

CAMPUS ADVOCATE



KICK-START

THE NEW YEAR

*Gearing up for a new year, new properties,
and new accomplishments.*

CAMPUS ADVOCATE WINTER 2020

Katie Degutis
Assistant Editor

Kendra Kennedy
Art Direction

Lauren Goodman
Interactive Distribution

Dana Sleger
Copywriter

Katie Zarzana
Copywriter

Bloom Communications
Copywriter

IN THIS ISSUE

- 4 CA Holiday Party
- 6 Upcoming FOCUS Conference & CAMmys
- 7 Property Spotlight: 212 East
- 8 Employee's Take on Work-Life Balance
- 8 Promotions
- 9 Investing in Student Housing
- 10 Our Latest Content
- 12 Employee Spotlights
- 13 Welcome to the Family
- 15 In the News



I hope you all are enjoying a wonderful start to 2020 and had an enjoyable holiday with family and friends. All of us here at Campus Advantage are gearing up for another exciting and busy year, building on the hard work and success we not only saw in 2019, but that has been our foundation for nearly 17 years. The future will certainly have a lot in store, but there are a few key things that will remain: Our continued dedication to creating thriving student communities, growing and developing the best talent in the industry, and bringing value to our partners and investors.

We closed out 2019 by welcoming The Blue — a 200-unit, 512-bed student housing property located near Middle Tennessee State University — to our student housing property management portfolio. Our team's strong track record with selling capital improvements and strategically repositioning a new brand within a marketplace was a key factor to why Campus Advantage was chosen to manage The Blue, and we look forward to demonstrating our proven student housing management expertise to this property and its residents. We also welcomed Paseo Place — a 46-unit, 246-bed student housing property located in San Diego, California — into the Campus Advantage family. Paseo Place has one of the best locations in the San Diego market, situated a short walk from San Diego State University's recreation center and the center of campus. We are extremely excited to be working with both of these communities and look forward to making a positive impact on the current and future residents at these properties.

In November, we were recognized as one of the [top 10 student housing managers for 2019](#) by online reputation. The ORA™ (Online Reputation Assessment) Power Rankings, powered by J Turner Research, rank top properties and management companies in the nation based on their ORA™ scores, and are based on ALN Data Services data of companies that manage more than 2,000 student housing units. This score serves as a benchmark to compare a company's individual properties and portfolios nationally, regionally, and against the competition, and I couldn't be prouder of each and every one of our team members who are all contributors to this achievement. Congratulations to all!

We're also excited to be celebrating the work of our team in late February during our annual FOCUS Conference — it's one of the many highlights of the year at Campus Advantage as it's an opportunity for our team members to collaborate and walk away feeling inspired and empowered. It's also a time where we celebrate each other and the accomplishments we've achieved over the past year. Stay tuned for highlights from this year's conference on our social media channels and in our spring Campus Advocate.

Speaking of which, if you aren't already following us on [Twitter](#), [Facebook](#), [Instagram](#), or [LinkedIn](#), I highly encourage you to do so. You'll find links to the latest and greatest news and resources, as well as photos and employee spotlights!

In the meantime, my wish is for everyone to have a very happy, healthy, and successful 2020. I, personally, can't wait to see what this year holds for Campus Advantage.

Cheers!

Mike Peter
President and CEO



CA HOLIDAY PARTY

We celebrated the closing of the year together with our corporate office employees and guests at our annual holiday party at The Highball in Austin, Texas. It was a fun evening of food and cocktails, complete with everyone's favorite — karaoke. Who knew we had so much talent in the CA family?



UPCOMING FOCUS CONFERENCE & CAMMYS

PROPERTY SPOTLIGHT: 212 EAST

The 2020 FOCUS Conference is right around the corner, and everyone at Campus Advantage can feel the excitement and anticipation. The FOCUS Conference, which stands for “Fostering Our Communities’ Ultimate Success,” is being held February 24–28 at The Westin Austin at The Domain. It is an opportunity for general managers from each of our communities as well as regional managers, vice presidents, and operations departments to look for new and exciting ways to continue to equip, empower, and develop our team so we can continue to achieve our mission of creating successful communities.

Following the conference, we will come together to highlight the achievements and successes of properties, teams, and individuals during the previous year with our annual CAMmy Awards.

This is an exciting time for us all, and we look forward to sharing highlights from the conference and CAMmy Awards with you soon.

