



PROVIDING APARTMENT MANAGEMENT SERVICES SINCE 1971

Corporate Offices:

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ACCOMPLISHING OWNERS' OBJECTIVES

ABOVE ALL ELSE – A CUSTOMIZED APPROACH

No two apartment communities (nor their operating circumstances) are exactly alike.

For that reason, we subscribe to a highly customized management approach in which we identify and implement the operational strategies and tactics that are best suited for a given community.

Specifically, before assuming management of a property, we work with the owner to gain a thorough understanding of their operating and investment objectives so that we can tailor our management services to best suit that owner's needs.

We feel that this approach differentiates us from many other apartment management firms who are often guilty of applying a "boilerplate" management methodology despite the highly varying operating circumstances that are encountered from one property to the next.



CHALLENGES RESOLVED

OPERATIONAL PROGRAMS

Having managed apartment communities since 1971, our firm has experience with virtually all operational circumstances and challenges that can occur in the multi-family business. Some of the solutions we have implemented for our owners include:

- **OCCUPANCY RESCUE:** Quickly restoring occupancy to targeted levels when properties have fallen below critical thresholds.
- **REVENUE ENHANCEMENT:** Increasing revenue by: a) identifying any potential sources of Other Income not currently being captured and, b) implementing (at the owner's option, at no additional cost) our proprietary revenue optimization program, which combines the use of algorithmic analysis and specific weekly assessment and input from our onsite and senior management team to determine the optimum rental rates and lease terms for a property.
- **EXPENSE REDUCTION:** Assessing current expense levels and targeting line items that can be reduced or eliminated without sacrificing revenue or property condition.
- **RESIDENT PROFILE IMPROVEMENT:** Upgrading the quality of the property's resident profile via implementation of certain proprietary programs, frequently resulting in significantly reduced collection losses.
- **PHYSICAL PLANT REHABILITATION:** Improving a property's physical plant in a timely, cost effective manner without disrupting the day-to-day operations of the community.
- **PREPARATION FOR REFINANCE, RECAPITALIZATION OR DISPOSITION:** Adjusting operating practices in a manner that helps maximize proceeds from a refinance or sale.



WHAT WE DO

PROPERTY MANAGEMENT SERVICES

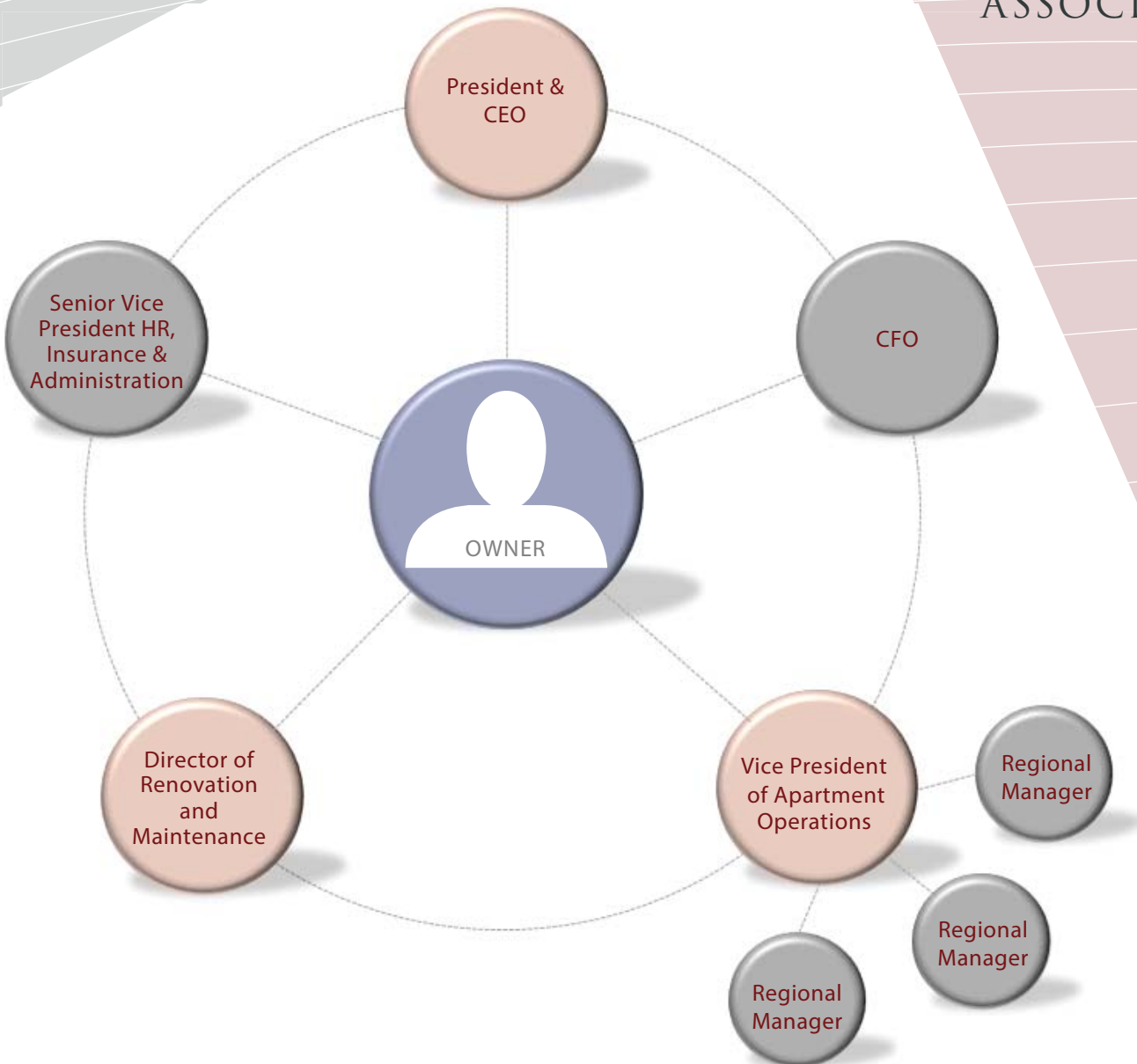
- Financial Analysis & Optimization
- Management Plans & Budgets
- Property Repositioning
- Complete Financial Reporting
- Acquisition Due Diligence Services
 - Unit inspections
 - Property inspections
 - Lease file audits
- Market Overview & Market Competition Analysis
- New Development Lease-Up
 - Architectural and Site Plan Review
 - Disposition Coordination and Preparation
- Refinance Coordination and Preparation

