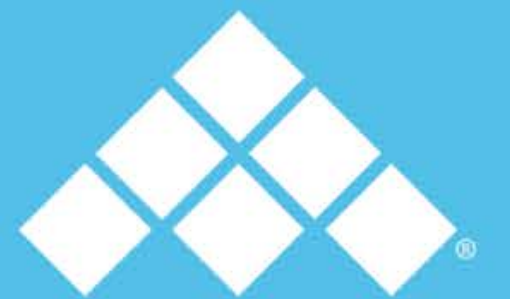


Specially prepared for | CORP NAME



The Place – City, MA
April 8, 2019



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THE PLACE STRATEGY



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

GABLES RESIDENTIAL PRESENCE | CITY



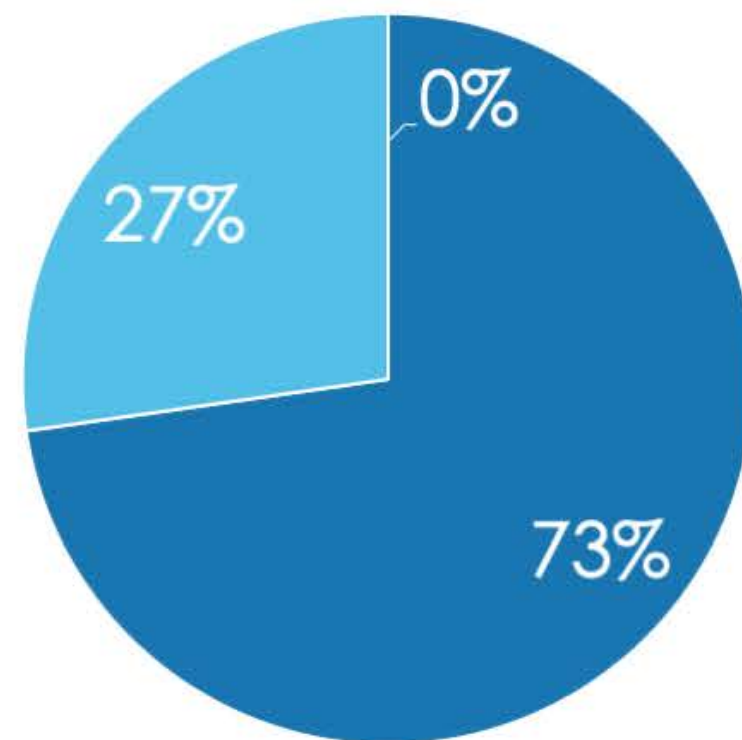
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GABLES RESIDENTIAL CITY ASSETS

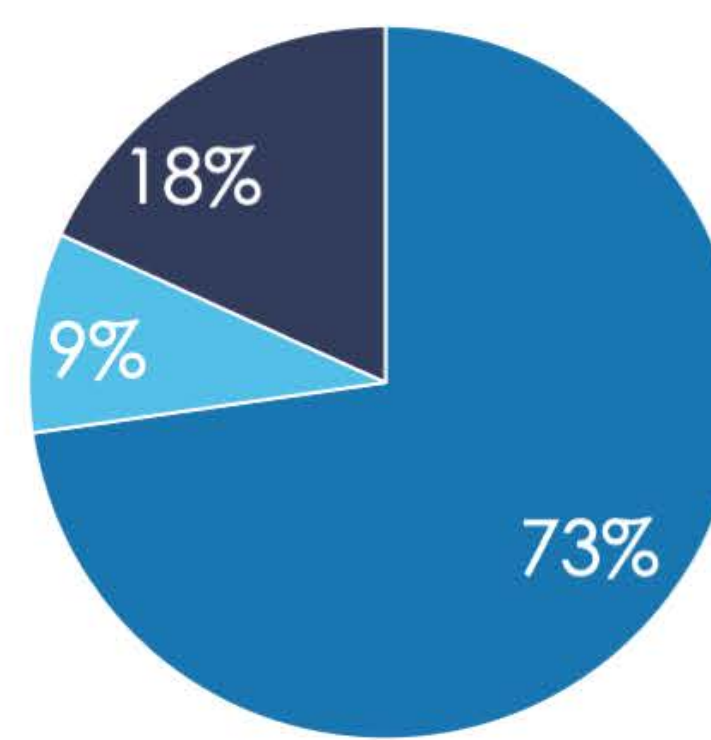
COMMUNITY NAME	# OF UNITS	STATUS	OWNERSHIP	STATE	TYPE	RETAIL
HUB25	278	STABILIZED	THIRD PARTY	MA	MIDRISE	
KATAHDIN WOODS	128	STABILIZED	THIRD PARTY	MA	GARDEN	
VELO - JAMACIA PLAINS	280	PIPELINE	THIRD PARTY	MA	MIDRISE	
RE150	282	STABILIZED	THIRD PARTY	MA	MIDRISE	RETAIL
QUINN35	250	STABILIZED	THIRD PARTY	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
TOTAL NUMBER OF UNITS:	2,986	TOTAL NUMBER OF PROPERTIES: 11				

