



OCCUPANCY
HEROES
Incorporated



THE KEY TO **PROFITABILITY**

*The Single Source of Services Required to
Improve and Maintain **YOUR** Occupancy!*

OCCUPANCY HEROES INCORPORATED WAS FOUNDED BECAUSE OCCUPANCY IS THE KEY TO PROFITABILITY

Facing facts, you likely got into leasing because there was money to be made. Of course, you understood that along the way to making a decent revenue stream for yourself, you would have opportunities to make a difference and make contributions to the community.

Occupancy Heroes was founded because we know that the key to profits for any investor is occupancy. Residency in your units means more income in the bank. If you do well, you will have positive cash flow. If not, well, that is where we come in. We are the Heroes. We are here to Occupy.

AT THE CENTER OF THE OCCUPANCY HEROES BUSINESS MODEL IS...

You.

We are in business to help your business. With combined decades of experience in leasing solutions, we provide the expertise needed to restore your occupancy rates and maintain them. Yet, Occupancy Heroes does more than simply build occupancy. We are your single solution.

As a national company with a stellar reputation, Occupancy Heroes achieves success by ensuring that each of our Occupancy Hero leasing agents undergoes an extensive training program lasting four to six weeks. To qualify as an Occupancy Hero, the candidate must be able to provide our clients with a minimum 94% closing ratio. In addition, each will have shown him/herself to be of sterling character, and diligent.

Thus, you will find a capable and eager Occupancy Hero ready to build your occupancy immediately. We can increase your occupancy for less than one month's rent.

This is what we call accelerated leasing.

Offering extended services to ensure that maximum occupancy is achieved, is what makes us a total leasing solution.

WHAT IS AN OCCUPANCY HERO?

Occupancy Heroes Incorporated hires only the best and the brightest. Our "occupancy hero" leasing agents are a total package rolled up into one, they are top producers and specialize in leasing, marketing and training. All leasing agents – occupancy heroes – maintain a minimum closing rate of 94%. Once on board, they undergo four to six weeks of intensive training. During that training course they learn the Occupancy Heroes way.

The end result is a polished, professional "occupancy hero," armed with the knowledge and skills to lease and market any property quickly and efficiently. Our Occupancy Heroes are also equipped to travel nationwide, assisting clients with increasing and maintaining their occupancy fast.

OCCUPANCY HEROES SPECIALIZES IN ALL TYPES OF PROPERTY LEASING

Occupancy Heroes specializes in all types of properties including:

- slow leasing
- new construction
- high rises
- rehab
- tax credit
- distressed
- soft markets
- senior living
- student housing
- and more.

We're known for expertise, exceptional customer service and closing rates.

Our success is based on our proven process which results in astounding closing rates and increased rates on return.

REALLY, JUST HOW MUCH ARE WE TALKING?

Although every situation is unique, there are some similarities which remain consistent. We carefully address the unique elements and exploit the recurrent. This permits us to provide extraordinary increases in residency, in gross revenue, and in profit. So how much we are talking is really a relevant concept.

To give you a better idea about what you can expect, here are some of our recent successes...

- Prior to our arrival, one property was seeing an average of 15 move ins per month. Occupancy Heroes produced an incredible 122 move ins in 64 days.
- Within 3 months, 48 leases were secured on a property that previously averaged 2 leases per month
- In another case, 40 Apartments were leased in 7 Days
- 137 Leased in 27 Days
- 132 Leased in 30 Days
- 275 Leased in 130 Days

Following are three example cost comparisons...

COST OF OCCUPANCY HEROES VS. RETURN ON INVESTMENT

1. Incorporating Occupancy Heroes into the leasing strategy resulted in 51 additional move-ins in 48 days.	<ul style="list-style-type: none">✓ Average monthly rental rate - \$910.00✓ Additional annual rent revenue generated by these move-ins = \$524,160.00 (\$43,680.00/month)✓ Total cost of Occupancy Hero Service = \$44,190.00✓ Occupancy Heroes ROI: $\\$524,160.00 - \\$44,190.00 = \mathbf{\\$479,970.00}$
2. Incorporating Occupancy Heroes into the leasing strategy resulted in 104 additional move-ins in 59 days.	<ul style="list-style-type: none">✓ Average monthly rental rate - \$800.00✓ Additional annual rent revenue generated by these move-ins = \$998,400.00 (\$83,200.00/month)✓ Total cost of Occupancy Hero Service = \$75,940.00✓ Occupancy Heroes ROI: $\\$998,400.00 - \\$75,940.00 = \mathbf{\\$922,460.00}$
3. Incorporating Occupancy Heroes into the leasing strategy resulted in 24 additional move-ins in 11 days.	<ul style="list-style-type: none">✓ Average monthly rental rate - \$600.00✓ Additional annual rent revenue generated by these move-ins = \$172,800.00 (\$14,400.00/month)✓ Total cost of Occupancy Hero Service = \$12,660.00✓ Occupancy Heroes ROI: $\\$172,800.00 - \\$12,660.00 = \mathbf{\\$160,140.00}$

As can be seen from these three examples, the COST OF OCCUPANCY HEROES VS. RETURN ON INVESTMENT means simply more money in your pocket. And really, isn't that why you invested in real estate to start with?

