

# CAMPUS ADVOCATE

**15 YEARS  
OF SUCCESS**

*Campus Advantage looks back at 15 years  
of creating successful communities* **pg. 4**

**CAMPUS ADVOCATE**  
**SPRING 2018**

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*On March 3, Campus Advantage celebrated its 15th anniversary. As I reflect on how far we've come as a company, I'm filled with pride regarding what we have accomplished together as a team. Over the last 15 years, I've watched this company grow into something I truly never could have imagined at its inception and am incredibly thankful for the team of people and clients who contributed and continue to contribute to our success and growth.*

*We kicked off 2018 with our annual FOCUS Conference — a time for our company to come together and not only celebrate team and individual successes, but to participate in various interactive training and learning opportunities that really help our employees continue to deliver on our mission: to lead the world in creating financially successful communities that excel in providing rewarding living, learning, and career experiences. I always leave this conference feeling inspired, and this year was no exception.*

*Speaking of communities, we welcomed six properties to our student housing management portfolio in early 2018. We're already knee-deep in working with our marketing partner, Catalyst, to rebrand these properties, and look forward to providing current and future residents of these properties with our rewarding living and learning experiences, as well as our first-class programming, operations excellence, and integrated marketing capabilities.*

*Last but not least, congratulations to seven-year Campus Advantage veteran, Kelly Vickroy, on her recent promotion to Vice President of Learning and Development. Kelly has embodied the Campus Advantage mission since day one and has moved the needle in company culture, and created positive and meaningful experiences for our employees, customers, and clients. She is very deserving of this recognition, and I look forward to watching her impressionable footprint grow at Campus Advantage.*

*As I conclude, I want to thank everyone who has been part of the "Campus Advantage" for the past 15 years. I appreciate YOU and look forward to what the next 15 have in store.*

**Mike Peter**  
**President and CEO**



**IN MARCH, WE CELEBRATED OUR 15TH ANNIVERSARY!**

Fifteen years ago, Campus Advantage emerged as a new player in the student housing market, managing 2,000 beds at four communities. Created with the desire to build something authentic, governed by a strong team with a set of core values, Campus Advantage has grown to be a true leader in the industry, operating 32,252 beds at 60 communities in 24 states, acquiring 43 assets totaling more than 26,600 beds worth \$1.3 billion, and conducting over 250 consulting engagements in the U.S. and abroad.

**ALL OF THAT SUCCESS STEMS FROM ONE THING: OUR CAMPUS ADVANTAGE TEAM**

We wouldn't be where we are today without the executives and staff that make up our driven and passionate group. The average tenure of our company is just shy of 10 years, a testament to the fact that Campus Advantage employees are passionate about our mission to be international leaders in student housing and to provide rewarding living experiences for college students. We hope you'll continue to join along for the ride, living out our values of intelligence, integrity, passion, and MOJO — that secret sauce of fun, charisma, and charm that makes us who we are.

[Read more from our fearless leader, Mike Peter, on what the 15th anniversary means to him personally, and how we're looking ahead to a bright future.](#)



# NINTH ANNUAL FOCUS CONFERENCE

## ANOTHER YEAR, ANOTHER SUCCESSFUL FOCUS CONFERENCE!

The ninth annual FOCUS Conference was held January 22-26, 2018 at the Omni Hotel in downtown Austin, Texas to ground Campus Advantage general managers and corporate leaders in our company FOCUS (For Our Communities' Ultimate Success). With the goal of providing training in productivity and aligning the team for the overall success of Campus Advantage and our clients, attendees heard from keynote speaker John Daly, Ph.D., on overcoming corporate and personal obstacles. Attendees then broke off into workgroups to discuss areas of challenge and determine creative, thoughtful solutions. This year's conference was full of actionable content and dialogue that will sustain Campus Advantage as a company with the best minds in student housing AND the best team!



The conference ended with our annual CAMMY Awards. Capped with a night of celebration, attendees left re-energized, inspired, and equipped with fresh ideas for the benefit of their teams and the successful growth of Campus Advantage as a whole.



CAMPUS ADVANTAGE WELCOMES SIX NEW PROPERTIES



THE SPOKE AND OXFORD NORTH

The Spoke (formerly College Square) and Oxford North (formerly University Village), both located in California, were built in 1968 and 1975, respectively. The Spoke is located within walking distance of the University of California, Davis, and Oxford North is located within walking distance of California State University, Fullerton. Together, the garden-style communities total 753 beds. Both communities will be fully rebranded as part of our elevated operations plan.