Located in Champaign, Illinois, [212 East](#) offers one of the best living experiences near the University of Illinois Urbana-Champaign. This modern-style property offers fully furnished two-, three-, and four-bedroom options, as well as all-inclusive amenities, including covered and gated on-site parking, bistro-inspired study booths, an outdoor courtyard with grills and a community space, and TVs in every living room and bedroom. And if these amenities weren’t enough, 212 East is located just steps from the area’s local entertainment district. In addition, the community offers weekly events that have brought high participation and, ultimately, high levels of resident satisfaction. Congrats, 212 East, for being a top-performing property with a 100% leasing rate for the 2020–2021 school year!

EMPLOYEE'S TAKE ON WORK-LIFE BALANCE

BY LORI MORAN, DIRECTOR OF MANAGEMENT SYSTEMS AND TRANSITIONS

Work-life balance to me means having the ability to work to live and live to work, but not tipping the scales on either end. It is the tightrope of balancing acts that Campus Advantage strives to support with many of our initiatives. Work-life balance is having the ability to understand the importance of last-minute doctor appointments or emergencies with the personal dedication to still meet deadlines, even if it means working a little past closing time to make ends meet. It is the give and take of work and life.

Work-life balance is always at the forefront of my mind with working full time, fulfilling my duties in my family life, as well as achieving my own goals outside of my career. I love being a mother to my two kids, and watching them grow and become small people is something I am not willing to miss. Work is what allows me to create the environment for my ultimate achievement and motivation in my life — family.

Outside of work, being with my children and family and doing new things or activities we

all enjoy is the recharge I need most when not working, and what I enjoy doing in my free time. Whether it's going to the zoo, Disney, exploring outdoors, or watching a movie on Friday nights, spending time together is always the goal. Other than that, on the personal end, I have to have monthly facials.

To manage a healthy relationship between my professional life and personal life, I disable any email push notifications on the weekend. This allows me to not get distracted or become anxious regarding an email that won't have a resolution until the next work week. As a family, we also plan an annual pilgrimage to Disney World. Disney magic is infectious, and it's impossible not to have a great time! Just as I manage my work calendar on Outlook, I also keep an old-fashioned wall calendar at home to make sure my family is aware of any upcoming commitments, whether work or family related. Setting the expectation is key to maintaining a realistic and healthy family and work balance.



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 investments team to learn more.](#)

PROMOTIONS AND ANNIVERSARIES

Campus Advantage

- Angela Shaw — Vice President of Human Resources
- Caitlin Chalem — Director of Business Development & Market Research
- Roger Hsu — Senior Accountant
- Nick Nunium — Accounting Manager
- Makenzi Sargent — Celebrating a 10-Year Anniversary

Catalyst

- Christy McFerren — Managing Director of Catalyst

OUR LATEST CONTENT

OUR TOP RESOURCES FOR INVESTING IN STUDENT HOUSING

[Read more.](#)

Student housing remains a highly attractive option for investors, with the numbers speaking for themselves. Growing undergraduate enrollment and student housing's recession-resistant nature have together fueled accelerated growth in the market. Between 2000 and 2017, total undergraduate enrollment in degree-granting postsecondary institutions increased by 27% (from 13.2 million to 16.8 million students). By 2028, total undergraduate enrollment is projected to increase to 17.2 million students (National Center for Education Statistics). And according to CBRE's Student Housing Group, in 2018, the industry saw \$11.2 billion in transactions. This was a 286% increase compared to transaction volume just five years earlier in 2013.

As the sector continues to mature, it is important for investors to stay informed of market drivers, analysis and recommendations. Click the link to see our list of recommended resources for investors looking to stay on top of the latest investment trends and insights broadly and in the student housing market, specifically.

REMAINING COMPETITIVE AS THE VALUE OPTION IN RAPIDLY GROWING MARKETS

[Read more.](#)

In the student housing industry, it is inevitable that new supply will continue to deliver until space no longer permits. Despite increased market saturation and warnings of the risk for lower achievable occupancy, new development projects continue lining up for delivery. The thing to remember is value properties can take a unique marketing approach to benefit from the new developments instead of being concerned about saturation risks. Understanding the supply pipeline and future

market fundamentals are key to creating the right strategic leasing strategy that capitalizes on market changes instead of reacting to them.

