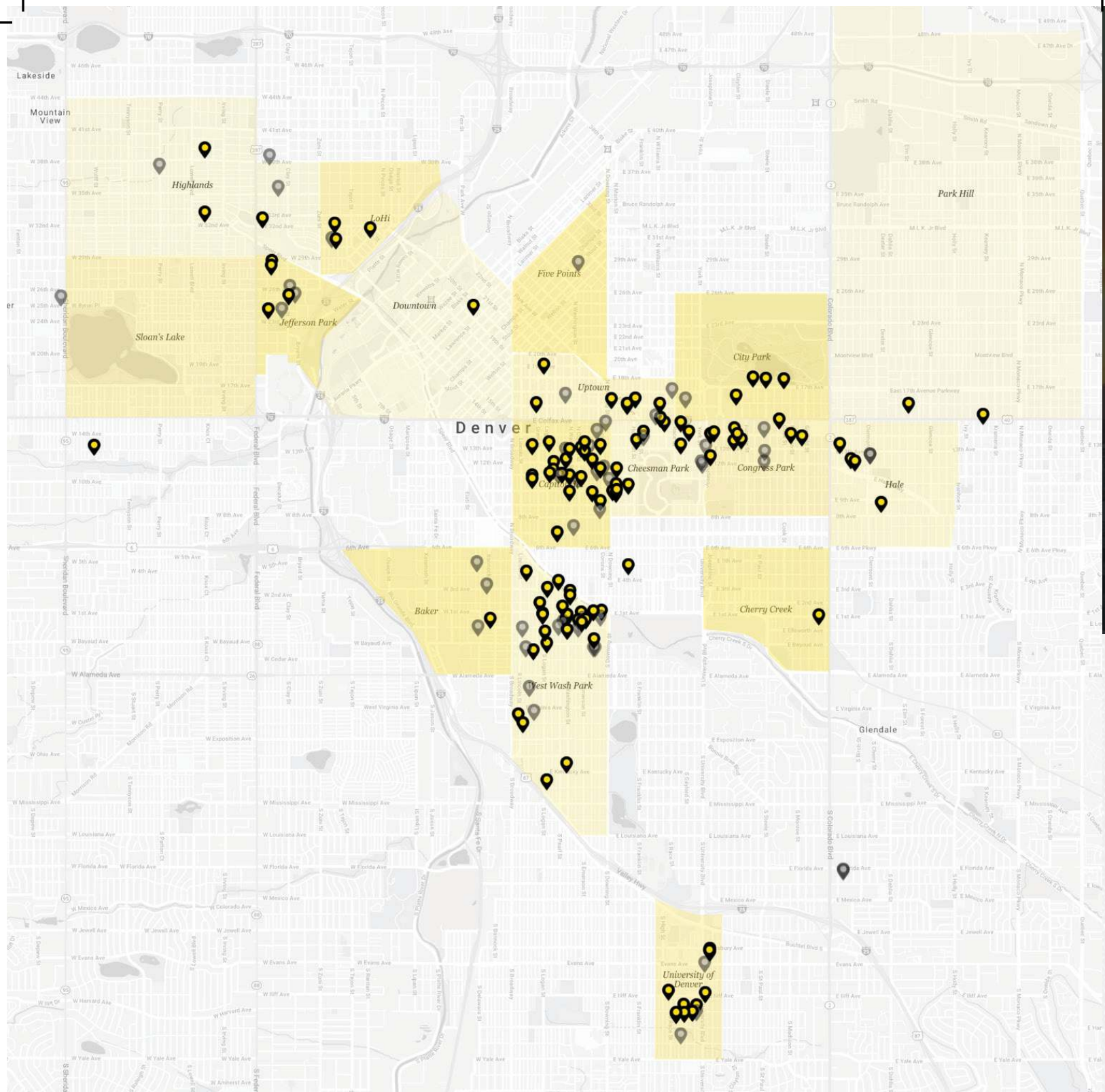




**cornerstone**  
URBAN APARTMENT LIVING

## MANAGEMENT PROPOSAL





## Cornerstone Neighborhoods



**BAKER**



**CITY PARK**



**CHEESMAN PARK**



**CAPITOL HILL**



**CONGRESS PARK**



**CHERRY CREEK**



**DOWNTOWN**



**FIVE POINTS**



**HALE**



**HIGHLANDS**



**JEFFERSON PARK**



**LOHI**



**PARK HILL**



**RINO**



**SLOAN'S LAKE**



**UNIVERSITY OF DENVER**



**UPTOWN**



**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 46,000+ 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 Cornerstone app 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. We have also been named one of the Top Work Places by The Denver Post for the past 4 years in a row.



**46,000+**

**WEB VISITS/MONTH**



**31.5%**

**EXPENSE TO INCOME  
RATIO**



**4 Star**

**YELP/GOOGLE RATINGS**







## POWERFUL WEBSITE & CUSTOMIZED APP!

The Cornerstone website is our most effective salestool 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. Users can schedule in-person or Facetime tours online. Applications, background checks and leases are executed seamlessly through the site. We also have our own app that allows residents to pay rent, submit work orders, and sign renewals easily on their smart phone or tablet.



