

# THE CAMPUS ADVOCATE

QUARTERLY NEWSLETTER OF CAMPUS ADVANTAGE



CAMPUS  
ADVANTAGE

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## CAMPUS ADVANTAGE REPRESENTS AT LEASECON/TURNCON STUDENT HOUSING CONFERENCE

In October, Lindsay Brown, Senior Vice President of Leasing and Marketing; Peter Iannone, Director of Revenue Management; Adam Yarber, Director of Resident Experience; and Mark Renkens, CX Manager at Catalyst, participated in several panels at the 2021 LeaseCon/TurnCon conference, hosted by France Media's Student Housing Business magazine. This amazing group of leaders, along with other industry leaders, discussed topics such as leasing, turn, reputation management, and revenue management. [Learn more about the conference.](#)

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## LETTER FROM THE CEO

I would like to begin by wishing everyone a very happy new year. I hope the start to this new year has been one of reflection, connection, and celebration — reflecting on the past year, connecting with family, friends, and colleagues; and celebrating all that is to come in the year ahead.

Like everyone else, we continue to navigate challenges that the pandemic continues to present us. If we've

learned anything from the past two years, it's how to adapt together with each new obstacle, learn from it, and persevere. Our industry continues to perform strongly despite challenges, and that is a testament to the hard work that our colleagues, employees, partners, and investors have done to continue thriving in the student housing space. Your dedication is commendable, and I applaud each and every one of you.

We welcomed a handful of new properties to our portfolio last quarter: Taylor Bend, The Cambridge at College Station, and Ivy Row at South. Located in Oxford, Mississippi, Taylor Bend is a 288-bed, 96-unit property located near the University of Mississippi. The Cambridge at College Station is a three-story, 552-bed, dorm-style property serving residents in College Station, Texas. Finally, Ivy Row at South, located in Mobile, Alabama, is a cottage-style, purpose-built property, featuring 186 beds with three-, four-, and five-bedroom floor plans. The property is currently in development and is anticipated to open in fall 2022. We look forward to bringing our property management expertise, as

well as our operational excellence and training programs, to the current and future residents of these properties.

We also closed out 2021 in the best way we know how: by celebrating, together, at our annual holiday party. While our in-person events have scaled down the past two years, we were so grateful to be able to come together and celebrate the holidays, and each other. I am hopeful for more opportunities for us to come together like this in the future.

Looking back over the past year has provided me with a feeling of confidence in what lies ahead. I am hopeful and optimistic for what is in store this year for not only Campus Advantage, but the industry as a whole. I hope you, too, feel a sense of hope and gratitude as we begin this new year.

I wish you all the best for 2022.

**MIKE PETER**  
PRESIDENT AND CEO



## STUDENT HOUSING INVESTMENTS

Student housing's recession-resilience makes it a value-add investment during times of economic uncertainty. If you, or someone you know, is interested in an expanded investment portfolio, 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.](#)

## EMPLOYEE'S TAKE ON WORK-LIFE BALANCE

**BY TERENCE JACKSON - GENERAL MANAGER, THE ROWAN**

When I think about work-life balance, it reminds me of taking a very rigorous test: You have to practice, study, and prepare. Achieving this balance is a journey that doesn't happen overnight, and each individual has to find what works best for their personal lifestyle.

There is such a high rate of burnout in the student housing industry these days, so it's more important now than ever to make yourself aware of the dynamics surrounding you throughout the day. I haven't always been the greatest at creating a work-life balance for myself, but I have learned over time to prioritize this so that I have time to enjoy life outside of work. I've found that when I create a better balance, I can be my best self at work, leading to greater professional success.

Here at Campus Advantage, I feel fortunate that our Regional Managers and other executives encourage striking a healthy work-life balance by supporting our time-off requests, and setting an example for us by taking time off without answering their emails. Managers are supportive and encouraging in realizing when employees need a break to unplug from work. There was a period in my life last year when I was really struggling to keep up, administratively and creatively, and my manager encouraged me to take time off to rest and recharge in order to return to the office refreshed.

Additionally, Campus Advantage hosts monthly seminars for employees to have an open dialogue with one another about our struggles and triumphs surrounding creating a work-life balance, along with other current events that may affect how we feel at home and in the workplace.



