

CAMPUS ADVOCATE



**SUMMER
SPOTLIGHTS**

Our team is growing! See pg. 6

CAMPUS ADVOCATE SUMMER 2019

Katie Degutis
Assistant Editor

Kendra Kennedy
Art Direction

Dana Sleger
Copywriter

Katie Zarzana
Copywriter

Bloom Communications
Copywriter

IN THIS ISSUE

- 4 Interior Design Spotlight
- 6 We're Hiring!
- 8 Property Management Updates
- 9 Student Housing Investments
- 10 Employee's Take on Work/Life Balance
- 11 Our Latest Blog Posts
- 12 Promotions
- 13 Employee Spotlights
- 14 Welcome to the Family
- 15 Notable Coverage



Happy summer, everyone! It's the time of year for family vacations, creating memories, and surviving the Texas heat. While summer may be a time of relaxation for many, it's also one of the busiest times of the year for our Operations team and site staff as it's the prime season to focus on filling beds for the fall and preparing for move-in. These teams have been working extremely hard over the past few months to welcome students for the 2019–2020 academic year, and I personally want to thank them for their hard work and dedication to ensure that all of our residents have the best living experience once they step foot through the doors of our properties.

Summer also marks the halfway point of the year, and it goes without saying that these past six months have been a season of growth for Campus Advantage. We've added a handful of new properties to our property management portfolio, including our most recent — a 239-bed community located in Manhattan, Kansas — as well as more than 300 new employees to our amazing team! It's incredible to see our team of dedicated employees continue to grow and be such an important part of our continued success. We plan on building upon this growth throughout the remainder of the year, including the addition of many more new student housing properties, and we look forward to sharing those updates with you soon!

Speaking of contributing to our success, I do want to give a nod to Kelle Contine Interior Design. As you'll read in this newsletter, this company has done some fabulous work to enhance some of our student housing properties, and create some incredible, high-quality living spaces for our residents. They are one of our many partners who also play an integral role in helping us deliver the very best to our residents. We cannot thank them enough for their partnership and commitment.

We have a bright second half of the year ahead, and I look forward to all that's in store in the coming months. Thank you, as always, for your commitment to our residents, our clients, and to each other.

Enjoy your summer!

Mike Peter
President and CEO



THE BOWER



INTERIOR DESIGN SPOTLIGHT

When we take on the management of properties that need a little facelift, we rely on our design partner, [Kelle Contine Interior Design](#), to give the space new life and create warm yet functional environments for our residents. Through the firm's interior design work, we've watched our properties transform into spaces that students use to connect with those around them, study, and just relax in — ultimately creating an inviting community that students want to live in and tell their friends about. Check out just a few of our favorite property redesigns!

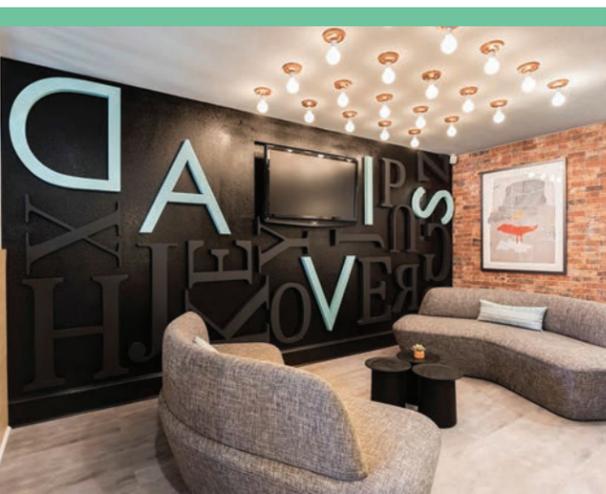
Photography by Harry Lim Photography



THE DAVIS



THE VERGE



WE'RE HIRING!

At Campus Advantage, we believe our team is the core of our success. When it comes to seeking out new team members, we look for people who will contribute to that success and who love learning, enjoy innovating, like testing the latest technologies and trends, and are passionate about making raving fans of our residents and clients.