EXCELLENCE IN EXECUTION

Vince Lombardi once said that “if we reach for perfection, we will achieve excellence.”

How we achieve excellence is through our process and our extended services, providing a “total leasing solution” to all our clients.

Before we begin a project, our leasing agents extensively evaluate your property in five (5) phases:

1. Setting The Stage
2. 48 Hour Study
3. Marketing Plan
4. Leasing Process and
5. Training.

This approach is the cornerstone of our leasing success.

Over the past 8 weeks, Occupancy Heroes has been a valuable resource in increasing the physical occupancy of the Landing of Saint Andrew. The comments and suggestions from Occupancy Heroes have been insightful and have assisted in positioning the Landing for continued success. We also appreciate their professionalism and positive personalities. So, it is with mixed emotions that I communicate that their efforts have produced such a quick accomplishment of all of our marketing goals.

Todd Puhl

Regional Vice President
National Church Residences

YOUR LEASE UP AGREEMENT INCLUDES FREE TRAINING

Did you know clients that are signed up for a Lease Up agreement, are eligible to receive FREE training?

That's right. At the close of lease up, Occupancy Heroes offers an invaluable training service custom tailored to suit your property – free of charge. How's that for extraordinary? A property with a well-trained leasing team can make a big difference in ongoing sales. We train your staff on how to achieve and maintain high occupancy rates the Occupancy Heroes way.



Arming your staff with these valuable skills gets your team motivated and equipped for success. It also promotes accountability and empowers employees to drive and surpass your occupancy goals. Train your staff with the best.

In addition, we also offer training services for clients interested in providing essential selling techniques and property management skills to their staff. These skills are imperative to

operating a successful property. Learn from the best today. Call Occupancy Heroes today: 1-888-OHEROES.

Our training courses ranging from one to three days and are conducted onsite. Our training curriculum includes but is not limited to:

1. Leasing 101
2. Who Is My Customer?
3. Closing the Deal Without Selling the Special
4. Becoming a Specialist for Every Type of Market
5. Critical Selling Tactics
6. First Impressions
7. And More...

Far too many times property owners and management firms are unaware of the services or tactics being used to lease and overall manage their properties. Occupancy Heroes can – undercover – survey a property and its employees to determine what we define as “missed opportunities.” These may be minor or major in scale, but with this valuable information, the property owner and management firm will – in most cases – discover why he/she has poor occupancy rates.

MAXIMIZE ROI WITH AN OCCUPANCY HEROES EXTENDED AGREEMENT

Once the property has reached full occupancy and the training is complete, many of our clients request that we extend our services.

In an effort to fully support our clients, we offer extended agreements which are valid immediately after the “lease up” is complete. This agreement allows clients to utilize all of our services at a discounted rate.

Occupancy Heroes is committed to your long term success. Multi-year service agreements are a proven success for our top performing clients. They recognize our past success in maintaining optimum occupancy and supporting their overall business.

OCCUPANCY HEROES KNOWS MARKETING

A proven track record and highly experienced staff makes all the difference in marketing efforts. And Occupancy Heroes has the record to prove that we know marketing. After your personal Occupancy Hero assesses your property and all the results are in, we will then put together a marketing strategy tailored to your property.



Some general marketing tactics may include

- co-marketing
- online ads
- print advertisements
- flyers
- email promotions to our extended Occupancy Hero network

Marketing and sales go hand in hand. Occupancy Heroes uses your marketing strategy to drive leads. In order to be successful, our clients need both the right strategy and the best leasing agents to implement that strategy. Your personal Occupancy hero is a highly-skilled closer, with a consistent minimum 94% closing rate. This is how Occupancy Heroes go beyond the ordinary, providing you solutions that give you the greatest return on investment.

COMPLIANCE SPECIALIST / PROCESSORS

Occupancy Heroes has extensive knowledge in expediting files. During lease up times, for example, Occupancy Heroes can be hired to not only lease the property but also expedite lease paperwork. Because of our fast pace, we recruit additional staff during these peak times, making sure files never sit or never become inactive.

These services are vital to our clients, preventing loss leases and promoting a sense of urgency. Our Compliance Department has the ability to review resident income certifications (TICs) and provide all levels of compliance reporting.