Managing a healthy relationship between my personal and professional lives hasn't always been easy. At the beginning of my career in the student housing industry, I had to be very intentional about taking time off, pacing myself throughout the day, and making sure I wasn't taking work home. It can be challenging to train yourself to leave leftover assignments and tasks at your desk for the following day, but overall, it drastically improves productivity when you can start fresh the next day with good energy and focus.

I also make it a point to find ways to take mini-breaks throughout the day that help me feel more centered and grounded in my surroundings. Whether it's a 45-minute break to get a haircut or a pedicure, or a monthly therapy session, it's critical to take time for yourself in order to thrive as an employee.

Outside of work, I love to hike, cycle, and workout to clear my energy and headspace from the normal tasks in the workplace. I also love to attend concerts at local venues to meet up with friends for a good laugh and conversation to wind down from the work week.

## PROPERTY SPOTLIGHT: THE ROWAN



Located in Columbia, South Carolina, **The Rowan** is a 350-unit, 1,002-bed community offering fully renovated one-, two-, three-, and four-bedroom floor plans with stainless steel appliances and hardwood floors. The community recently renovated the clubhouse, including a redesign to include a new study area. Residents can also enjoy a state-of-the-art 24-hour fitness center, an updated activity room, beautiful outdoor recreation areas, and grilling stations. The community is only a short distance from the University of South Carolina and has a dedicated shuttle.



## WELCOME TO THE FAMILY

Campus Advantage recently welcomed several properties to the Campus Advantage property management portfolio: The Cambridge at College Station, Ivy Row at South, and Taylor Bend.

### THE CAMBRIDGE AT COLLEGE STATION

The Cambridge at College Station is a 284-unit, 552-bed student housing property located in College Station, Texas, near Texas A&M University.

Built in 2013, **The Cambridge at College Station** is a three-story, dorm-style property featuring efficiency, two-, three-, and four-bedroom units. Each unit is fully furnished and equipped with a kitchenette, including a microwave and an optional full-size refrigerator. On-site amenities include a fitness center, a recreation center with a ping-pong table and foosball, a multimedia area with gaming systems, an outdoor swimming pool, and study areas. The property is also minutes away from campus highlights, including Kyle Field, Olsen Field, Reed Arena, The Golf Club at Texas A&M driving range, and the Student Recreation Center.



### IVY ROW AT SOUTH

Located in Mobile, Alabama, Ivy Row at South is a new off-campus student housing property, currently in development, near the University of South Alabama.

Once completed, **Ivy Row at South** will be a cottage-style, purpose-built student housing property, featuring 186 beds with three-, four-, and five-bedroom floor plans. Each unit will come fully furnished and will include stainless steel appliances, granite countertops, a washer and dryer, a back porch, and common areas with half-baths. The property will be highly amenitized to appeal to today's student and will include a pool, a courtyard, a study lounge with individual rooms, a fitness center, a clubhouse, a game room, a dog park, and a pavilion and grilling area.

The property is expected to open in fall 2022.



### TAYLOR BEND

Built in 2012, **Taylor Bend** is a 288-bed, 96-unit student housing property located near the University of Mississippi in Oxford, Mississippi.

Located less than a mile from campus, the property features eight three-story apartment buildings and a clubhouse. Each unit is fully furnished and equipped with granite countertops, stainless steel appliances, a washer and dryer, individual bathrooms, full-size beds, and ceiling fans. Property amenities at Taylor Bend include a resort-style swimming pool with a sundeck, a fitness center, and free parking.



## CA WELCOMES NEW SENIOR VICE PRESIDENT OF ASSET MANAGEMENT

Last fall, we welcomed **Carlos Gonzalez**, Senior Vice President of Asset Management, to Campus Advantage.

As a student housing industry veteran, Carlos has more than 16 years of experience in commercial real estate with proven success in the acquisition, disposition, and asset management of institutional real estate. As Senior Vice President of Asset Management, Carlos will drive the overall economic performance of the portfolio and work in partnership with property operations to maximize value by setting the strategy for each asset. He will also oversee revenue management, physical conditions, and ongoing capital projects. Carlos' experience leading strong asset management teams on the execution of portfolio-wide and asset-level strategies will serve him and Campus Advantage well. Welcome, Carlos!

