

THE CAMPUS ADVOCATE

QUARTERLY NEWSLETTER OF CAMPUS ADVANTAGE



CAMPUS
ADVANTAGE

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CAMPUS ADVANTAGE VOTED AS ONE OF THE BEST PLACES TO WORK

GlobeSt.com's Real Estate Forum publication recently announced that Campus Advantage was voted as one of the Best Places to Work in 2022. As an industry leader in student housing management, we are tremendously proud to be recognized with this honor – an award that came to life because of our CA colleagues.

"I am so proud of the Campus Advantage team all over the country who make this Best Places to Work award a reality, and grateful for the recognition from GlobeSt – for the workplace experience we all strive to create every day," said Dan Oltersdorf, Chief People Officer for CA. "I'm excited to keep growing as a team and, together, fulfilling our purpose to serve and inspire our employees and residents to achieve their full potential."

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LETTER FROM THE CEO

This spring sees several key initiatives underway for Campus Advantage. March 3 marked our 19th anniversary in the student housing industry – a long-standing legacy of experience, excellence, and exceptional people. I am exceedingly proud to work with team members who genuinely reflect our core values in their dedication to our clients and to creating successful communities throughout the nation.

We recently held our annual FOCUS Conference, which brings together our general managers from around the country for a week of educational sessions and planning, and this year included a motivational word from our keynote speaker, Anthony Melchiorri.

We were especially excited this year to cap off the conference with the CAMmy Awards in person. I would like to extend my congratulations to all of our award recipients, including our 2022 Corporate Employee of the Year, Thomas Demiranda.

As summer and turn draw near, our stand-out employees at the site level prepare to greet our soon-to-be residents with the best customer service in the industry. If we've learned anything about turn over the past 19 years, it's all about strong communication and support to meet crucial contract and planning deadlines – from engaging vendors and future residents efficiently to the guidance our home office team provides to on-site staff.

Speaking of turn, we're thrilled to announce the recent acquisition of The Stretch – a student housing property located near the University of Kentucky in Lexington. This is the first joint project between Campus Advantage and Tramview Capital Management via our private fund, and we look forward to many more endeavors together.

In industry news, Blackstone's \$12.8 billion acquisition of American

Campus Communities (ACC) garnered a number of plausible theories that could impact the student housing industry. What's unique about this deal is most analysts value it between a 3.8–3.9% cap rate, which includes on- and off-campus development platforms and an operating platform. It's also worth noting ACC was the last publicly traded REIT within the student housing space. Regardless of your viewpoint on the effects of the acquisition, it will be interesting to see how this plays out.

Leasing velocity industry-wide is collectively ahead of budget, and our company continues to outperform in the same vein. We're pre-leased 9% ahead of last year, and we continue to outperform on the overall revenue management assets – a primary post-pandemic focus.

To everyone at Campus Advantage, thank you – this success is because of you. Your unwavering commitment to excellence is a testament to why we were voted as one of the Best Places to Work by GlobeSt.com.

Enjoy a safe and happy spring,

MIKE PETER
PRESIDENT AND CEO



2022 FOCUS CONFERENCE AND CAMMY AWARDS

After two years of holding our annual conference and awards event virtually due to COVID-19 social distancing measures, it was a special year to celebrate with an unforgettable in-person gathering. General managers from each of our communities, regional managers, vice presidents, operations departments, and our marketing partner, Catalyst, reunited in April for our 15th annual FOCUS Conference, all with the goal to Foster Our Communities' Ultimate Success.

This year's theme was "Build Your House," and our outstanding keynote speaker was Anthony Melchiorri, host of the Travel Channel show Hotel Impossible. And to answer his question about what is Campus Advantage's superpower? It's truly the dynamic of our team represented at the conference. From innovative team-building events that captured the spirit of Campus Advantage values to breakout sessions designed to equip, empower, and encourage, the three-day event was a success.

FOCUS was capped off with our annual CAMmy Awards that celebrated the 2021 achievements and successes of our properties, teams, and individuals.

