

# CAMPUS ADVOCATE

## THE FIRST SIX WEEKS

*Move-in and the following six weeks make a tremendous impact on a resident's decision to renew in the coming year. **pg. 4***

## CAMPUS ADVOCATE FALL 2018

---

**Katie Degutis**  
*Assistant Editor*

**Dana Slegar**  
*Copywriter*

**Katie Zarzana**  
*Copywriter*

**Bloom Communications**  
*Copywriter*

**Haley Drinkwater**  
*Art Direction*

## IN THIS ISSUE

---

- 4** *Move-In*
- 6** *Experience Conference*
- 8** *Student Housing Operators*
- 10** *Investing in Student Housing*
- 11** *RentTrack*
- 12** *Employee Spotlights*
- 13** *Welcome to the team*
- 14** *In the News*
- 16** *Birthdays*



*Fall is my favorite time of the year for many reasons: the changing colors of the leaves, the crisp and sunny Austin days, and of course, football is back!*

*For me and everyone at Campus Advantage, fall also means move-in at our properties across the country. This is an exciting time for residents, their families, and even our staff, when new and returning residents begin embarking on the next step in their lives and education. As President and CEO, it makes me proud knowing residents are moving into a place that they can call home and where they are going to receive the best living experience possible. It's also the most critical time in the resident calendar to ensure we're setting ourselves up for renewals. As you'll read in this newsletter, we reported a 14% increase in our "excellent customer service" rating over last year. This is a true testament to the hard work and effort our on-site teams put into making sure the needs of our residents are put first and working hard to ensure they immediately feel the sense of community that sets Campus Advantage apart from other student housing providers.*

*Fall also represents the most active acquisition time of the year for the student housing industry. Over the years, we've helped both new and experienced investors through their acquisition process, and through consulting services such as market analysis and due diligence. Having delivered more than 250 consulting engagements to date — in addition to owning and managing our own properties — we eat, sleep, and breath student housing, and bring that experience to every consulting project and property. At Campus Advantage, we have many more acquisitions on the horizon, and we look forward to sharing those with you soon.*

*Speaking of resident experience, we recently held our 14th annual Experience Conference in Colorado — a five-day workshop for 83 team members, in a variety of roles, aimed at collaboratively finding ways to continue improving property performance, as well as continuing to make the resident experience the very best for every Campus Advantage community. It's a week filled with inspiration and an opportunity for our employees to meet team members from across the nation and learn from one another. I look forward to watching their new and creative ideas come to life!*

*I, as well as the Campus Advantage leadership team, wish you a very productive fall and remainder of 2018.*

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





# MOVE-IN AND THE FIRST SIX WEEKS

Move-in and the following six weeks make a tremendous impact on a resident's decision to renew in the coming year. During this time, our residents are settling into their universities and their peer relationships. If their living experience is challenging, this can negatively impact their year, as well as their eventual decision

## MOVE-IN AND THE FOLLOWING SIX WEEKS MAKE A TREMENDOUS IMPACT

to renew. That's why we put a significant emphasis on delivering excellent customer service, along with fun, memorable events that help to connect our residents with our properties and to each other. From August through October, we've hosted 935 events across 62 properties — including barbecues, picnics, craft nights, and more — culminating in Resident Appreciation Week. And our focus on elevating the resident experience shows. In our resident move-in survey, which closed in mid-September, we earned a 14% increase in "excellent customer service" ratings over last year, with more than 300 staff members called out individually by name for delivering great service.

# CA EXPERIENCE CONFERENCE



STUDENTS • FIRST<sup>®</sup>  
**experience**



In September, we hosted our 14th annual Experience Conference, an intensive staff workshop focused on improving property performance and equipping leaders to drive success at their communities. The 83 attendees — roles ranging from RDs to GMs representing each of our managed properties — dove into topics such as customer service, leadership, facilities management, and financial management, all with the purpose of creating action plans that will continue to evolve the resident experience for every Campus Advantage community.

# STUDENT HOUSING OPERATORS MAKE THE BEST CONSU

Fall is the high season for student housing acquisition, and experience tells us that smart student housing investments begin with effective due diligence. Our proven due diligence process ensures proper evaluation before you buy. Check out the Intelligent Student Housing Investments Begin with Due Diligence white paper to learn more about our process, or contact us for more information. [Read more.](#)

---

## FALL IS THE HIGH SEASON FOR STUDENT HOUSING ACQUISITION

---





# LTANTS





# INVESTING IN STUDENT HOUSING

Campus Advantage has begun fundraising for a new programmatic joint venture to invest in student housing assets. The venture will be geographically diverse and pursue multiple strategies, leveraging the company's fully integrated platform and deep industry knowledge to deliver a strategic exposure to the student housing asset class.

Through programmatic joint ventures and best-in-class management services, Campus Advantage has built its portfolio of owned and managed properties to more than 34,000 beds, continuing a decade-long record of being ranked within the top 10 student housing managers and owners.



# RentTrack



# RentTrack

As part of our Students First® Experience, we are always looking at ways to enhance students' success. One of those ways is through RentTrack, a new program we are offering in which our residents can build credit with their on-time rent payment. Residents who choose to participate will also receive credit education, credit monitoring, and score alerts. We are very excited about this new offering as it protects students' credit and provides an opportunity to build their credit history quickly as only positive data is reported. For more information, visit [renttrack.com/campus-advantage](https://renttrack.com/campus-advantage) or contact our Students First® team at [experience@campusadv.com](mailto:experience@campusadv.com).

