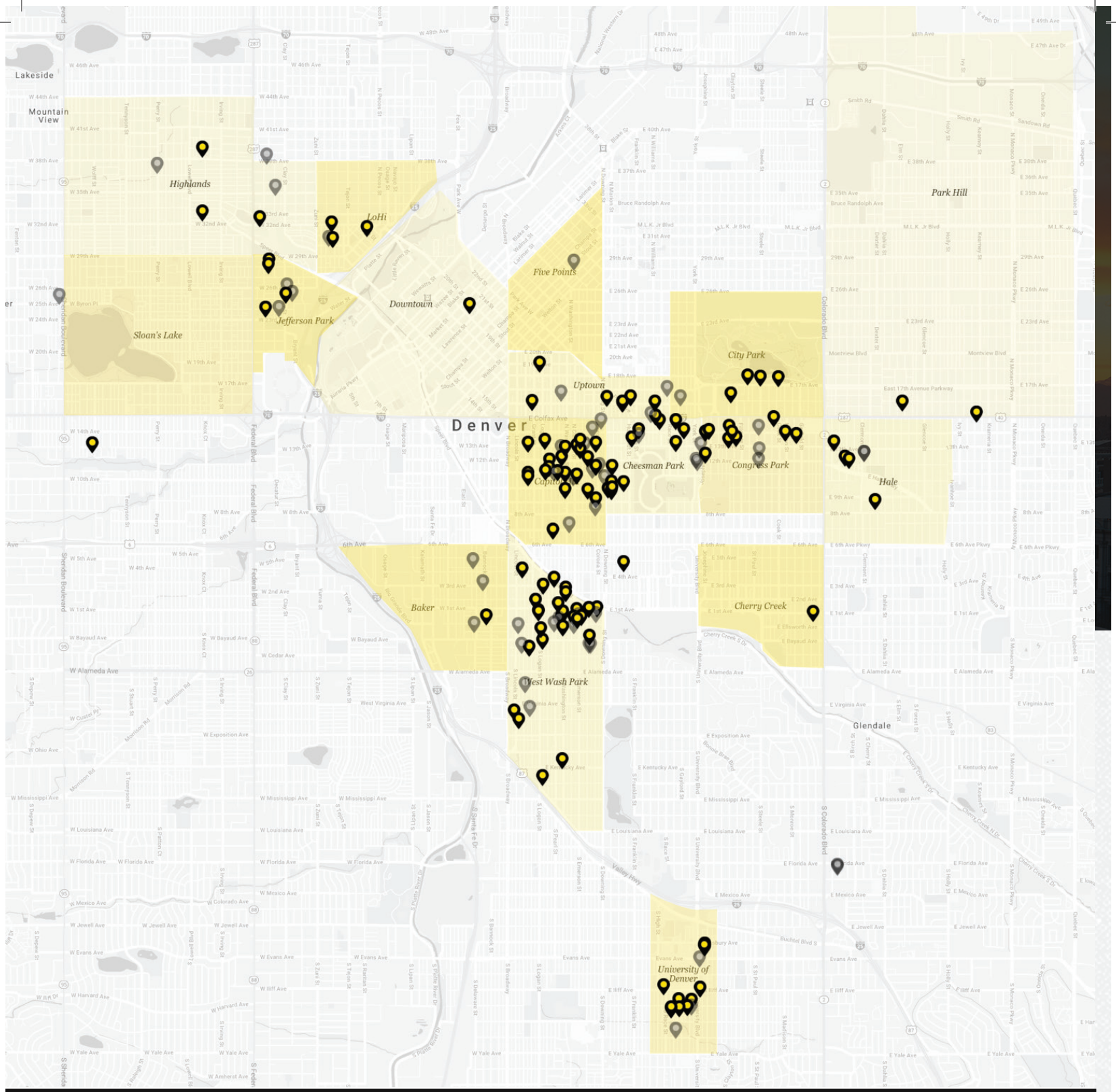




cornerstone
URBAN APARTMENT LIVING

MANAGEMENT PROPOSAL





Cornerstone Neighborhoods

 **BAKER**

 **DOWNTOWN**

 **PARK HILL**


 **CITY PARK**

 **FIVE POINTS**

 **RINO**

 **CHEESMAN PARK**

 **HALE**

 **SLOAN'S LAKE**

 **CAPITOL HILL**

 **HIGHLANDS**

 **UNIVERSITY OF DENVER**


 **CONGRESS PARK**

 **JEFFERSON PARK**

 **UPTOWN**

 **CHERRY CREEK**

 **LOHI**

 **WEST WASH PARK**



welcome
TO CORNERSTONE

Urban Apartment Living. That's not just a slogan, it's our entire world. Our singular focus on Denver's urban core means we know how to attract and retain residents. The close proximity of our buildings creates operational efficiencies and allows us to deliver cost-effective services. As the largest apartment management company in Denver, and the only one with an exclusive focus on urban Denver renters, we do much more than manage apartments. We create a community where your residents can thrive.

