

McCAFFERY

# Property Management

COMMERCIAL | MULTI-FAMILY



# A LEGACY OF WELL-MANAGED PROPERTIES

McCaffery is an award-winning property management company with a proven ability to build and maintain thriving and inspired communities. Property owners choose us because we provide the expertise, inspiration, and creativity needed to effectively manage operations for and enhance the value of their multi-family and commercial assets.

As a full-service real estate firm, McCaffery offers comprehensive services to ensure the seamless operation of any asset. We honor the trust that investors place in us and look forward to serving you on your next project.



# ENSURING PROFITABILITY

**McCaffery manages every property to our partner's highest expectations to maintain market-leading value.**

As Property Managers, McCaffery is adept at creating top-line revenue that drives more dollars to the bottom

line, without sacrificing quality in a competitive market.

We are experts at marketing your asset, driving qualified traffic, rich with well-matched tenants, residents and customers. Simultaneously, we create meaningful on-site and in-building experiences rooted in strong relationships that can't be matched elsewhere.

# OUR PROPERTY MANAGEMENT EXPERTISE

## MULTI-FAMILY

Urban Infill  
High-rise  
Suburban  
Garden-style  
Mid-rise

## COMMERCIAL

Office  
Retail  
Industrial  
Mixed-use  
Shopping Mall  
University-owned  
Real Estate Portfolio

## OPERATIONS STATUS

Acquisition Integration  
Disposition  
Lease-up  
Receivership  
Stabilized Operations  
Value-add Renovation





FLAIR TOWER  
Chicago, IL

# MULTI-FAMILY MANAGEMENT

## Creating Inspired Communities that Thrive

McCaffery has a well-established track record of consistent, proforma-busting asset performance. We credit our achievements to hiring, training and retaining exceptional management teams. Our site staff foster superior resident experiences by delivering meaningful in-building programming. This ongoing commitment keeps McCaffery's retention rates above industry standards.

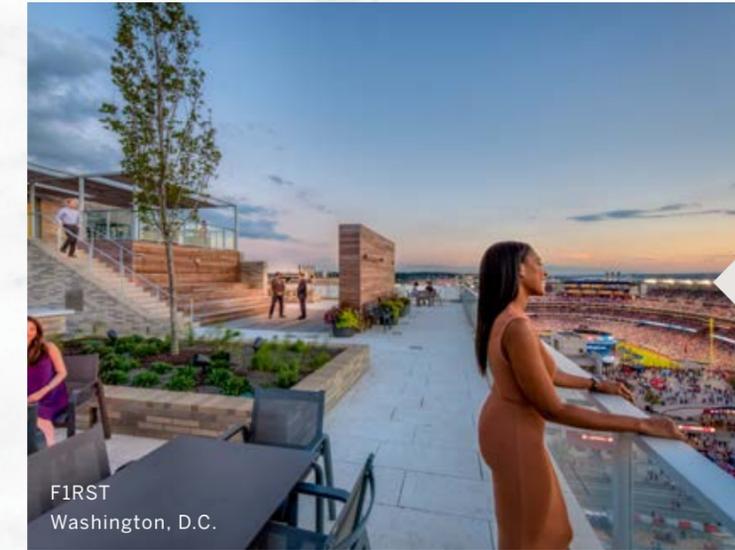
As property managers, we take our commitment to maintaining the building seriously. We enhance the long-term value of your asset through quality preventative maintenance, strategic capital improvements, and the thoughtful management of every dollar to your bottom line.

“We have found the relationship to be productive bringing together marketing, maintenance and overall operations. McCaffery supports a team approach to managing and we have formed an excellent working relationship.”

— TROY KINGSLEY  
Senior Vice President, Property Management  
Windsor Communities / GID



VERDE POINTE  
Arlington, VA



FIRST  
Washington, D.C.

Within one year of opening, **FIRST** reached 92% residential occupancy and was heralded by The Washington Post as the *Best New Apartment Building in D.C.*



LINCOLN COMMON  
Chicago, IL



McCaffery's resident retention is **33% higher** than the industry average.

