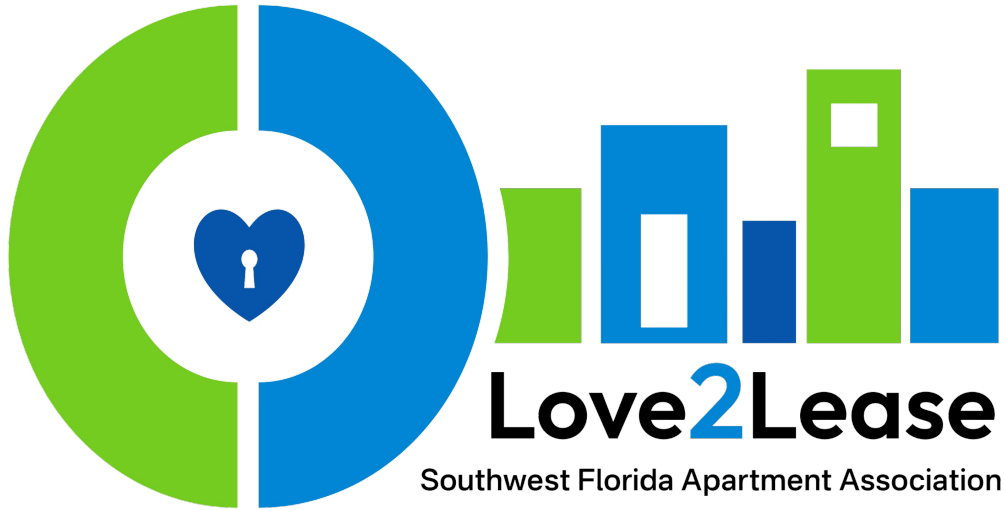
😊 Add a comment... Post

- Using a quality photo social post as an opportunity to sneak in the community update that *ALL fitness equipment is now installed* and adding in photos of the finished space.
- Featuring a local partnership and providing a personalized introduction for residents to work with them. Tagged the business, the business commented and residents can easily click their page to follow or reach out.
- Sharing content that residents really care about- a relevant update or inside scoop to life at their community.



Questions?

Jordan.Hovanec@milhaus.com



**GET THE
PARTY
STARTED!**



Yasmin Khan

Property Manager
Versol | Milhaus





VERSOL

**Supporting
Local
Business!**





VERSOL

Summer





Halloween





Our Maintenance Supervisor is a Good Sport!



Halloween

MURDER
MYSTERY





VERSOL

Halloween

MURDER
MYSTERY





VERSOL

**Pet of the
Month!**



#LoveRSponsors

ALWAYS CALL ON SWFAA SUPPLIER PARTNERS FIRST!



PAINT • ROOFING • REMODEL



GREENSCAPES