The Cornerstone Difference

EXTRAORDINARY EXPOSURE

The Cornerstone name guarantees you will be seen and recognized. Our website attracts 30,000 potential renters each month. We have 25 company vehicles acting as moving billboards in the neighborhoods we serve and you join a network of over 200 properties displaying the Cornerstone leasing sign. All this generates the leasing traffic to drive rents and lease units faster.

OPERATIONAL EFFICIENCY

We operate like a co-op: apartment owners pooling their buildings together, sharing management services, fostering a dynamic business environment, providing employees with the resources to succeed at their job and creating meaningful incentives for achieving your goals.

CUSTOMER SERVICE

Building trust with your residents is our highest priority. We have a 4+ star rating on Yelp and Google Reviews. Residents can conveniently place maintenance requests through our user-friendly website portal and they are addressed within 24 hours. Our office is staffed six days a week. The Cornerstone Card offers exclusive discounts at 70 locally-owned businesses. We sponsor resident appreciation events throughout the year and we engage with our residents daily through Facebook, Instagram and the Cornerstone Blog.



30,000

WEB VISITS/MONTH



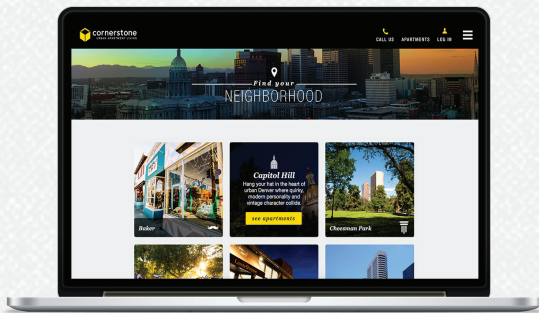
28.2%

**EXPENSE TO INCOME
RATIO**



4 Star

YELP/GOOGLE RATINGS



POWERFUL WEBSITE

The Cornerstone website is our most effective sales tool to reach our digitally-minded demographic. Users can view all current and upcoming availability through an **interactive, mobile-friendly search map**, similar to sites like Airbnb and Zillow. We have the only site where users can schedule in-person or facetime tours online. Applications, background checks and leases are executed seamlessly through the site.



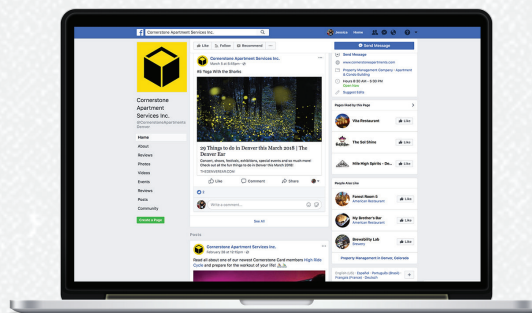
MULTI-CHANNEL SEARCH

Everywhere your prospective residents are, Cornerstone is there. With the market growing leaps and bounds from out-of-state transplants, we've expanded our visibility by listing and promoting all available buildings and units on Craigslist, Zillow, Hotpads, Apartments.com, Rentbits.com, and many other ILS feeds. Year to date, **Craigslist provides us 30% of our main portfolio leads.**