## 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.



## 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.**

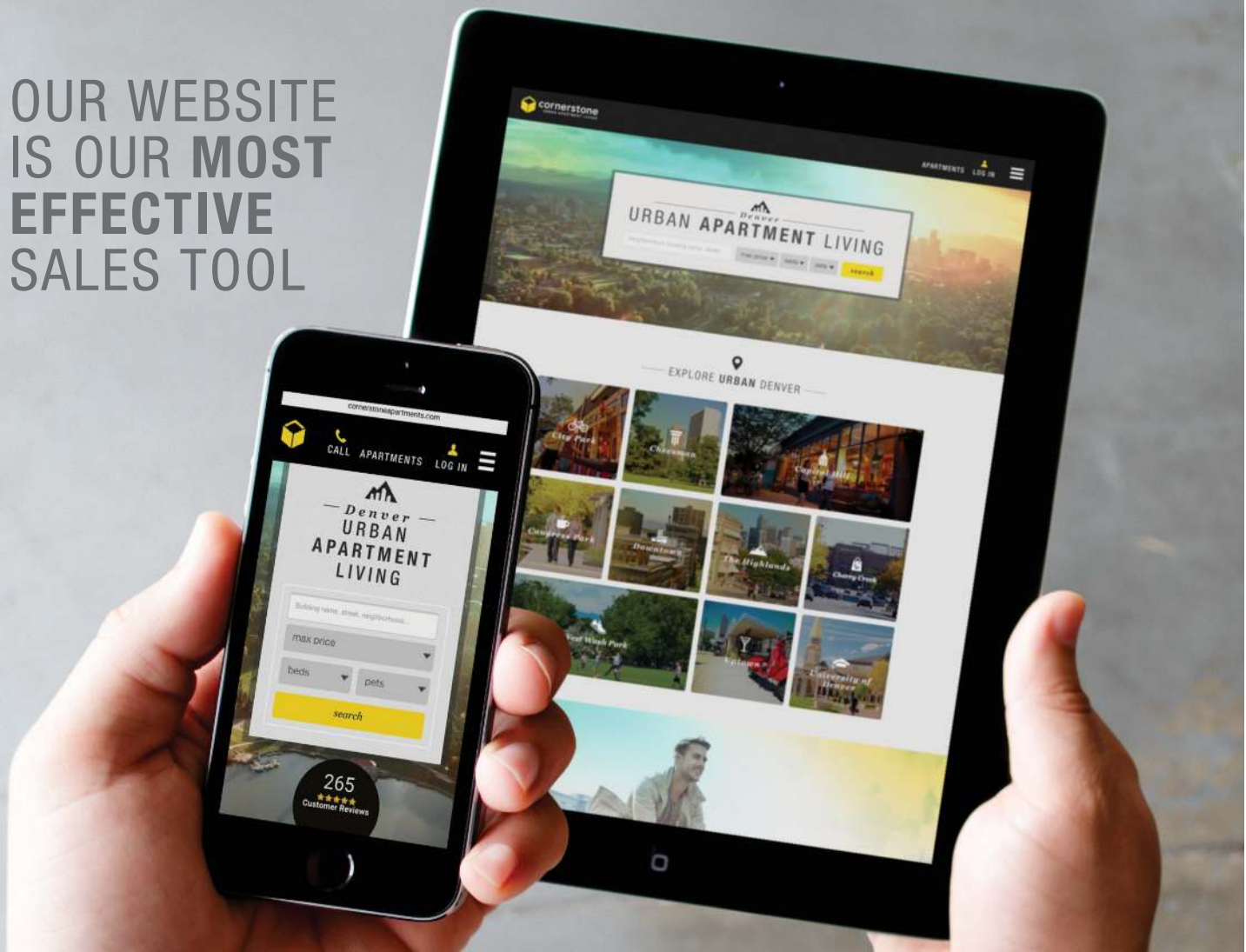


## RESIDENT PROGRAMS & EVENTS

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 20% of 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 URBAN APARTMENT LIVING

