

THE CAMPUS ADVOCATE

QUARTERLY NEWSLETTER OF CAMPUS ADVANTAGE



CAMPUS
ADVANTAGE

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CAMPUS ADVANTAGE TRANSITIONS TO ENTRATA

In our quest to continue providing the absolute best-in-class service to each of our customers, we have started the process of migrating our property management software to Entrata – the leading operating platform in student housing. The process began this fall, and our goal is to have all our communities live no later than November 2023.

The technology driving Entrata and its proven ability to deliver important features fully supports our objective of providing the best operating and financial reports in the industry that result in streamlined performance, higher revenues, stronger returns, and enhanced values. Entrata's open API allows us to integrate our current suite of third-party solutions, setting the stage for a seamless and transparent transition.

INSIDE THIS ISSUE

- Campus Advantage Transitions to Entrata
.....
- Wellness Focus
.....
- Campus Advantage and Catalyst Celebrate Thanksgiving
.....
- Employee Spotlights
.....



LETTER FROM THE CEO

Around this time of year, there's a lot to celebrate with the holidays and the year coming to a close. It's also a time of insightful reflection — a time to look back and acknowledge the wins and milestones that helped get us where we are today. At Campus Advantage, 2022 has been good to us, and we have a lot to celebrate.

To start, I must give resounding praise and applause for a stellar leasing season and the tremendous efforts of everyone involved that helped us achieve record-setting numbers. The best-in-class experience and service we're known for shined this year through countless stories and reviews from happy residents and clients. And because numbers don't lie, I couldn't be prouder of our team members — from on-site to corporate — who are dedicated to excellence and efficiency in every way.

In other good news, Campus Advantage expanded our portfolio this year. In a joint venture with Tramview Capital Management, we acquired The Stretch — a 533-bed student housing property located near the University of Kentucky in Lexington. We are thrilled to be partnering with Tramview in the first of many endeavors via our private fund, and to once again do so in a market in which we've enjoyed prior success.

LRC Realty also selected us to manage University Edge — a purpose-built, 578-bed student accommodation near the University of Akron in Ohio. We are grateful for LRC Realty's trust in us to increase the value and returns of their asset.

From resident to guarantor to investor, our strategy at Campus Advantage is to exceed expectations with exceptional leasing, operations, programs, revenue management, and marketing platforms. In a time when there is a lot of discussion about the headwinds of economic uncertainty, the student housing industry is thriving. The high-level strength of our leasing season that just ended and the early strength we're seeing in leasing numbers projected ahead positions us well for a robust future.

Another big reason to celebrate is the announcement that Campus Advantage and **Catalyst**, our marketing partner, are launching

The Future Lives Here Scholarship. Our mission of creating successful communities is all about providing superior living experiences where our residents are equipped with far more than just a place to live as well as with resources to help them achieve their goals. Applications are now open to win \$5,000 for the 2023–2024 school year and a commemorative NFT.

I look forward to seeing how our new scholarship program grows and the impact it will have on students who call our communities home. Within the education vein, Campus Advantage also is delighted to give back to a special organization very dear to us — Pencils of Promise. Every year in December, we make a donation in honor of our partners' help in creating successful student housing communities. This contribution helps to reshape the landscape of education on a global level through innovative efforts that provide easier access to quality education in safe and healthy environments, as well as resourceful materials for new infrastructures. To learn more, please visit pencilsofpromise.org.

From myself and the entire Campus Advantage leadership team, we wish you a joyous holiday season and a new year filled with peace and happiness.

MIKE PETER
PRESIDENT AND CEO

WELLNESS FOCUS

Kaitlyn Vicars, our Human Resources Manager, writes a wellness column featuring helpful resources and information that covers a variety of topics. Learn more with her most recent articles.

[National Recovery Month >](#)

[Veterans Support and Appreciation >](#)

CAMPUS ADVANTAGE AND CATALYST CELEBRATE THANKSGIVING

Team members from Campus Advantage and Catalyst, our marketing partner, gathered together to celebrate Thanksgiving, potluck style. From savory dishes to delightful desserts, a good time was had by all!



OUR LATEST CONTENT

Campus Advantage Joins College Student Mental Wellness Advocacy Coalition: Campus Advantage has joined the newly formed College Student Mental Wellness Advocacy Coalition — a group of 24 leading college student housing companies across the U.S. — as a united effort to help support the mental wellness of students during their college years. By opening up dialogues around mental health in a realistic way, public awareness is raised, and environments can be created that promote mental wellness and help college students thrive.

"I am excited and proud that Campus Advantage is serving as a leader in this important initiative," said Dan Oltersdorf, Chief People Officer for Campus Advantage. "This aligns perfectly with our core values, and the results of this coalition are going to have a powerful human impact!"

The new coalition has partnered with a mental wellness advocacy nonprofit, the [Hi, How Are You Project](#), and a world-renowned research firm, Ipsos, to survey more than 800,000 college students to better understand how students make decisions that impact their mental health and well-being. The findings will be published annually in the Thriving College Students Index report that will be shared with all residents, and Campus Advantage will use the valuable feedback to create actionable programs and strategies to help students thrive at our communities.

In addition, a live concert will be held January 22, 2023 in Austin, Texas, on the official Hi How Are You Day. The fundraising event for the Hi, How Are You Project will be streamed nationwide. Stay tuned for more details about participating Campus Advantage communities that will be hosting watch parties.

WELCOME TO THE TEAM

ANDREW ALARCON: Traveling Operations Specialist

BAYLOR WEBB: Business Development Associate

TREVOR DEAL: Regional Leasing Specialist

KYLE WILBUR: Business Development Executive, Catalyst

ZACHARY JENKINS: Accounting Manager

KEIVEL WOODS: Traveling Leasing Specialist

PATSY MUNIZ: Operations Manager, Catalyst

PROMOTIONS

MAKENZI SARGENT: Systems Manager

ARIEL DOUGLAS: Regional Leasing Specialist



EMPLOYEE SPOTLIGHTS



IRENE ORTIZ DRIVEN BY PASSION

Irene Ortiz has worked for Republic at Sam Houston as the Resident Director since 2020 — a leader of peers in a position much more than just a student job. She serves as a coach, crisis manager, marketer, relationship builder, conflict resolver, event planner, and mentor. Irene finds great joy in engaging with her residents to ensure everything runs smoothly for them, from working closely with the management team and Community Assistants to organizing fun events where everyone feels included. [Click here to read the full article.](#)



STORMY HOFMANN IS ALL IN FOR ANOTHER 10 YEARS

Stormy Hofmann has an impressive tenure — and an impressive promotion track — with Campus Advantage. As an employee for nearly 10 years, she started as a Community Assistant and has operated in a number of positions on her way up to now serving as Area Manager over The Beacon and West & Wright located in Auburn, Alabama. Stormy's background with CA as a Leasing Manager, an Assistant Manager, a Property Manager, and a Traveling Operations Specialist has given her an introspective look into what it takes to manage two communities simultaneously. [Click here to read the full article.](#)

NOTABLE COVERAGE

Campus Advantage Hires Dena Costello as Vice President of Business Development:

[Read More.](#)

Question of the Month:

[Read More.](#)

Responsive Approach:

[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.](#)



CAMBRIDGE HALL



THE SOTO



UNIONWEST



THE SPOKE

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