Don't get overloaded with government paperwork. We manage all types of documents including:

- Conventional
- HUD
- Tax Credit Certifications
- Section 8
- Period File
- Plus Many Others Documents

OCCUPANCY HEROES OFFERS AN ARRAY OF MAINTENANCE SERVICES

Occupancy Heroes offers an array of maintenance services. In many instances, clients already have existing maintenance crews who are responsible for finalizing all "move-in" ready units. However, during "lease up" times that demand increases dramatically. This demand can cause existing staff to neglect work orders, or worse, slow down "move ins." To ensure a smooth lease up, our highly skilled "maintenance heroes" focus on making units ready at a faster pace. This gives your crews time to eliminate any back orders more efficiently.

In addition, most of our clients appreciate that our Maintenance Heroes wear uniforms clearly identifying them as part of your Ace Crew. We issue report cards to you for recording your observations regarding maintenance work and workers. As our way of saying thank you for completing these, we offer additional discounts.

And because there may be a range of Maintenance Heroes at work on your property, we will have on hand a Maintenance Manager who oversees all maintenance and related issues. This helps us provide the best possible service to you along with ensuring that the work gets done promptly and correctly. This, in turn translates into speedier turnovers and more residents placed.

Our maintenance services include but are not limited to:

- Uniformed Maintenance Heroes
- Basic Plumbing
- Basic Electrical
- Work Orders
- Preventative Maintenance
- Appliance Repair
- Lite Pool Maintenance
- Lite Carpentry
- Lite Painting
- Lite Pressure Washing
- Grounds
- Basic Tools
- Fair Housing Training
- Supervisory Skills (upon request)
- Certified Pool Operator (upon request)
- Certified Maintenance



OCCUPANCY HEROES PROVIDES CLEANING HEROES

Taking a similar approach with our maintenance heroes, Occupancy Heroes provides cleaning heroes that can thoroughly and efficiently clean units during peak demand times or anytime. Our professional "cleaning heroes" will clean and sanitize your entire unit and clubhouse.

You can trust us to take the time to properly and thoroughly clean your unit. And in most areas, Occupancy Heroes offers same day service.

OCCUPANCY HEROES OFFERS INTERIOR AND EXTERIOR PAINTING

Our painters provide fresh coats of paint to increase unit appeal and save you time and money. Painting is easily the least expensive task an owner or management company can do to properly showcase their property. A fresh coat of paint



will impress the renters and in most cases help you increase your occupancy. Painting your community is key to marketing it year after year. Outsource your interior and exterior painting with Occupancy Heroes and outshine your competitors at a competitive rate.

OCCUPANCY HEROES OFFERS RESURFACING

Resurfacing your countertops, cabinets, sinks, appliances, tubs and showers will help bring a property back to life and increase your returns. Outsourcing these services can be costly and risky if a contractor doesn't perform.

In order to ensure our client's success, we do not outsource our resurfacing services. Occupancy Heroes employs qualified professionals who can cost-effectively and professionally resurface your property in a timely manner.

OCCUPANCY HEROES OFFERS PROJECT MANAGERS

Occupancy Heroes offers project managers to those communities making substantial construction or maintenance changes. The demands of a major overhaul can be daunting to a property owner and its staff. Finding experienced personnel to manage these projects is equally challenging.

We have a vested interest in completing a project successfully. At Occupancy Heroes, our success is tied to yours. Here. Take our project manager.

OCCUPANCY HEROES SOURCES TEMPORARY AND PERMANENT PLACEMENTS

For those times when existing staff is not enough, Occupancy Heroes sources professionals who are the right fit for your property. Our placement services extend to both a client's short-term and long-term needs.

Managing a property is easier when you have the right service partner – an “occupancy hero” to be exact. We have the ability to quickly and accurately staff your entire property.

I have had the pleasure to hire Chiccorra many times over the last few years. I have always been impressed with her and her employees. I have even hired some of her employees from her. When I or anyone I know needs office, leasing and or maintenance help, I always call Occupancy Heroes! Thanks to her for all the times she has helped me in a moments notice! Excellent!!!

Lynn Kerr, NALP, CAM, CAPS
Property Manager at Drucker & Falk, LLC

WHY WAIT ANOTHER DAY TO ACHIEVE MAXIMUM OCCUPANCY?



OCCUPANCY HEROES INCORPORATED

ALLOW US TO INCREASE YOUR REVENUE

The single source of services required to improve
and maintain **YOUR** occupancy!

LEASING • MARKETING • TRAINING • SECRET SHOPPERS
• COMPLIANCE SPECIALIST AND PROCESSORS •
MAINTENANCE • INTERIOR AND EXTERIOR PAINTING •
RESURFACING • CLEANING • PROJECT MANAGERS •
TEMPORARY AND PERMANENT PLACEMENTS

Toll free: 1-888-OHEROES • 1-888-643-7637

Tel: 704-391-7444

Fax: 704-391-7446

info@occupancyheroes.com

www.occupancyheroes.com