A KEY FOR OWNERS:

Accessibility

All of our senior associates, who specialize in the various disciplines of apartment management, are available to our owner-clients. Owners will always receive a prompt response to their inquiries and requests.

CONNECTING
OWNERS
DIRECTLY WITH
ASSOCIATES



SENIOR APARTMENT MANAGEMENT GROUP

Since 1971 SYNCO Properties has been providing exceptional apartment property management services. We attribute our ability to successfully operate multi-family properties to the more than 160 years of apartment investment and management experience of the seven senior officers and management executives listed below.

TIMOTHY H. HOSE

President & CEO

JENNINGS SNIDER

CFO

ANITA NEWHOUSE

Senior Vice President
HR, Insurance & Administration

MICHELLE SANGER

Vice President of Apartment Property Operations

JEFF BEVERLEY

Director of Renovation and Maintenance

APARTMENT INDUSTRY LEADERSHIP POSITIONS, AWARDS, AND DISTINCTIONS OF THE SENIOR MANAGEMENT GROUP INCLUDE, AMONG OTHERS:

- President of the Apartment Association of North Carolina (AANC)
- Member of AANC Board of Directors
- Founding Member of the Greater Charlotte Apartment Association (GCAA)
- President of the GCAA
- Member of GCAA Board of Directors
- Chairperson of GCAA Government Affairs Committee
- Chairperson of GCAA Programs Committee
- Chairperson of GCAA Public Relations Committee
- GCAA Volunteer of the Year Award
- GCAA Manager of the Year Award
- Triangle Apartment Association Property Executive of the Year Award
- GCAA Lex Marsh Award (GCAA's highest honor recognizing significant and lasting contributions to the industry)



DIRECTION & GUIDANCE

ALL OF THE FUNDAMENTALS OWNERS EXPECT ARE COVERED:

- HIGHLY SELECTIVE HIRING
- THOROUGH TRAINING and EDUCATION for ON-SITE STAFFS
- STATE OF THE ART TECHNOLOGY and IN-HOUSE INFORMATION TECHNOLOGY HELP DESK
- RENT REVENUE OPTIMIZATION VIA IMPLEMENTATION of the KEEN™ PROPRIETARY PRICING SYSTEM
- STREAMLINED BUDGETING and EXPENSE MANAGEMENT SYSTEM
- DEDICATED and EXPERIENCED ACCOUNTING STAFF for REPORTING and COMPLIANCE
- EXPERIENCED LICENSED LEADERSHIP and OVERSIGHT

EMPLOYEE SCREENING AND SELECTION: SYNCO strives to hire highly skilled and experienced teams for each property. In addition to routine screening, we utilize the CenTACS Five-Factor Model of Personality to ensure that the community manager we select will be both productive and compatible with the other on-site employees.

TRAINING: SYNCO's training program for on-site staff includes a combined 80 hours of professional training from third parties, as well as specialized EPA accredited training for employees working on older properties requiring asbestos or other environmental safety management. Each property is required to have on its staff Chlorofluorocarbon Certified ("CFC") Technicians and Certified Pool Operators ("CPO"). Annual continuing education is required, and employees are encouraged to pursue advanced industry education.

REVENUE OPTIMIZATION: The KEEN (Know Every Essential Number) System™ is a proprietary revenue optimization software developed via analysis of decades of actual operating results. SYNCO attributes its historical revenue enhancement success to this system which combines the use of algorithmic analysis with a very key ingredient: weekly input and assessment from on-site personnel. Note that we offer the KEEN System™ to our owner-clients FREE OF CHARGE thereby providing significant cost savings versus third-party proprietary revenue optimization systems.

EXPENSE MANAGEMENT: SYNCO's Budgeting and Expense Management System automates data gathering and simplifies the forecasting process while managing variances in real time.

IN-HOUSE INFORMATION TECHNOLOGY: SYNCO employs an in-house IT professional that installs and manages all computer-related systems for our properties. Providing that any hardware supplied by the owner is up-to-date, the computer system/software problems that inevitably arise are solved usually within minutes at SYNCO – instead of days.

INSPECTIONS/AUDITS: SYNCO has a team of veteran inspectors/auditors that have decades of experience identifying problems and arriving at systematic solutions. This team is available to our clients for pre-purchase due diligence, and pre-development input, if requested.

ACCOUNTING AND COMPLIANCE: SYNCO's accounting staff consists of a veteran group who are all experienced in dealing with issues of utmost importance to owners.

CONSTRUCTION MANAGEMENT: SYNCO will provide experienced personnel for assistance in managing non-routine capital expenditure projects and major or hazardous repair projects.

PREVENTATIVE MAINTENANCE AND HAZARD COMMUNICATION PROGRAM: Property protection and employee/resident safety are of paramount concern and focus at SYNCO.

THE KEEN SYSTEM™

A proprietary revenue optimization software developed by SYNCO and offered to our owner-clients FREE OF CHARGE thereby providing owners with significant cost savings.