THE CORNERSTONE CARD

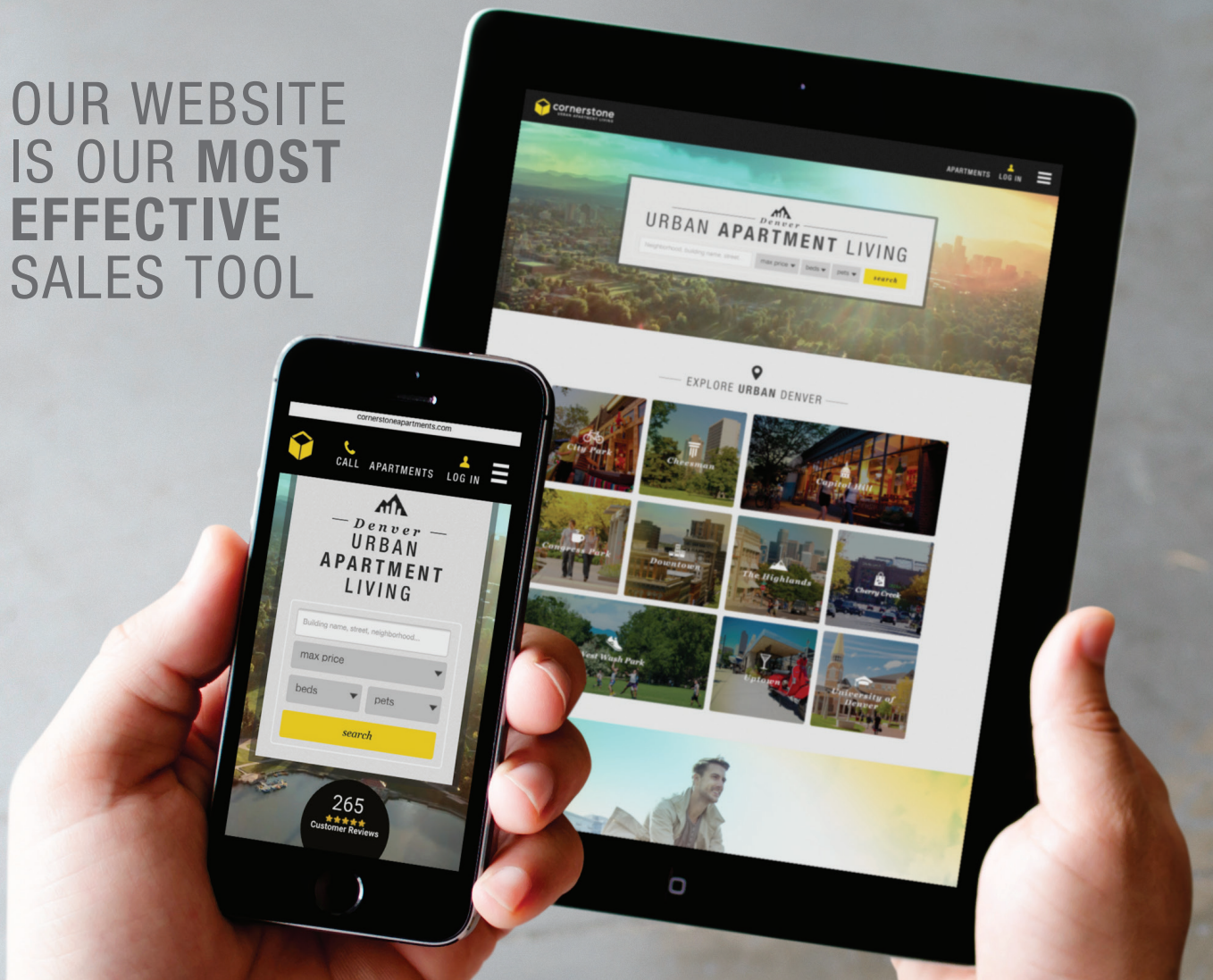
As an incentive for renting with Cornerstone, we teamed up with **over 70 of the best locally-owned businesses in Denver** to provide exclusive discounts to our residents with the Cornerstone Card. We feature our Cornerstone Card businesses across our social media to garner likes, shares, and additional exposure.



RESIDENT PROGRAMS & EVENTS

We have a resident referral program to reward our residents. To encourage the continuous use of the program, we offer rent credits when their referral leads to a new 12 month lease. **We now have 22% our traffic coming from resident referrals and word of mouth.** We also host happy hours and social events to build community, and we engage with residents daily through Facebook, Instagram, and our blog.

OUR WEBSITE IS OUR MOST EFFECTIVE SALES TOOL



cornerstone DENVER URBAN APARTMENT LIVING

CALL US APARTMENTS LOG IN

Street name, building, neigh... Move In Date Avg Rent \$1298-\$2500+

NEIGHBORHOODS BEDS PETS MORE CLEAR X

Highlands Downtown Sloan's Lake Jefferson Park Uptown

TAMAI TOWER AT SAKURA SQUARE
1255 19th Street | Denver 80202

***\$250 OFF MOVE IN COSTS!**

7 Available Units Deposits range from \$500 - \$600

Img	Unit	Bed	Bath	Rent	Alerts	Pets	Size	Avail	Tour	Apply
	0406 Studio	1		\$1,105		Cats	430	Now	request	apply
	0712 One	1		\$1,140		Cats	620	Now	request	apply
	0804 Studio	1		\$1,035		Cats	445	Now	request	apply
	0904 Studio	1		\$1,055		Cats	445	Now	request	apply
	0912 One	1		\$1,175		Cats	620	Now	request	apply



the COST BREAKDOWN

MANAGEMENT FEE

6% of collected income for owners with less than 50 units

5% of collected income for owners with 50 units or more

PORTFOLIO MANAGER

The Portfolio Manager's salary is divided by the number of units they manage. This charge will never exceed \$22.50 per unit per month. Please note our managers do not receive any other compensation such as a "free" apartment. Our Portfolio Managers receive a \$55.00 commission for each lease renewal exceeding 9 months. For shorter or longer lease terms, the commission is prorated.

