

# THE CAMPUS ADVOCATE

QUARTERLY NEWSLETTER OF CAMPUS ADVANTAGE

**CA**  
**CAMPUS**  
ADVANTAGE

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## A LETTER FROM THE CEO: MIKE PETER

Fall is almost here, and although our home office team here in Austin is still facing a long stretch of hot summer days, we're excited for cooler weather, a brand-new school semester, and of course, the start of football.

For us in the student housing industry, fall also means move-in for our communities across the country. This is an exciting time for residents, their families, and even our staff as new and returning residents begin embarking on the next step in their lives and educations.

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For us in the student housing industry, fall also means move-in for our communities across the country. This is an exciting time for residents, their families, and

even our staff as new and returning residents begin embarking on the next step in their lives and educations. Having just celebrated Campus Advantage's 20th anniversary earlier this year, it makes me proud knowing residents are moving into a community they can call home and where they are going to receive the best living experience possible. We also prioritize greeting students with an amazing experience, beginning with the first six weeks. This time is full of fun, memorable events, and programming that help us welcome residents home with pride, show off our appreciation, and emphasize the good times that lie ahead in the school year. Because of this, we enjoy knowing they will be returning year after year to spend their college years at our communities.

Fall is also a time of change and transition. As you'll read in this newsletter, we have recently undergone the process of migrating to Entrata — a leading property management software solution and operating platform. This is

a major, future-focused step for our organization, and Entrata's partnership will allow us to continue offering stronger returns and streamlined performance for our communities. It also frees up time for our staff to do what they do best: Provide valuable and rewarding living experiences for those who call our communities home.

Here's to making Campus Advantage the place to be in 2023 — and well into the future.

## Mike Peter PRESIDENT AND CEO

# CAMPUS ADVANTAGE TRANSITIONS TO ENTRATA



As we continue our quest to provide the absolute best-in-class service to each of our customers, we are excited to announce that we have begun the process of migrating our software platform to Entrata — a top property management software solution and operating platform. After a thorough review and analysis of each capable competitor, we made the decision to partner with Entrata to give our communities the best roadmap for the future. The technology driving Entrata will assist us in making more timely and informed decisions that result in streamlined performance, stronger returns, and enhanced values. It also frees up time for our team

members to foster deeper relationships and provide rewarding living, learning, and career experiences for those who call our communities home. Several Campus Advantage departments have been hard at work to create a smooth and efficient transition process, including Management Systems, Information Systems, Leasing and Marketing, Operations, and Accounting. We're so grateful for our hardworking team members and excited for what the future holds with this best-in-class platform.

## ENVISIONING THE FUTURE: MOVE-IN 2023

Each year, on-site teams across the country embark on an exciting (and somewhat stressful) milestone: move-in season. This year's theme, "How do you envision your future?", encouraged residents to dream big and make the year their own — including their decision to call a Campus Advantage community home. Visuals for the theme were inspired by mood boards, collage art, and colors from CA's recent brand refresh. Our on-site teams were equipped with both print and digital collateral in order to communicate with residents, decorate their communities, and make move-in day as efficient as possible.

Regardless of what you see in photos and on social media, move-in day is always a huge undertaking and a team effort. We asked Tionna Williams, Area Manager, to share a few of her tips that can help ensure a successful move-in experience:

**Walk your units.** I recommend triple walking them if you have the time to do so just to make sure everything is done and ready to go.

**Overcommunicate to incoming residents.** Make sure they know what they'll need to bring and do on move-in day, what to expect if they're moving into an occupied unit, the importance of key steps such as the unit condition form, and more.

**Plan for the unexpected!** Things will likely go wrong — and that's OK! Have backup plans, be able to think on your feet, and stay ready for anything. **You've got this!**



Republic at Sam Houston



Cambridge Hall



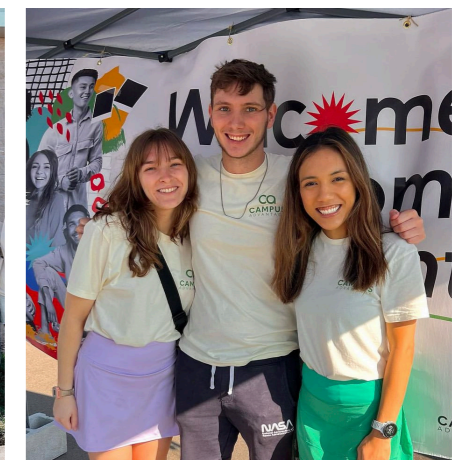
The Rowan



Property Name



12B Lofts



Property Name



"Whatever it is you do, whatever messaging you're getting out there, be authentic to who you are."

## HOW TO BRAND YOURSELF PROFESSIONALLY: Q&A WITH BETH PINDER

As Chief Operating Officer of Campus Advantage, Beth Pinder leads the Management Services division and oversees the operations of the company's portfolios. Known for her ability as a builder of teams, processes, procedures, and more, she has successfully grown teams, launched offices, and overseen operations to portfolios in the U.S., South America, and Europe. Beth has a passion and expertise in sales, marketing, training, revenue management, new development, on-site operations, and more. Today, she shares how her experience in the industry as a leader helped shape her personal brand — and gives advice to those just starting their journey.

[Read Article](#)

## NOTABLE COVERAGE

The July/August issue of Student Housing Business featured appearances from the Campus Advantage team, including:

Dan Oltersdorf, Chief People Officer: "Coming Together" (pages 56-59). [Read More.](#)

Dena Costello, Vice President of Client Strategy and Consulting: "Rising Costs Put Housing Affordability Front and Center" (pages 66-69). [Read More.](#)



## EMPLOYEE SPOTLIGHTS

### TRENT POCHE-MOORE MAKES RESIDENTS PROUD TO CALL THEIR COMMUNITY HOME

Though new to Campus Advantage, Trent Poche-Moore is already making a name for himself as a porter at Burnham 310 in Champaign, Illinois. From making sure the community looks its best to jumping in to help with whatever his team needs, Trent tackles each day with positivity, initiative, and a hard-working attitude — and leaves a lasting impact for residents and their families. Read on to learn more about a typical day in the life for Trent, all the places he's called home, and his favorite moment with Campus Advantage so far.

[Click here to read more](#)



### SARAH SLIFE FINDS SATISFACTION IN HELPING OTHERS

Sarah Slife has a passion for what she does — and it's resulted in an impressive tenure with Campus Advantage. After beginning her career as a Community Assistant, she held a number of community positions across the portfolio, including Assistant Manager at The Beacon in Auburn, Alabama, and Property Manager at NORA and NOLAN in Seattle. It wasn't until a run-of-the-mill training that she set her sights on a career in management systems — and a real future with Campus Advantage. Read on to learn more about her role as a Systems Specialist, what motivates her to come to work every day, and how she loves to spend her free time.

[Click here to read more](#)

## 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](#)



# THE FUTURE CONTINUES HERE

## ARE YOU AN INVESTMENT INSIDER?

As an active participant in the student housing investment market since 2007, Campus Advantage's track record includes \$2.8 billion in transactional experience, multiple programmatic ventures, and more than 50 acquisitions across the country.

Our talented team of investment professionals is now bringing that expertise to your inbox in our bimonthly Inside Advantage publication. This newsletter includes important industry news and updates, helpful case studies, and trending topics in student housing — as well as a letter from our Chief Investment Officer, Scott Barton. Check out our latest issue by clicking the link below! [Read more.](#)



NORTHGATE LAKES



STATESIDE



UNIONWEST



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