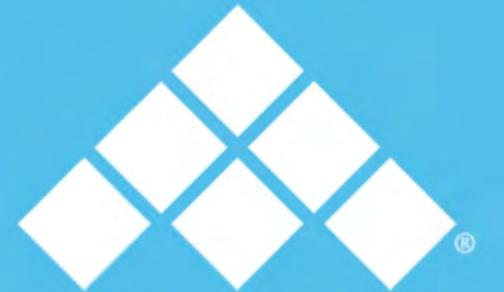


*Specially prepared for* | CLARION PARTNERS



Watermark Seaport – Boston, MA  
April 8, 2019



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# WATERMARK SEAPORT STRATEGY



- ❖ Gables Residential Presence in Boston
- ❖ Seaport Demographics
- ❖ The Prospect Experience
- ❖ Our People Make it Possible
- ❖ Our Boston Regional Team
- ❖ Competitor Advantages and Challenges
- ❖ Seaport Market Rent Survey
- ❖ Seaport Competitor Revenue Opportunities
- ❖ Seaport Rent Trends and Pipeline
- ❖ Watermark Seaport Online Reputation
- ❖ Watermark Seaport Web Presence
- ❖ Watermark Seaport Social Media
- ❖ Gables Signature Service

# GABLES RESIDENTIAL PRESENCE | BOSTON



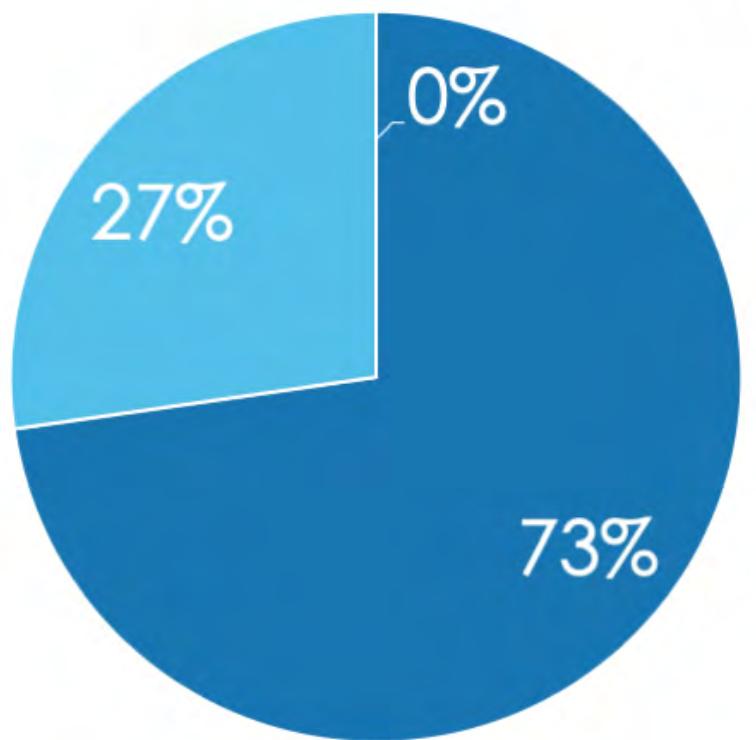
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# GABLES RESIDENTIAL BOSTON ASSETS

