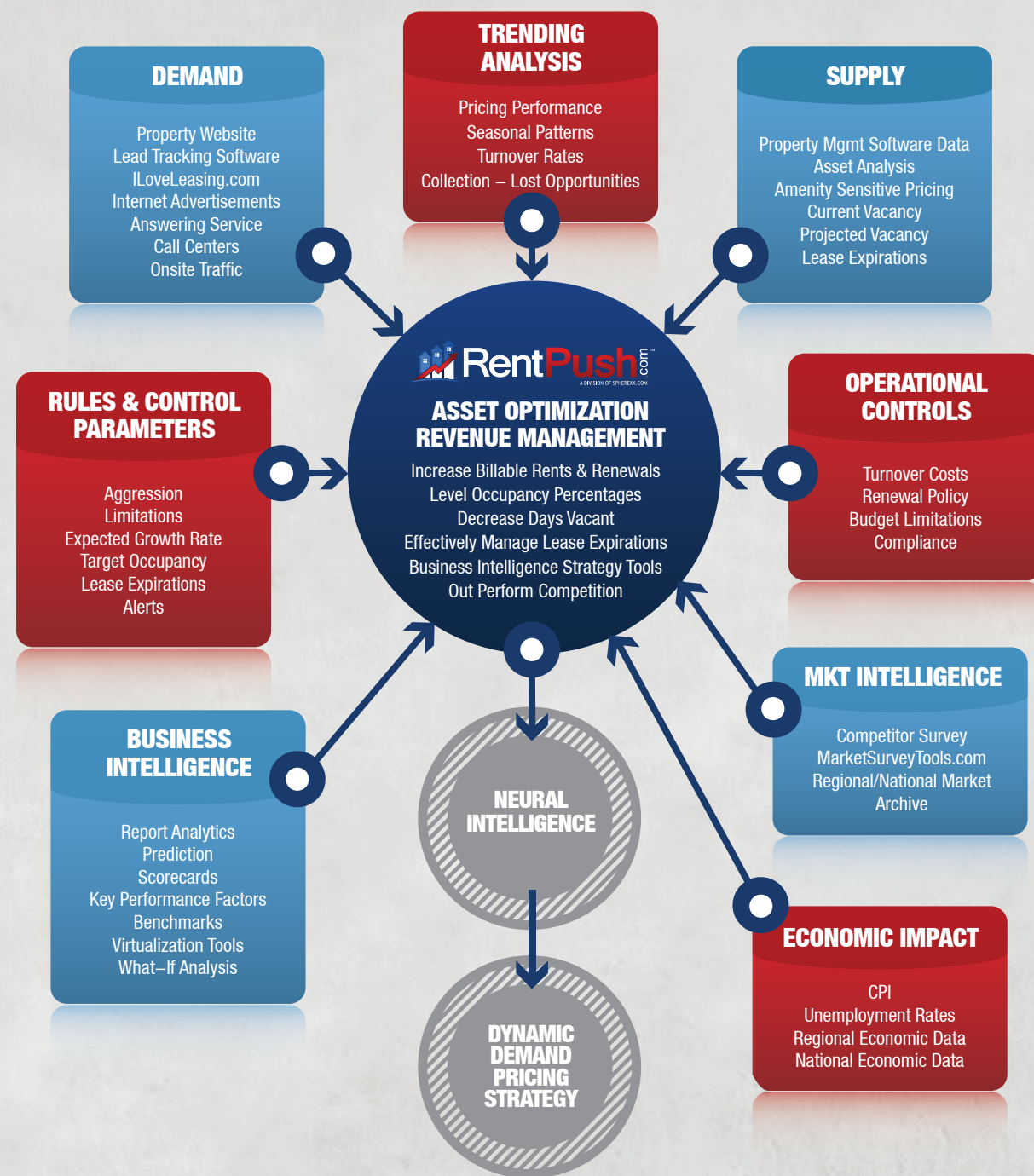


HOW RENTPUSH.COM OPTIMIZES INCOME & INCREASES VALUE



We Make Success Simple.

REVENUE MANAGEMENT VALUE OPTIMIZATION

• NO PORTFOLIO LIMITATIONS

• INTERACTIVE DATA SHARING

• FAIL SAFE COMPLIANCE FEATURE

• ASSET ROI TRAJECTORY

• AMENITY VALUATION TOOL

Financial Historical Analysis of Asset

Demand

Units Per Property

Total Rent

Metro Economy

Target Occupancy

RentPush.com
A DIVISION OF SPHEREXX.COM®

1.866.491.7500

WWW.RENTPUSH.COM

THE SETTLEMENT

CASE STUDY:

“ We were excited to discover RentPush after encountering portfolio size limitations with other revenue management software providers. Features such as amenity valuation, program compliance monitoring, a built-in ROI calculator, and Debt Coverage Ratio and Property Value tracking and reporting were significant engineering aspects I had not seen during my research. To top it off, I found myself discussing my income goals with a highly-qualified real estate professional who understood my language instantly. The setup, training and launch phases were quick and seamless and I am looking forward to a great future with RentPush.com. I really do like the weekly conference call. It shows that everyone is in-tune to what's happening! Everyone has input into the data, rather than the Revenue Manager giving instructions. ”

*Bill Larson, CPM® – President
Block Multifamily Group, LLC*

Block Multifamily purchased The Settlement, a 396 unit property in Kyle, Texas in March of 2013. The property was constructed in 2011 and completed lease-up in the summer of 2012. Lease expiration management had not been exercised during lease-up which resulted in 218 leases expiring over the four 2013 summer months; 55% of the property. Block was facing a second lease-up situation and the threat of a major drop in occupancy and revenue.