THE IMPORTANCE OF ONLINE REPUTATION AT A STUDENT HOUSING COMMUNITY

[Read more.](#)

Generation Z is the new generation of college students, and they're a group that is devoted to perusing online reviews before making a decision — 86% of Gen Z reads reviews before making a first-time purchase. This means that now, more than ever, a student housing property's online reputation has a direct impact on the property's leasing velocity, occupancy, and resident retention rate. A student's single experience while touring a community could influence countless other people — and if it's a negative experience, it could mean a detrimental impact on a property's ability to meet occupancy and NOI goals, making reputation management a key focus among management teams.

How can student housing property management companies work to cultivate a positive online reputation? Besides the obvious of offering great service, there are a few specific tips to follow.

CASE STUDY: REDTAIL ON THE RIVER

[Read more.](#)

Check out our latest case study to see how Campus Advantage helped increase the overall market reputation of Redtail on the River — a 472-bed student housing property serving the University of South Carolina.





PASEO PLACE

the blue

EMPLOYEE SPOTLIGHTS

WELCOME TO THE FAMILY

Our team is the Campus Advantage. Check out our most recent employee spotlights to learn how Campus Advantage staff supports our clients and keeps our residents happy.



RYAN SHAUL

Won't Stop Believin' in Campus Advantage

With relentless enthusiasm for his colleagues, customer service, and his role as regional manager, Ryan leads by example in fostering a culture of working hard and celebrating wins. We had the pleasure of interviewing Ryan to gain insight into his 13-year tenure in the property management industry, where he emphasized the importance of remaining grounded in positivity and keeping customers at the heart of the business. [Read more.](#)



MIGUEL GONZALEZ

His High-Fiving, Caramel Coffee-Loving Energy

This month, we're pleased to highlight Miguel Gonzalez, a resident director at Prado Student Living, who joined the company seven months ago. In that short time, he's quickly become recognized for his high energy and magnetism. We had the opportunity to interview Miguel and learn more about the high-octane, personable approach he brings to Campus Advantage every day. [Read more.](#)

Campus Advantage recently welcomed two student housing properties to its property management portfolio: Paseo Place, a 46-unit, 246-bed student housing property located in San Diego, California, near San Diego State University; and The Blue, a 200-unit, 512-bed student housing property located near Middle Tennessee State University in Murfreesboro, Tennessee.

Built in 2011, Paseo Place consists of two-, three-, and four-bedroom units. All units include kitchens with islands, fully furnished interiors, and full-size washers and dryers. Amenities feature an outdoor courtyard with grilling stations, a limited-access parking garage, and three ground-floor restaurants. Located on the south edge of campus, Paseo Place benefits from having one of the best locations in the market, situated a short walk from the recreation center and the center of campus.

Built in 2005, The Blue is a three-story, garden-style community that features studio, one-, two-, three-, and four-bedroom floor plans. Recently renovated by the owner, the units consist of vinyl wood-style flooring, new carpet, cabinet hardware, light fixtures, and new furniture. The clubhouse, also recently renovated, includes an updated lounge area, a yoga room, Fitness On Demand, a cyber café, a study center, an Amazon package center, and the largest fitness center in the Murfreesboro market.

Student Housing Business

ACHIEVING FITNESS GOALS

[Read more.](#)

Student Housing Business

TOP MANAGEMENT TIPS

[Read more.](#)

Student Housing Business

CAMPUS ADVANTAGE AWARDED MANAGEMENT OF 1,002-BED COMMUNITY NEAR THE UNIVERSITY OF SOUTH CAROLINA

[Read more.](#)

Multi-Housing News

CAMPUS ADVANTAGE TO MANAGE SAN DIEGO STUDENT HOUSING

[Read more.](#)

Student Housing Business

CAMPUS ADVANTAGE AWARDED MANAGEMENT OF 246-BED COMMUNITY NEAR SAN DIEGO STATE

[Read more.](#)

Multifamily Executive

THE TOP 10 STUDENT HOUSING MANAGERS FOR 2019 BY ONLINE REPUTATION

[Read more.](#)

Student Housing Business

PANDORA'S BOX: DETERMINING THE BEST PATH FORWARD FOR PACKAGE MANAGEMENT

[Read more.](#)

Student Housing Business

TOP 25 OWNERS OF STUDENT HOUSING

[Read more.](#)

Student Housing Business

TOP 25 MANAGERS OF STUDENT HOUSING

[Read more.](#)

Student Housing Business

TOP 15 THIRD-PARTY MANAGERS

[Read more.](#)



IN THE NEWS



CAMPUS
ADVANTAGE

110 WILD BASIN ROAD #365
AUSTIN, TX 78746
(512) 472-6222
WWW.CAMPUSADV.COM