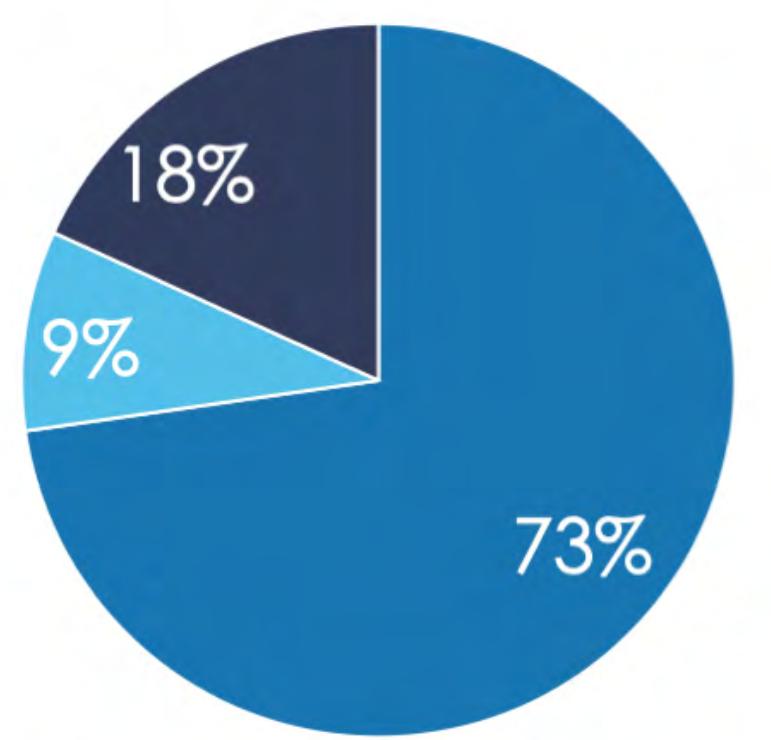
COMMUNITY NAME	# OF UNITS	STATUS	OWNERSHIP	STATE	TYPE	RETAIL
HUB25	278	STABILIZED	THIRD PARTY	MA	MIDRISE	
KATAHDIN WOODS	128	STABILIZED	THIRD PARTY	MA	GARDEN	
VELO - JAMACIA PLAINS	280	PIPELINE	THIRD PARTY	MA	MIDRISE	
RE150	282	STABILIZED	THIRD PARTY	MA	MIDRISE	RETAIL
QUINN35	250	STABILIZED	THIRD PARTY	MA	MIDRISE	
TEMPO	350	LEASE-UP	THIRD PARTY	MA	MIDRISE	
WATERMARK KENDALL EAST	144	STABILIZED	THIRD PARTY	MA	HIGHRISE	RETAIL
WATERMARK KENDALL WEST	321	STABILIZED	THIRD PARTY	MA	HIGHRISE	RETAIL
GABLES SEAPORT	307	PIPELINE	GABLES	MA	HIGHRISE	RETAIL
GABLES UNIVERSITY STATION	350	STABILIZED	GABLES	MA	MIDRISE	
GABLES ARSENAL STREET	296	STABILIZED	GABLES	MA	MIDRISE	RETAIL
<b>TOTAL NUMBER OF UNITS:</b>	<b>2,986</b>				<b>TOTAL NUMBER OF PROPERTIES: 11</b>	

OWNERSHIP TYPE



■ THIRD PARTY ■ GABLES ■ GABLES & JV

PROPERTY STATUS



■ STABILIZED ■ LEASE-UP ■ PIPELINE

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OUR PEOPLE MAKE IT POSSIBLE



# BOSTON REGIONAL LEADERSHIP



**TIM HUTCHINSON**  
**Area VP Operations – Boston**  
*Started career with Gables in 2015*

Timothy Hutchinson is Area Vice President overseeing REIT, JV, and Third-Party assets in Boston. Tim comes from the hospitality industry, having worked for Renaissance Hotels & Marriott International for 18 years. In 2006, Tim transitioned to multi-family, working for Archstone and most recently Avalon Bay Communities as a Senior Operations Director. Tim is a seasoned hospitality and multi-family professional with diverse property management experience including Development, Lease-Up and Asset Positioning. He was the recipient of Operations Manager of the Year in 2012. Tim holds a degree from the University of Massachusetts, Amherst in Hotel, Restaurant and Travel Administration.



**SHAWN WHITWORTH-HOWE**  
**District Manager**  
*Started career with Gables in 2014*

When Shawn joined Gables, he brought with him 24 years in multi-family property management experience, having worked in several markets as Illinois, New York and Florida. During his tenure, Shawn has successfully run onsite operations for our mix-use and Class A FEE assets in Cambridge, MA. As a Regional Manager, his portfolio responsibilities now extend to Third-Party oversight of assets in Cambridge, Medford and Lexington. His tenure in the industry includes working for AvalonBay, AMLI and Wood Residential providing exposure to REIT and Third Party operations. He is a graduate of Gables Leadership Institute.



**DANA PODGURSKI**  
**Content Marketing Manager**  
*Started career with Gables in 2018*

As the Content Marketing Manager, Dana is responsible for all marketing initiatives relating to branding while also overseeing the Boston and DC markets. Having worked in multifamily for years, she specializes in bringing brands to life for Class A new developments. She also leads marketing for Gables' sustainability programs. Dana possesses a wide range of marketing experience from multiple industries which include enterprise, high-end fashion, insurance, law firms, sports nutrition, and more. She graduated from James Madison University with a Marketing degree.



**GARY NIPP**  
**Regional Service Manager**  
*Started career with Gables in 2014*

Gary joined Gables Residential as a Regional Service Manager. He brought 15 years of experience in multi-family and 10 years of facilities management experience in both Military Housing and Hospital facilities maintenance. In his role as Regional Service Manager Gary provides oversight and supervision for the Facilities teams in the Austin and Boston regions. He provides guidance to the facilities teams to maintain and improve daily operations and compliance of the communities. He manages capital improvement projects and performs asset due-diligence inspections. Gary has worked with the National Director of Facilities to develop and improve inspection processes for the communities. Gary has a background in mechanical and HVAC systems and studied at Austin Community College.