Over the past six months, **we've hired more than 317 employees** who embody and embrace the Campus Advantage dynamic personality, core values, and vibrant culture, and have helped drive our overall success. In just a short time, they've contributed to thriving student communities that drive value for our partners — and had fun while doing so!

Do you know a driven, energetic individual who would be a great fit for the student housing industry? Do you know an individual who wants to be part of a company that's dedicated to developing and inspiring employees to achieve their full potential? Check out our open positions and send them our way!

[APPLY NOW](#)





PROPERTY MANAGEMENT UPDATES

H1 STATS — JANUARY THROUGH JUNE 2019
(STATS TO DATE, JUNE 12)

ADDED FIVE PROPERTIES

TO THE PROPERTY MANAGEMENT PORTFOLIO

MOONTOWER

700 SOHO

MANHATTAN,
KANSAS
(3 PROPERTIES)

ADDED 1,294 BEDS

TO THE PROPERTY MANAGEMENT PORTFOLIO



INVESTING IN STUDENT HOUSING

Are you, or is someone you know, interested in an opportunity to invest in student housing? Campus Advantage specializes in all aspects of student housing — operations, marketing, consulting, development, and acquisition — and has delivered excellent returns for more than a decade.

[Contact our Acquisitions and Development team to learn more.](#)



EMPLOYEE'S TAKE ON WORK/LIFE BALANCE

OUR LATEST BLOG POSTS

JENNIFER CASSIDY
Executive VP and COO

People often think of work/life balance as working a defined schedule of Monday through Friday, 8—5. For me, work/life balance means being able to perform well professionally and personally. I don't define this by the hours I work, or when I work, but by the impact I am able to have, the quality of the work that I do, and ensuring that my professional life supports my personal life. I gauge this by asking myself, "Does my work give me fulfillment that ultimately translates into me being the best version of myself for my family?"

I am also a firm believer that, to perform at the most optimal level at work, we need to be fulfilled personally, as well. For me, that's through exercising, traveling with my family, and cooking. If we don't take care of ourselves,

we can't take care of others. I always think of the airline rule where you put your mask on first before assisting others. If you aren't healthy and fulfilled, you can't do your best work. I often remind myself of this and am lucky enough to have people in my life that do that for me when I sometimes lose that perspective.

At Campus Advantage, our company culture truly promotes work/life balance because it isn't something that's talked about, it's something that people see in action. Leaders at Campus Advantage take time off and prioritize the needs of themselves and their families. I have watched that for 13 years, and I know it's encouraged and accepted here. I help to set that example in my role, and I hope people see that you can balance the needs and wants of your personal life along with doing your job and fulfilling your commitments.

HOW TO INCREASE LEASING PERFORMANCE — INVESTING IN THE 3 P'S OF YOUR CUSTOMER'S JOURNEY

Leasing is the lifeline of any student housing business. Backed by years of experience, Campus Advantage has found that the best way to increase a communities' leasing performance is to invest in the 3 P's of the customer journey: people, product, and process.

[Read More](#)

WHY INTEGRATED MARKETING IS THE KEY TO SUCCESSFUL STUDENT HOUSING PROPERTY MANAGEMENT

Integrated marketing, a holistic approach to communications that relays consistent, tailored messages across multiple platforms, is key for every single property in your portfolio. When properly carried out, integrated marketing campaigns lead to increased lease-ups and renewal rates and, ultimately, ROI for owners, investors, and operators.

[Read More](#)



PROMOTIONS



ANNA FLORES

Promoted to VP of Operations

Anna Flores joined Campus Advantage as Senior Regional Manager in 2017. Anna has proven to be an outstanding leader and was promoted to Regional Vice President in September 2018 and then to Vice President of Operations in May 2019. Anna oversees a portfolio of third-party relationships and works alongside other Vice Presidents of Operations to ensure operational excellence at our properties. Anna has more than 10 years of experience in the student housing industry and holds an associate degree from Allen County Community College.