## NEW PROMOTIONS

**ELIZA CUNY-VALDETARO:** Accounting Manager

**MARIANNE FARRINGTON:** Regional Manager

**WILL FAULKNER:** Senior Property Accountant

**JERMAINE KING:** Director of Corporate Accounting

**TYLER ROBERTS:** Director of Property Accountant

**PETER JBEILI:** Director of Operations

**KYLEIGH BORGES:** Operations Specialist





## NOTABLE COVERAGE

### HOTEL CONVERSION OFFERS OPPORTUNITY FOR STUDENT HOUSING INVESTORS

[Click here to read](#)

### CAMPUS ADVANTAGE PROMOTES ALEXANDRA HILDEBRANDT TO VICE PRESIDENT OF INFORMATION SERVICES

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### CAMPUS ADVANTAGE HIRES CARLOS GONZALEZ AS SENIOR VICE PRESIDENT OF ASSET MANAGEMENT

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### CAMPUS ADVANTAGE AWARDED MANAGEMENT OF 552-BED COMMUNITY NEAR TEXAS A&M

[Click here to read](#)

### TEXAS GROUNDBREAKERS: SCOTT BARTON

[Click here to read](#)

### CAMPUS ADVANTAGE TO MANAGE MISSISSIPPI STUDENT HOUSING

[Click here to read](#)

### TOP MANAGEMENT TIPS

[Click here to read](#)

### CAMPUS ADVANTAGE EXPANDS MANAGEMENT PORTFOLIO

[Click here to read](#)

### NEW UNIVERSITY OF SOUTH ALABAMA STUDENT HOUSING COMPLEX COMING NEXT FALL

[Click here to read](#)

### LEASECON/TURNCON PANELISTS PROVIDE BEST PRACTICES FOR LEASING, MARKETING AND TURN

[Click here to read](#)

### THE KEYS TO MANAGING PROPERTY TAXES AND INSURANCE

[Click here to read](#)

### BLENDING OLD AND NEW STRATEGIES

[Click here to read](#)

### TOP 25 OWNERS OF STUDENT HOUSING

[Click here to read](#)

### TOP 25 MANAGERS OF STUDENT HOUSING

[Click here to read](#)

### TOP 15 THIRD-PARTY MANAGERS OF STUDENT HOUSING

[Click here to read](#)



## EMPLOYEE SPOTLIGHTS

### TYLER ROBERTS TEACHES HIS TEAM TO FISH

Tyler Roberts is a true team player at Campus Advantage. Since starting as a Senior Accounting Manager in September 2020, he has had the opportunity to oversee the Property Accounting team and prioritizes building strong relationships with his team members. While he knows the value of hard work, he also knows the value of a fun workplace culture. We talked to Tyler about his time at Campus Advantage thus far, and he shared the company value that best represents him, what characteristics he shares with teammates, and how he empowers his team to go the extra mile.

[Click here to read the full article.](#)



### NADIA SMITH LEADS BY EXAMPLE

Starting in August 2011 as a Community Assistant, Nadia has earned her tenure at Campus Advantage, now serving as the Assistant General Manager at Fairway View Apartments in Baton Rouge. Nadia prides herself on leading a team that strives to create a successful community and embodies the "Three E's": Everything Matters, Everyone Is Important, and Everyone Is Responsible. We talked to Nadia about her time at Campus Advantage, discussing her leadership skills, favorite moments with the company, and her go-to soundtrack when life hits a roadblock.

[Click here to read the full article.](#)



# OUR LATEST CONTENT

**FAQs: What Are the Benefits of a Student Housing Market Analysis?:** Despite student housing's resilience during what some could argue as one of America's most challenging 18 months, it's important to ensure your student housing development is poised for long-term success and positive returns. Campus Advantage's market feasibility and analysis studies assemble data from competitors, the market, the student population, and more to determine the viability of your project, ultimately positioning your investment for leasing and investment success. [Read More](#)

## WE'RE HIRING!

Do you know a passionate, motivated individual who wants to be a 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 a part of a team who loves what they do, check out our open positions and send them our way! [View jobs here.](#)



THE ROWAN



THE CAMBRIDGE



TAYLOR BEND



ROAM

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