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GCA

DEVELOPMENT  
CONSULTING

HR &  
RECRUITING

ACCOUNTING  
& AUDIT

RISK  
MANAGEMENT

MARKETING

ASSET  
MANAGEMENT

REVENUE  
MANAGEMENT

TRAINING

IT

FACILITIES  
MANAGEMENT

SUSTAINABILITY

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# COMPETITOR ADVANTAGES AND CHALLENGES



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# COMPETITORS | WATERMARK SEAPORT

## WATERMARK SEAPORT



**Revenue Management:** Yeildstar

### ADVANTAGES

- ❖ Location in the Seaport district/walkability
- ❖ Various product offerings
- ❖ Amenity spaces are best in market

### CHALLENGES

- ❖ Healthy development pipeline
- ❖ New Lease ups causing asset to offer concessions

## 100 PIER 4



**Revenue Management:** Yeildstar

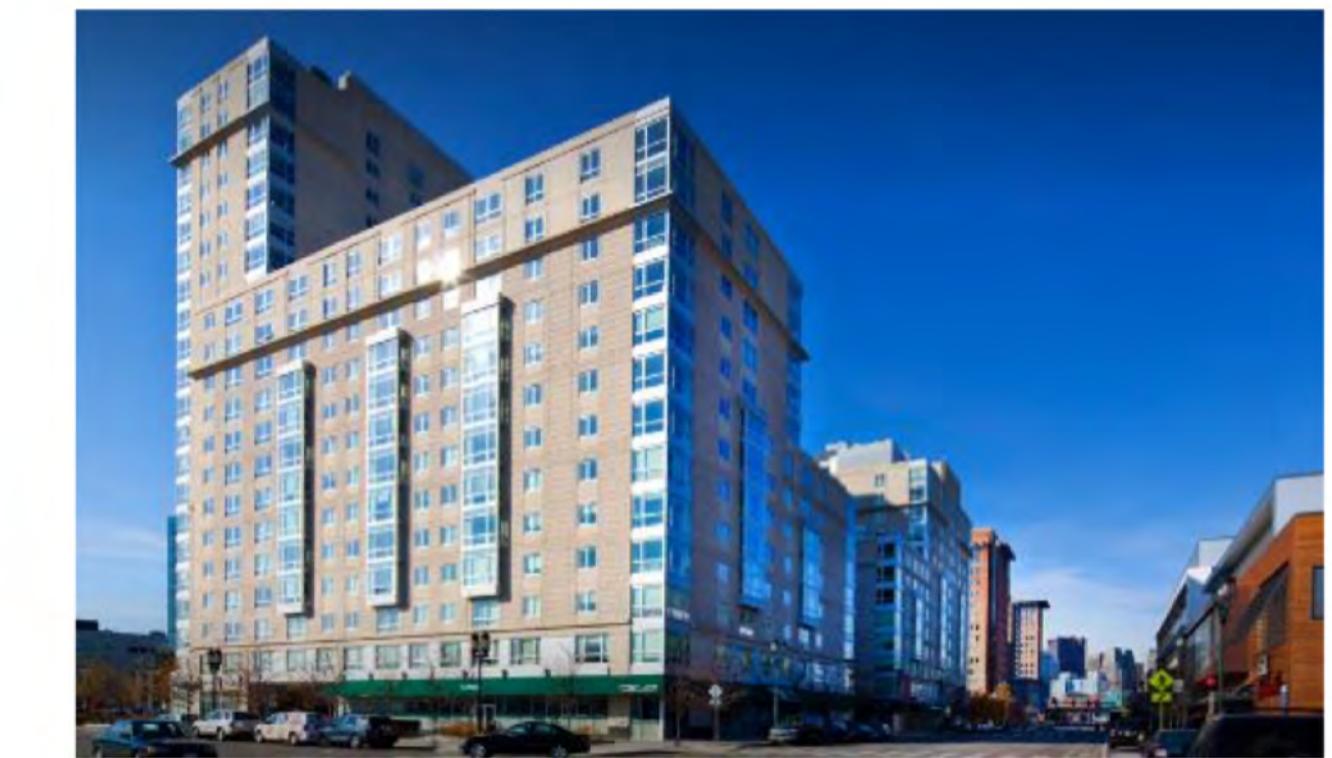
### ADVANTAGES

- ❖ Location, walkability and easy drive-by
- ❖ Apartment FOB access on phone
- ❖ Water views