LAUREN GOODMAN

Promoted to Art Director

Lauren Goodman joined Catalyst as a Graphic Designer in 2014, and was promoted to Senior Designer in 2017. In May 2019, Lauren was again promoted to Art Director, where she leads the charge on the content and direction of the materials the Catalyst creative team produces for clients. Lauren's passion is to craft great brands — and then echo those personalities in each piece of collateral she creates, from print to digital and everything in between. Whether it's a business card or a billboard, it's her goal to always deliver eye-catching, effective messaging and visuals.



EMPLOYEE SPOTLIGHTS



KATIE DEGUTIS:

She's Got It Under Control

Katie is the Senior Project Manager at Catalyst, Campus Advantage's strategic marketing partner, and has been with the marketing agency for five years. She is an integral member of the Catalyst team, passionate about getting the job done no matter what it takes, and also is a firm believer in a good laugh.

[Read More](#)



AMIE MILLER:

Why Campus Advantage Is Her Second Family

Amie Miller is what you call a Campus Advantage veteran — she's been with the company since 2007! As a Senior Accounts Payable Specialist, you could say she's a numbers pro, but that doesn't stop her from having a creative side, too. Amie is also an avid gardener and a big-time animal lover.

[Read More](#)



WELCOME TO THE FAMILY

In June, Campus Advantage welcomed three student housing properties in Manhattan, Kansas, to our property management portfolio. Located near Kansas State University, 12B Lofts, 11B Lofts, and Avenue M will operate as one 239-bed community, making the three properties among the best student housing living locations in the city. Campus Advantage was chosen to manage the three properties as an outcome of prior success within the Manhattan market, having managed another community serving Kansas State University and the surrounding colleges from 2007 to 2016. We look forward to introducing this community to the students and future residents in Manhattan.

Campus Advantage also welcomed 700 SoHo -- a 122-unit, 488-bed student housing property in Kalamazoo, Michigan; and Moontower -- a 166-unit, 567-bed student housing property in Austin, Texas, to its property management portfolio. Built in 2001, 700 SoHo is a garden-style community featuring large, two-bedroom and four-bedroom apartments. When completed in Fall 2020, Moontower will be comprised of studios, two-, three-, four- and five-bedroom units. Under Campus Advantage management, these properties will benefit from community-focused programs and experiences that inspire and equip residents to thrive in all areas of life. This includes the company's highly regarded [Students First® Experience platform](#), that will positively impact renewals and the student experience.



NOTABLE COVERAGE

NEW CROP OF LUXURY COLLEGE RESIDENCES EARNS AN A-PLUS FOR AMENITIES
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CAMPUS ADVANTAGE, STARK ENTERPRISES BREAK GROUND ON 618-BED STUDENT HOUSING COMPLEX NEAR UNIVERSITY OF FLORIDA
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CAMPUS ADVANTAGE, STARK ENTERPRISES BREAK GROUND ON 618-BED COMMUNITY
[Read More](#)

SW 13TH STREET IN GAINESVILLE IS THE SPOT FOR A NEW APARTMENT COMPLEX
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IS THE U.S. STUDENT HOUSING SECTOR SEEING LESS DEMAND FROM FOREIGN COLLEGE STUDENTS?
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TEXAS COMPANY TAKES OVER MANAGEMENT OF KALAMAZOO STUDENT HOUSING
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STUDENT HOUSING BUSINESS: TOP INVESTORS LIST
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STUDENT HOUSING BUSINESS: QUESTION OF THE MONTH
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GROWING ANCILLARY INCOME
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CAMPUS ADVANTAGE TAKES ON MANAGEMENT OF 567-BED MOONTOWER
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CAMPUS ADVANTAGE TO MANAGE TX STUDENT HOUSING
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CAMPUS ADVANTAGE AWARDED MANAGEMENT OF 567-BED DEVELOPMENT NEAR THE UNIVERSITY OF TEXAS AT AUSTIN
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110 WILD BASIN ROAD #365
AUSTIN, TX 78746
(512) 472-6222
WWW.CAMPUSADV.COM