# EMPLOYEE SPOTLIGHTS

Our team is the Campus Advantage. Check out our most recent employee spotlights to learn how Campus Advantage staff supports our clients and keeps our residents happy.



## KAYLA COLUCI

### *The Fun Accountant*

As a property accountant for Campus Advantage, Kayla Coluci balances staying on task and on deadline with her personal principle of having fun and achieving work / life balance — a balance that includes keeping investors and residents happy, while also being a part of a local basketball league. [Read more](#)



## PRISCILLA HALL

### *Keeps the Lights On*

Priscilla Hall is serious about finances. As Campus Advantage's Accounts Payable Supervisor, she oversees the entire Accounts Payable (AP) department, leveraging her leadership to develop a strong, confident team while ensuring that residents at various Campus Advantage properties have the utilities they need for the best possible academic and personal experiences. [Read more](#)



# WELCOME TO THE TEAM

## CAMPUS ADVANTAGE AWARDED MANAGEMENT OF TWO COMMUNITIES IN COLORADO

### THE REGENCY

- Denver, CO
- Auraria Campus, University of Colorado at Denver, Metropolitan State University, and the Community College of Denver
- 576 Beds

### THE VILLAS

- Denver, CO
- Auraria Campus, University of Colorado at Denver, Metropolitan State University, and the Community College of Denver
- 360 Beds



[Read more on StudentHousingBusiness.com](http://StudentHousingBusiness.com)



# IN THE NEWS

## **MULTI-HOUSING NEWS**

An Insider's View of the Student Housing Business [Read more](#)

## **NATIONAL REAL ESTATE INVESTOR 2018 MIDYEAR OUTLOOK**

Build-to-Core: An Alternative Approach to Core Student Housing Investment. [Read more \(pg.18\)](#)

## **MULTIFAMILY EXECUTIVE**

Top 50 Student Housing Properties by Online Reputation for August 2018 [Read more](#)

## **STUDENT HOUSING BUSINESS (SEPT/OCT)**

Campus Advantage Acquires Six Properties [Read more](#)

## **STUDENT HOUSING BUSINESS (SEPT/OCT)**

Top Management Tips [Read more \(pg. 54\)](#)

## **STUDENT HOUSING BUSINESS (SEPT/OCT)**

Tier Two Timing [Read more \(pg. 62\)](#)

## **STUDENT HOUSING BUSINESS**

Campus Advantage Awarded Management of Two Communities in Denver [Read more](#)

## **STUDENT HOUSING BUSINESS (JULY/AUG)**

Destination: Consolidation [Read more \(pg. 62\)](#)

## **STUDENT HOUSING BUSINESS (JULY/AUG)**

Have you seen an impact on turnover at the property level over the past several months? What are you doing as a company to keep your property-level personnel onboard, engaged and committed? [Read more \(pg. 28\)](#)

## **STUDENT HOUSING BUSINESS**

Campus Advantage Promotes Jennifer Cassidy to EVP and Co-COO [Read more](#)

## **PROPERTY MANAGEMENT INSIDER**

A Preoccupation with Occupancy Might Be Hurting Your Student Housing Profits [Read more](#)

# ANNIVERSARIES

A vibrant, celebratory scene featuring a group of people, primarily young adults, in the foreground. They are holding handfuls of multi-colored confetti (pink, blue, yellow, and white) and blowing it towards the camera. The background is filled with a dense, out-of-focus shower of similar confetti, creating a festive and joyful atmosphere. The lighting is bright and natural, suggesting an outdoor daytime event. The overall composition is dynamic and captures a moment of pure celebration.



**15 YEARS***Daniel Oltersdorf***10 YEARS***John Theriot**Shauna Tisdall**Stephany Crow**Christopher Penrod**Ronnie Macejewski***5 YEARS***Jasmine Foreman**Maria Ippolito**James Craig**Kelsey Shirer**Amy Shepherd**Jamie Matussek**Robert Long**Brian Summers**Erin Oltersdorf**Eric Steklof**Marianne Farrington**Paige McCarthy**Roland Baker**Shaun Baker**Marvin Ramsey***2 YEARS***Gregory Almanzar**Alexandra Kress**Lorena Cardona**Armin Rakhshandeh**Gerald Morris**Jessica Flohra**Nicholas Nunium**Zachary King**Venus Sweetland**Gabrielle Murguia**Nolberto Lozano**Peter Jbeili**Pamela West**Minoak Song**Jamaal Lenoir**James Foster**Rickey George**Bridget Trepasso**Katie Zarzana**Ndia Hill**Tiffany Clem**Mariesol Morales**Kathrine Skelton**Margaret Baker**Chenoa Anderson**Christopher Butterick**Shaina Neidigh**Holly Rohan**Christine Miller**Maryann Bellanti-Trehy**Paul Wray**Erin Westhoff**Shawn McDonald**James O'Connell**Christopher Capel**Chris Butler**Tyler Evans**Anna Winslow**Codey Brazeau**Eric Te**Kyle Decker**Margaret Storm**Samantha Pittman**Thomas Richardson**Amy Harvey**Jennifer Gorski**David Belcher**Chelsea Yarnell**Pedro Gonzalez**Hilda Green**Michael Martin**Carl Bostick**Jesse London**Krystal DePrinzio**Katelyn Hukins**Meredith Boylan*



**CAMPUS**  
ADVANTAGE

110 WILD BASIN ROAD #365  
AUSTIN, TX 78746  
(512) 472-6222  
[WWW.CAMPUSADV.COM](http://WWW.CAMPUSADV.COM)