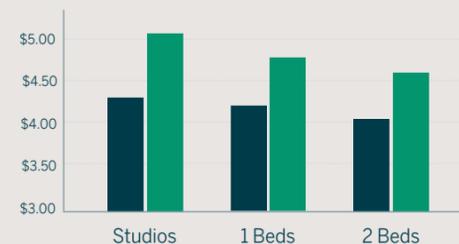
## RESIDENT RETENTION

### Renewals – We Take a Team Approach

McCaffery's property management teams work collaboratively to foster superior resident experiences. We provide our communities with exceptional, white-glove customer service, timely responses to maintenance requests, and engaging resident programming. McCaffery's ongoing commitment to resident satisfaction is what keeps our retention rates above industry standards year after year.

# CASE STUDY

**Market Price Per Square Foot**  
Competitive Set vs. **Lincoln Common**



**80**  
**UNITS LEASED**  
**PER MONTH**  
JUNE - AUGUST

**65%**  
**LEASED IN 6 MONTHS**  
4 MONTHS AHEAD OF  
UNDERWRITING!

**5%**  
**GREATER GROSS RENTS**  
**THAN UNDERWRITING**  
PER SQUARE FOOT

## PROFORMA-BUSTING PERFORMANCE

### Lincoln Common's Lease-Up Exceeds Underwriting

#### CHALLENGE

When Lincoln Common delivered in early 2019, a comparable multi-family development had not been built in Lincoln Park in nearly 30 years. Many doubted the asset's ability to achieve the record-breaking rents and high-velocity leasing needed to meet pro forma.

#### SOLUTION

Along with co-developer Hines, we opened an interactive leasing gallery to field pre-leasing inquiries and offer tours of three fully furnished model units four months prior to project completion. McCaffery's in-house marketing team launched a robust property website and integrated ad campaign that generated a list of more than 1,000 interested prospects. And to seal the deals, we stacked our leasing team with some of the best closers in the Chicago rental market.

#### RESULTS

Lincoln Common proved to be competitive and in high demand with more than 100 appointments pre-booked and ten applications submitted in the first weekend of hard-hat tours. The leasing team, led by McCaffery, not only achieved average monthly rents in excess of Chicago's high-grossing Downtown and River North neighborhoods, but did so in record time despite a two-month construction delay.

# COMMERCIAL MANAGEMENT

## Exceeding Ownership Expectations

McCaffery transforms properties to their finest operating status by streamlining management processes, providing innovative strategies and support, and making asset improvements that are in alignment with ownership goals. We provide the highest level of comprehensive services to achieve the asset's maximum value, including lease and contract negotiation, rent collection, lease administration, hiring and management of building staff, payment processing, and frequent reporting to property ownership.



FIRST  
Washington, D.C.



TWELVE01WEST  
Chicago, IL



HARPER COURT,  
THE UNIVERSITY OF CHICAGO  
Chicago, IL

“With a proven track record of portfolio management and property services, we’re confident McCaffery will ensure the University meets the needs of the local community and contributes to our vibrant commercial corridor.”

— JIM HENNESSY  
Former Associate VP, Commercial Real Estate Operations,  
The University of Chicago



ROOSEVELT  
COLLECTION  
Chicago, IL

## OUR MARKETING SERVICES INCLUDE

Strategic marketing planning

Media buying

Collateral design

Public relations

Local community engagement

Website management

Social media marketing and monitoring

Event coordination and execution

McCaffery digital campaigns garner search **click through rates 85% higher** than the industry average.<sup>1</sup>