Congratulations to all our winners! To highlight a few:

- **PROPERTY OF THE YEAR (OVER 500 BEDS):** FORUM TALLAHASSEE
- **PROPERTY OF THE YEAR (UNDER 500 BEDS):** PRADO
- **PROPERTY REPUTATION (MOST IMPROVED):** PASEO PLACE
- **GENERAL MANAGER OF THE YEAR:** TIONNA SALMON

This year's CAMmy Awards also featured the inaugural Goldie Awards presented by Catalyst:

- **24K – ALLISON MUSSOLINE**
- **18K – LYDIA BECKER**
- **14K – STEVEN JETTON**
- **PROPERTY – STATESIDE**
- **CORPORATE – LINDSAY BROWN**



CAMPUS ADVANTAGE AND CATALYST ENTERTAIN CLIENTS AT DELL TECHNOLOGIES MATCH PLAY

Every spring, Campus Advantage and Catalyst invite clients to a first-class, fun experience at Dell Technologies Match Play – a PGA-sponsored world golf championship held at the Austin Country Club. Our guests enjoyed this exclusive event with Hill Country chalet access, premium views, complimentary food and beverages, and beautiful weather. Thank you to everyone who joined us in Texas!

CATALYST REPRESENTS AT AIM



In April, Christy McFerren, President of Catalyst, presented at the Apartment Innovation and Marketing (AIM) Conference in Huntington Beach, California. The annual multifamily industry conference provides sessions on a variety of topics, including marketing technology and what the future may look like within this spectrum.

McFerren, along with Laurel Zacher, Vice President of Marketing and Talent Development at Security Properties, hosted a session titled "Metaverse Marketing Mania – Driving Leasing with Crypto, NFTs, Streaming, and More." McFerren and Zacher led attendees through an exploration of the metaverse and how the housing industry can prepare and benefit from the cutting-edge marketing approach. This topic paired well with news that a recent Cyber Monday campaign Catalyst launched alongside Campus Advantage's leasing and marketing team won a Communicator Award of Excellence for marketing effectiveness.

ADDRESSING MENTAL HEALTH IN THE POST-COVID-19 WORKPLACE

When a global pandemic became our reality in spring 2020, it's fair to say no one was prepared for what the next couple of years would look like for Campus Advantage and the student housing industry overall. From the dynamic of our on-site teams operating as frontline essential workers serving 20,000-plus residents to how COVID-19 hit home personally for everyone within our CA team, it was a collection of unprecedented situations.

As a company committed to creating successful communities,

we firmly believe this principle applies to the good times and the difficult times. Even when tested with a global pandemic, we found ways to measure new heights of success by implementing innovation, gaining wisdom, strengthening our fortitude, and seeing new facets of our core values shine — integrity, intelligence, passion, and mojo.

Campus Advantage has navigated the effects of COVID-19 on our industry remarkably well, but in no way does that imply it was a stress-free experience.

Fast-forward to our current post-COVID-19 workplace environment and it's clear that normal is a destination in front of us instead of something we can return to, and there are some silver linings to be explored. One of those is an increased focus on mental health in the workplace. [Read the full article here.](#)

CAMPUS ADVANTAGE AND TRAMVIEW CAPITAL MANAGEMENT ANNOUNCE JOINT ACQUISITION OF THE STRETCH



We're thrilled to announce the recent acquisition of The Stretch — a student housing property located near the University of Kentucky in Lexington.

The Stretch is a 170-unit, 533-bed property with a mix of 2-, 3-, and 4-bedroom apartment homes, all of which have bed-bath parity. The community also features a strong amenity set with a two-story fitness center, a newly renovated pool area with a heated pool and hot tub, an outdoor grilling station, a fire pit, a basketball court, a sand volleyball court, a dog park, individual study rooms, and a business center.