MIDTOWN SAM HOUSTON

Located in Huntsville, Texas, Midtown Sam Houston is a fully furnished, pet-friendly property within one mile of Sam Houston State University. The recently constructed, 384-bed property includes a clubhouse, a 24-hour fitness center, and a swimming pool, among other amenities.



THE FLATS AT RIDGEVIEW

The Flats at Ridgeview is a 252-bed community located near New Mexico State University and the Burrell College of Osteopathic Medicine in Las Cruces. Set to open in fall 2018, the garden-style community features both one- and two-bedroom units and includes amenities such as a pool, a fitness center, a conference room, a clubhouse, and a game room.

THE VIEW AT PEMBROKE COMMONS AT PEMBROKE  
A BLUE CAMPUS COMMUNITY A BLUE CAMPUS COMMUNITY

THE VIEW AND THE COMMONS AT PEMBROKE

Both located near the University of North Carolina at Pembroke and built in 2007, The View and The Commons are garden-style communities eager to implement Campus Advantage's [Students First® Experience platform](#). The View is an 84-unit, 336-bed property, and The Commons is a 108-unit, 336-bed property. [Catalyst](#) will partner with Campus Advantage to provide branding for both properties, including new websites, tailored marketing materials, and SEO services.



THE FLATS AT RIDGEVIEW



MIDTOWN SAM HOUSTON

WELCOME TO THE FAMILY



THE VIEW AT PEMBROKE



THE COMMONS AT PEMBROKE



# IN THE NEWS

## STUDENT HOUSING BUSINESS: TAKING ON TURN

The phrase “preparing for turn” could be construed as an oxymoron. Many student housing veterans admit that something unexpected almost always happens, no matter how carefully you plan. [Read more](#)

## STUDENT HOUSING BUSINESS: BURIED IN BOXES

Core Spaces recently ran a report on the number of packages received at one property, and the numbers were staggering: 81 per day between August and December of 2017. [Read more](#)

## STUDENT HOUSING BUSINESS: WHAT DO YOU PREDICT WE WILL SEE IN 2018?

We’ll continue to experience a decline in international students, affecting the off-campus housing market in the second rung of Tier 1 schools. [Read more](#)

## STUDENT HOUSING BUSINESS: INVESTMENT MARKET REAL-TIME SNAPSHOT

Campus Advantage listed seventh in top buyers (prior 24 months). [Read more](#)

## NAA: FIGHTING DATA OVERLOAD WITH BUSINESS INTELLIGENCE

Business Intelligence is only an asset if you define what you need from it. When you do, you can go a long way to helping your onsite teams’ performance. [Read more](#)

## CONNECT CRE: DAVID TIMMERMAN JOINS CAMPUS ADVANTAGE

David Timmerman recently joined Campus Advantage in the role of Vice President of Operations. [Read more](#)



# PROMOTIONS

## JOIN US IN CELEBRATING KELLY VICKROY

Kelly has recently been promoted to Vice President of Learning and Development!

A member of the Campus Advantage team for seven years, Kelly has left an undeniable footprint on our organization, taking charge of various roles but never losing sight of our core values. Detail-oriented and creative, she continually demonstrates her commitment to building a positive, meaningful experience for staff, clients, and residents, and is a valuable member of the Campus Advantage family.

Congratulations, Kelly!

# ANNIVERSARIES

## ANNIVERSARIES

### 10 YEARS

*Katy Smerko  
Joshua Soloway*

### 5 YEARS

*Erica Martin  
Erica Counts  
Lori Moran  
Stormy Head*

### 2 YEARS

*Andrea Bonty  
Abigail Matsuyama  
Christopher Jones  
Shawneek Bender  
Tionna Salmon  
Shareeen Khadem  
Jesus Vasquez  
Duncan Williams  
Shane Guillot  
Roger Thacher  
Jacob Lawler  
Megan Iler  
Jose Estrada Perez  
Samantha Margarum  
Felipe Arriaga  
Anthony Courteau  
Melissa Hinton  
Elena Lambert  
Chris Diebling  
Sylvia Sarzoza  
Danielle Joyner  
Kelsey Maxwell  
Priscilla Hall*



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