CALL US APARTMENTS LOG IN

Street name, building, neigh Move in Date Avg Rent \$1296 \$2500+

Cornerstone Card Our Office

Highlands

Sloan's Lake

Downtown

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 - \$800

Unit	Bed	Bath	Rent	Alerts	Pets	Size	Avail	Tour	Apply
0406 Studio	1	1	\$1,105	Cats	430	Now	request	apply	
0712 One	1	1	\$1,140	Cats	620	Now	request	apply	
0804 Studio	1	1	\$1,035	Cats	445	Now	request	apply	
0904 Studio	1	1	\$1,055	Cats	445	Now	request	apply	
0912 One	1	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 fee is currently \$22.50 and is reevaluated yearly. Please note our managers do not receive any other compensations 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. We utilize a pricing system called RENTmaximizer that is fully integrated with our software management system and has proven results of increasing new rent growth and renewal rent growth. RENTmaximizer will track 4 the leasing world: Availability, Traffic, New Leases and Comps. Based on these 4 trends, it will price each unit within a building for both a new lease (if on notice) and renewal. If there is a shift in the market, the changes are made in real time, sometimes daily if necessary. It also allows for us to better manage lease expiration both on new leases and lease renewals. The system will help us spread out lease expirations throughout the year by providing discounted/premium rates to encourage or deter lease term selection. RENTmaximizer will allow a prospect to hold a unit as long as they need it, but the price will reflect the vacancy loss if they decide to hold the unit for 4 weeks prior to moving in. This cost is \$17.50 per unit per year.

## 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:	\$47.50/hour
Renovation Assistant:	\$45.00/hour
Work Order Technician:	\$40.00/hour
Portfolio Technician 1:	\$38.50/hour
Portfolio Technician 2:	\$35.00/hour
Grounds Keeper:	\$32.00/hour
Grounds Manager:	\$36.00/hour
Painter:	\$35.00/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 5-8% for management depending on the total cost of the renovation and a 5% Owner's Rep Fee.





# 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 Accounting Specialist  
Caralyn Kormdoerfer- Client Accounting Specialist  
Amanda Zamora- Payable Specialist  
Jessa Coulter- Receivable Specialist  
Stacy Bear- Auditor*

## OFFICE

*Jake Smith- Operations Director  
Calley O'Crowley- Transactions Manager  
Courtney Harms- HR Manager  
Shauna Bilger- HR Assistant  
Angelica Zepeda- Office Manager  
Darby Garrison- Admin Assistant  
Deb Yamashita- Office Assistant  
Morgan Dzakowic- Social Media Specialist  
Paul Mann- IT Manager  
Dalton Morris- Pricing Analyst*

## LEASING

*Alex Flynn- Field Leasing Agent  
Natalie Dull- Field Leasing Agent  
Alyssa Adler- Field Leasing Agent  
Camile Clarke- Office Leasing Coordinator  
Lucas Murdock- Office Leasing Coordinator  
Sam Waldron- Office Leasing Coordinator  
Amy Keschl- Leasing Assistant  
John Mercier- Leasing Assistant*

## PORTFOLIO MANAGERS

<i>Allie Seay</i>	<i>Judy Hawronsky</i>
<i>Arek Chucovich</i>	<i>Justin Ulfig</i>
<i>Cara Young</i>	<i>Keith Black</i>
<i>Colin Reinhart</i>	<i>Kevin Goodman</i>
<i>Conor Cavanor</i>	<i>Mike Coleman</i>
<i>Jaret Marchetti</i>	<i>Zach LaRue</i>

## ASSISTANT MANAGERS

<i>Connor Mansfield</i>	<i>Max Clark</i>
<i>Don Tyree</i>	<i>Michael Day</i>
<i>Joe Cisneros</i>	<i>Michael Halligan</i>
<i>Yohn Ytterberg</i>	<i>Michael Melamed</i>
<i>Maggie Love</i>	

## PROJECT MANAGEMENT

*Andy DiPalma- Construction Manager  
Ted Behrend- Project Manager  
Doug Westphal- Field Supervisor*

## WORK ORDER TECHNICIANS

<i>Aeolian Curtis</i>	<i>Noah Montoya</i>
<i>Daniel Carrasco</i>	<i>Ray Richards</i>
<i>Daryl Johnson</i>	<i>Robert Medina</i>
<i>Dusko Stupar</i>	<i>Ryan Hagaman</i>
<i>Michael Creech</i>	<i>Wyatt Johnson</i>
<i>Michael Noel</i>	

## UNIT TURN TECHNICIANS

<i>Marty Weinstock- Unit Turn Trainer</i>	<i>Justin Delfin Kalil Freeney Maged Ashor Matt Brown Matt Dewhirst Mark Aquiline Mark Gallegos Pete Ruiz Rodrigo Chavez Son Nguyen Tony Jia Will Gonzales</i>
<i>Aaron Moss Adam Thompson Agustin Alvarez Billy Chambers Bobby Hill Chris Montoya Cody Saxton Dustin Parsons Josh Gomez</i>	

## RENOVATION TECHNICIANS

*Cory Graybill  
Nate McDonald*

## APPLIANCE TECHNICIAN

*Brian Gray*

## PAINTERS

*Mario Hernandez  
John Valerio*

## FACILITIES MANAGER

*Brian Leiter*

## EXTERIOR PROJECTS

*Brandon Welch- Building Exterior  
Theron Sax- Landscape Exterior*

## LANDSCAPERS

*Dan Jones- Manager  
Bryant Bernal  
Ethen Vasquez  
James Galloway  
Justin Merkle  
Sarah Udarbe*



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