We start each year setting NOI goals with the approval of the owner. Cornerstone pays the Portfolio Manager and their Techs \$25.00 per unit bonus, out of the management fee, for each building that hits their NOI goal.

LEASING

The leasing team receives a commission for a 9-12 month lease of \$300. For shorter or longer lease terms, the commission is prorated. We do not have an on-site leasing agent or resident manager.

MAINTENANCE TECHS

All maintenance personnel are employees of Cornerstone. Our Techs are skilled in all areas of plumbing, electrical, boilers, appliance install and repair, drywall, paint, etc.

Exterior Projects:	\$55.00/hour
Renovation Technician:	\$40.00/hour
Renovation Assistant:	\$23.50/hour
Work Order Technician:	\$38.50/hour
Portfolio Technician 1:	\$35.00/hour
Portfolio Technician 2:	\$33.00/hour
Grounds Keeper:	\$30.00/hour
Grounds Manager:	\$33.00/hour
Painter 1:	\$33.00/hour
Painter 2:	\$30.00/hour
HVAC Technician:	\$55.00/hour
Appliance Technician:	\$47.50/hour
After Business Hours:	Time and a 1/2

RENOVATION SERVICES

Cornerstone has renovated over 75 apartment buildings. There is a charge of 5% of the total cost for management of the renovation.



meet
OUR TEAM

EXECUTIVE MANAGEMENT

Jim Lorenzen President
Charlie Hogan Chief Operating Officer
Marc Hruby Chief Financial Officer
Amanda Young Chief Marketing Officer

ACCOUNTING

Derek Baco Accounts Payable Manager
Jacqueline Booz Client Account Specialist
Ashley Baggiani Payable Specialist
Duane Rich Accounts Receivable
Stacy Bear Auditor

OFFICE

Calley O’Crowley Transactions Manager
Courtney Harms HR Manager
Courtney Stump Office Manager
Sam Waldron Office Assistant
Deb Yamashita Office Assistant
Anna Young Social Media Specialist
Paul Mann Software Support/IT
Adrien Merklein Design Specialist

LEASING

Alex Flynn Field Leasing Agent
Ashley Schmidt Field Leasing Agent
Brianna Herrera Field Leasing Agent
Shauna Bilger Office Leasing Coordinator
Alan Buyok Office Leasing Coordinator
Andrea Bezesky Office Leasing Coordinator

PORTFOLIO MANAGERS

David Johns *Justin Ulfing*
Cara Young *Keith Black*
Colin Reinhart *Kristin Steedman*
Conor Cavanor *Mike Coleman*
Jake Smith *Tom Lorenzen*
Judy Hawronsky *Zach LaRue*

ASSISTANT MANAGERS

Allie Seay *Johnna Adkins*
Ben Molzhon *Michael Melamed*
Jaret Marchetti *Maggie Love*

PROJECT MANAGEMENT

Andy DiPalma
Jeff Moore

FACILITIES MANAGER

Brian Leiter

EXTERIOR PROJECTS

Brandon Welch

WORK ORDER TECHNICIANS

Aeolian Curtis *Jud Clark*
Antonio Encinias *Michael Creech*
Daniel Carrasco *Raymond Richards*
Daryl Johnson *Robert Medina*
Jarrold Fobes *Wyatt Johnson*

UNIT TURN TECHNICIANS

Aaron Moss *Mark Gallegos*
Adam Thompson *Mark Suazo*
Amy Ford *Marty Weinstock*
Angelo Martinez *Pete Ruiz*
Ed Romero *Son Nguyen*
Jason White *Tony Jia*
Jeremy Kern *Eric Anderson*
Mark Aquiline *Cody Saxton*

RENOVATION TECHNICIANS

Cory Graybill
Doug Westphal
Nate McDonald

HVAC TECHNICIANS

Fernando Maradiaga

APPLIANCE TECHNICIAN

Brian Gray

PAINTERS

Mario Hernandez
John Valerio

HOUSEKEEPING

Sade Williams

LANDSCAPE TECHNICIAN

Theron Sax

GROUNDS

Justin Merkle Manager
Mike Goodwin Manager
Devonte Johnson
Dominic Moss
Jacob Zamora
Jasper Mondragon
Alan Abila
Matt Vigil
Nikko Gallegos
Rochelle Thompson
Will Brent



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