The historical renewal trend for the property was only 30% and existing leases were under contract at rates that were 22% below market rates. The average Loss to Lease per unit was \$144.31, or 15.5%.

The property was 94% occupied when purchased, but given the renewal trend, could have lost over 150 residents and dropped below 60% occupancy. Had expiring leases been brought to market rates and given \$144 increases, the damage could have been far worse.

WAS THE RENTPUSH.COM IMPLEMENTATION SUCCESSFUL?

When Block hired RentPush.com, the RentPush team quickly designed a comprehensive and thorough plan to get the property through the expiration bubble, contain occupancy and mitigate severe revenue fluctuation.

Per the property financial reports, in the first four months ending July 2013: Loss to Lease was reduced from \$53,826 to \$47,311, a 12.1% drop. Gross Potential Rent increased by 2.53%.

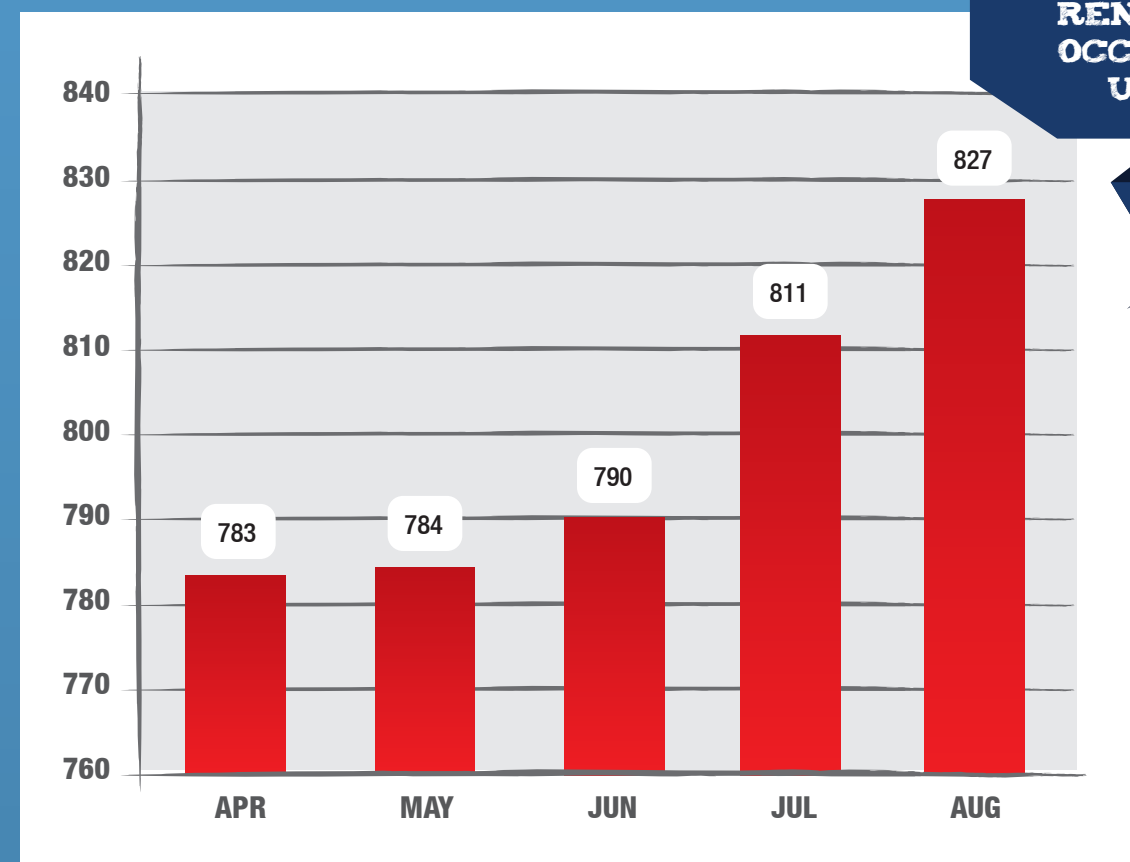
Per the property financial reports: RPO (Rent Per Occupied Unit) increased from \$783.23 per unit to \$811.92 per unit, an increase of \$28.69, or 3.66% in one season in adverse expiration conditions.

Loss to Vacancy increased slightly over the study period. This was to be expected since 55% of the leases on the property expired in April, May, June and July.



However, the onsite team successfully negotiated renewals on 96 of the 218 expirations (a renewal capture rate of 44%) and occupancy never dropped below 92%.

As of 8/26/2013, the expiration bubble has been successfully negotiated, the property is again 94% occupied and RPO is at \$826.79 – up \$43.56 per unit from launch, or 5.6%!



**2013
RENT PER
OCCUPIED
UNIT**