NOTABLE COVERAGE

THE RIGHT CHOICE WHEN EXPERIENCE MATTERS

[Click here to read](#)

VIRTUAL IS REALITY: THE METAVERSE, CRYPTOCURRENCY AND NFTS ARE HEADED OUR WAY, LIKE IT OR NOT

[Click here to read](#)

A PRAGMATIC APPROACH: CREATING REALISTIC RENTAL RATE GOALS AND MAINTAINING FOCUS ON REVENUE MANAGEMENT HAVE BECOME MORE IMPORTANT THAN EVER DURING COVID-19

[Click here to read](#)

QUESTION OF THE MONTH

[Click here to read](#)

PROMOTIONS AND EMPLOYEE SPOTLIGHTS

CHRISTY MCFERREN: President, Catalyst

JESSICA GARIBAY: Senior Accountant

KATIE DEGUTIS: Vice President of Operations, Catalyst

JAMIE MANCINE: Area Manager

MELISSA CORNINE: Vice President of Client Services, Catalyst

CHRISTOPHER NORDIN: Director of Property Accounting

THOMAS DEMIRANDA: Vice President of Business Development, Catalyst

STORMY HOFMANN: Traveling Operations Specialist

CONNOR CAULEY: Operations Manager, Catalyst

JASMINE RIVERA: Learning and Development Manager

NO DAY IS THE SAME AT CAMPUS ADVANTAGE FOR NICK MOBILIA

Starting with Campus Advantage in March 2021, Nick Mobilia plays an important role on Campus Advantage's Investments team. Nick strives to empower his team by excelling in his own work, leading by example, and showing up each day with a positive attitude. He shares what first drew him to Campus Advantage, his favorite thing about the workplace culture, and what motivates him to get up every morning and problem-solve in the world of student housing. [Click here to read the full article.](#)



JORDAN BILLINGSLEY LIVES BY THE GOLDEN RULE

Reaching her five-year anniversary this July with Campus Advantage, Jordynn Billingsley serves as a Corporate Leasing Specialist (CLS), traveling to various sites around the country. Leading her team with empathy, she emphasizes treating others the way she would want to be treated. We talked to Jordynn about her experience at Campus Advantage, her team empowerment tactics, and some of her most memorable moments with the company. [Click here to read the full article.](#)



ROBERT BROWN'S JOURNEY IS MARKED BY PROMOTION

Robert Brown has been working for nearly 15 years at Fairway View, a Campus Advantage community located in Baton Rouge, Louisiana. Robert's journey has been one marked by promotion, and for the past three years, he has been responsible for all facility-related operations of the community, including delivering great customer service. Learn more about Robert and why he plans to stay at Fairway View until he retires. [Click here to read the full article.](#)



DELANEY HAHN IS ALL ABOUT THE MOJO

Delaney Hahn joined the Campus Advantage family six months ago, and though their tenure has been short, they feel right at home. Serving as the first point of contact for CA, Delaney's friendly and easy-going style is key when it comes to the responsibilities of providing first-class customer service and administrative support across the organization. Learn more about "the face" of CA and why the MOJO value makes them smile. [Click here to read the full article.](#)



OUR LATEST CONTENT

Strategies for an Improved Resident Experience: At Campus Advantage properties around the country, we strive to provide experiences that put Students First®. These experiences assist in preparing students for success while they focus on postsecondary education, and beyond. By categorizing resident experiences under life, growth, and success, we are able to give residents opportunities for personal and professional growth, as well as stress relief and a break from hitting the books. [Read More](#)

STUDENT HOUSING INVESTMENTS

Student housing's recession-resilience makes it a solid investment to buffer your portfolio during times of economic uncertainty. If you, or someone you know, is interested in participating in our private fund, please inquire. Campus Advantage specializes in all aspects of student housing – operations, marketing, consulting, development, and acquisition – and has delivered excellent returns for over a decade. [Learn more about our investment fund opportunity.](#)

WE'RE HIRING!

Do you know a passionate, motivated individual who wants to be part of a company that encourages, supports, and inspires employees to achieve their full potential? One that is committed to cultivating and developing a diverse and inclusive culture? A culture that also believes in taking our work and our communities, but not ourselves, seriously?

At Campus Advantage, our team is the core of our success. We hire based on experience and character, keeping an eye to diversity, equity, and inclusion for everyone. We seek out new team members who are passionate about making raving fans of our residents and clients – and having fun while doing so!

If you know someone who fits this description and would like to be part of a team who loves what they do, check out our open positions and send them our way! [View jobs here.](#)

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STATESIDE



BURNHAM 310



STADIUM VIEW



NORTHGATE LAKES