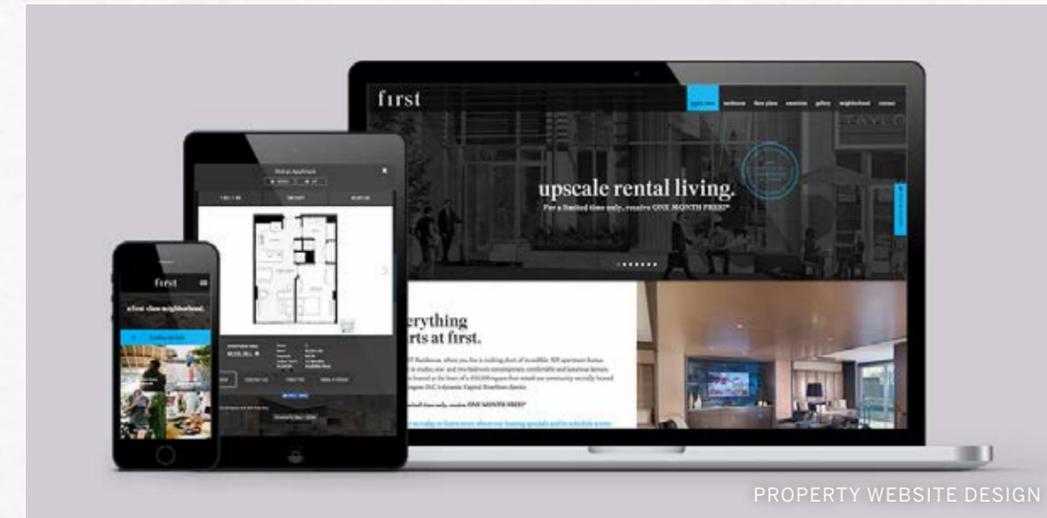


# MARKETING

## Driving Traffic to Your Property

McCaffery's full-service marketing department is exceptionally qualified to conceive and implement campaigns that target the right audience and maintain your project's relevance in the market.

Our in-house marketing team executes targeted, fully integrated communications plans that strategically and successfully drive awareness and generate leads to meet ownership sales goals.



<sup>1</sup>Google's average PPC real estate industry click through rate in 2019 was 3.71%. McCaffery's average PPC click through rate for in 2019 was 9.25%. (Source: Wordstream).



# HEALTHY SPACES

McCaffery has built and managed thriving communities for more than 30 years. Ensuring the safety and the comfort of our residents, retailers, and office tenants has always been paramount to our success.

Since the start of the coronavirus pandemic, the policies and procedures at each of our buildings have been updated to directly address the demands of COVID-19, strictly adhering to the regulations set by the CDC and local government.

To learn more about our commitment to managing healthy spaces, please visit [McCafferyInc.com/Back-Together](https://www.mccafferyinc.com/Back-Together)

“The COVID-19 updates that you have provided have been great resources to us, and I appreciate the high level of communication. The teams have done a fantastic job adapting to this new environment!”

— MEGHAN FINNERAN  
Vice President, Stockbridge Capital Group

## INSTITUTIONAL PARTNERS

- AEW Capital Management
- ASB Capital Management
- BentallGreenOak
- California Public Employees
- Canyon Johnson Urban Funds
- Colony Capital Advisors
- Deutsche Bank/RREEF
- Education Capital Solutions
- Grosvenor Americas
- Hartford Investment Management Company
- Intercontinental
- Ivanhoé Cambridge
- Leucadia International
- Lubert-Adler Partners
- New York Life Real Estate Investors
- Oxford Development Company
- PGIM Real Estate
- Principal Real Estate Investors
- Skanska USA
- Stockbridge Capital Group
- TIAA-CREF
- Workers Realty Trust II L.P.

## CLIENTS

- Avalon Bay
- GID/Windsor Communities
- Nord Anglia Education
- The University of Chicago

## OPERATING PARTNERS

- Hines
- Solera Senior Living
- The Community Builders

## LENDERS

- Bank of America
- BB&T
- BMO
- Citizens Financial
- Eurohypo
- JPMorgan Chase
- M&T Bank
- MB Financial
- OCBC Bank
- PNC
- RBS
- UBS
- Union Labor Life Insurance Co.
- United Bank
- US Steel Corporation
- Wintrust



ENHANCE THE QUALITY AND VALUE  
OF YOUR ASSET WHEN YOU PARTNER  
WITH McCAFFERY PROPERTY  
MANAGEMENT.

**Call or email us to request a  
property evaluation and detailed  
management proposal.**

**Eddy Gnad**

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