### CHALLENGES

- ❖ Older property compared to comp set
- ❖ New construction across the street, lost views
- ❖ Community showing wear and tear

## PARK LANE SEAPORT



**Revenue Management:** Yeildstar

### ADVANTAGES

- ❖ Unit renovations improved their relevance in the market place

### CHALLENGES

- ❖ Location of the community
- ❖ Oldest property in the comp set
- ❖ Amenity package minimal compared to comps

# MARKETING OPPORTUNITIES | WATERMARK SEAPORT



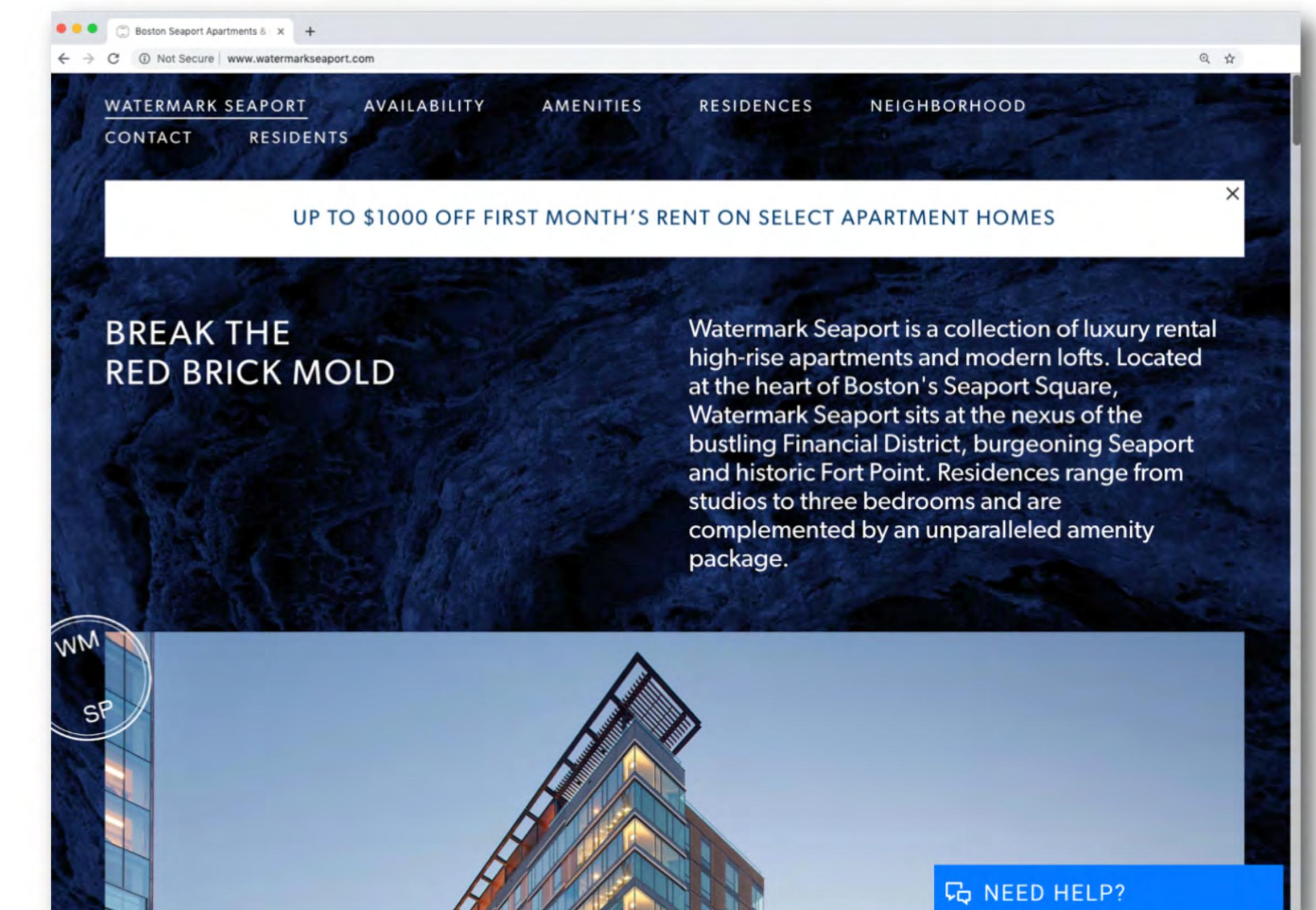
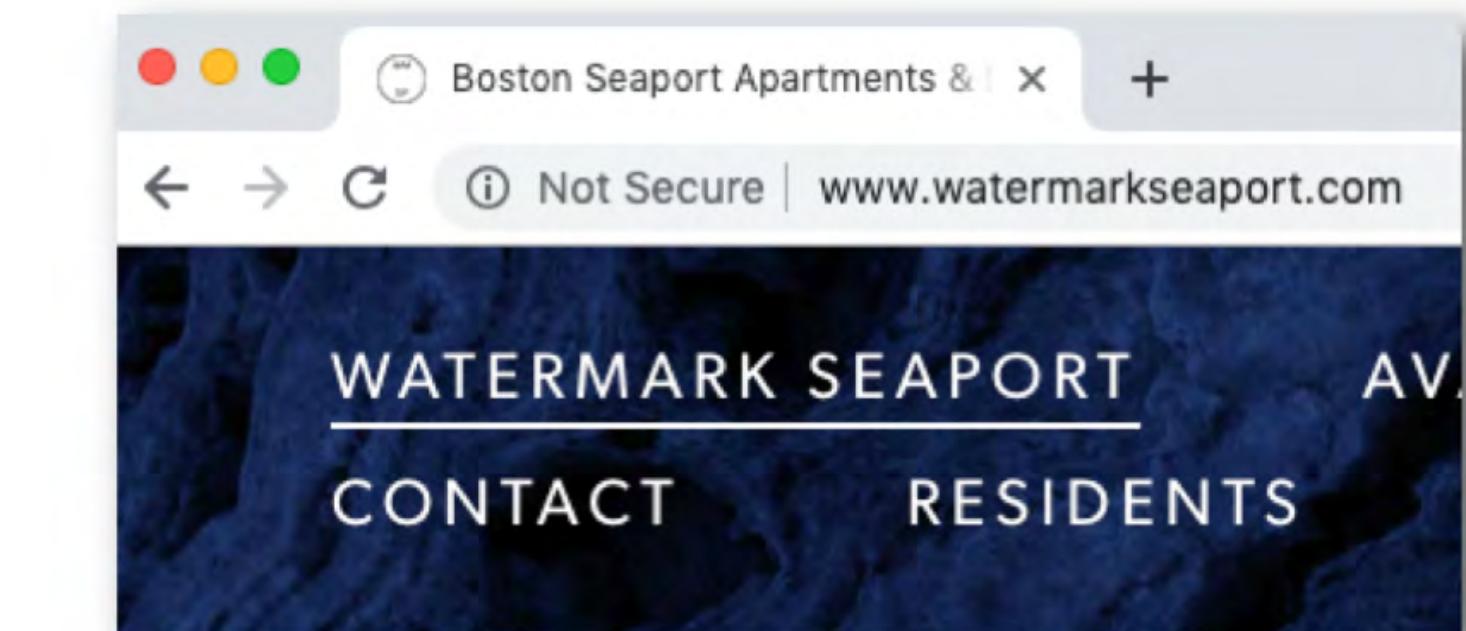
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## WatermarkSeaport.com

- ▲ The website does not employ an SSL certificate, which further secures the website from attacks and enhances the SEO value & user experience of the site
- ▲ The initial experience is not a strong first impression due to the design
- ▲ The 11 images on the homepage are too big
- ▲ Too much scrolling to see key amenities

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# WEBSITE REDESIGN MOCKUP | WATERMARK SEAPORT

## It's all in the design

- ▲ Guide the user through a natural buyer's journey.
- ▲ Breaking up the layers with copy and CTAs to offer deliberate and consumable content.
- ▲ "Owning" your tagline is far more impactful and memorable. It also opens doors for future campaigns.

The image displays two side-by-side screenshots of the Watermark Seaport website. Both screenshots feature a dark blue header with the Watermark Seaport logo (WM SP) and navigation links for FLOOR PLANS, AMENITIES, RESIDENCES, GALLERY, NEIGHBORHOOD, CONTACT, and RESIDENTS. Social media icons for Facebook, Instagram, and Twitter are also present. A top banner on both pages offers a discount of "UP TO \$1000 OFF FIRST MONTH'S RENT ON SELECT APARTMENT HOMES".

**Screenshot 1 (Top):** This screenshot shows a large, bold tagline "BREAK THE RED BRICK MOLD" overlaid on a photograph of a modern rooftop terrace with lounge chairs and a city skyline at sunset. Below the tagline is a brief description of the property's location and amenities, followed by a "VIEW GALLERY" button.

**Screenshot 2 (Bottom):** This screenshot shows a "GALLERY" section featuring a large image of a modern interior space with a fireplace and a painting, along with a detailed description of the property's features and a larger grid of smaller images showing various apartment interiors and exteriors.

## Photography Sells

- ▲ Gallery section on the website.
- ▲ Concise way to format a gallery

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