OWNERSHIP TYPE



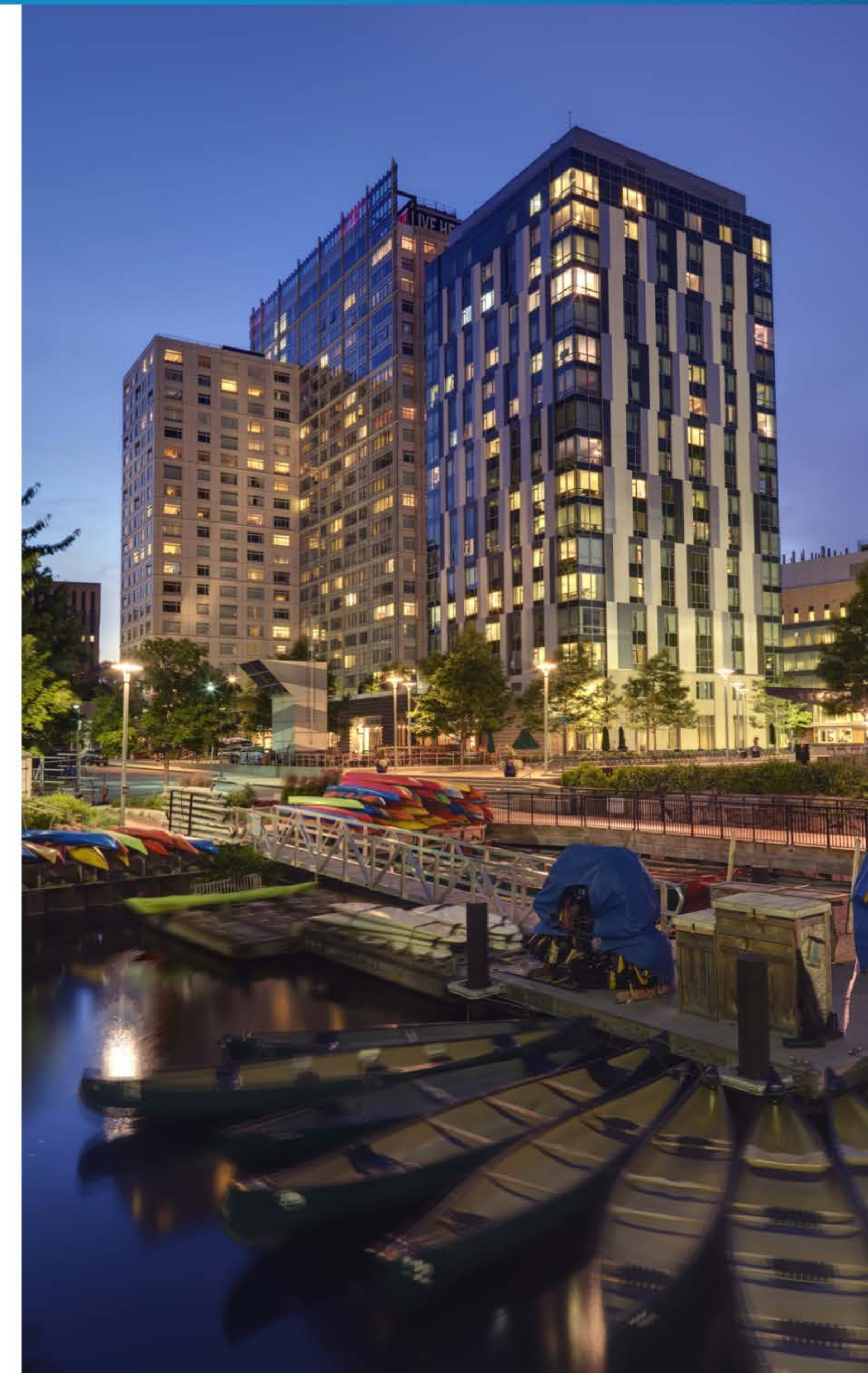
■ THIRD PARTY ■ GABLES ■ GABLES & JV

PROPERTY STATUS



■ STABILIZED ■ LEASE-UP ■ PIPELINE

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OUR PEOPLE MAKE IT POSSIBLE



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CITY REGIONAL LEADERSHIP



TIM HUTCHINSON **Area VP Operations – City**

*Started career with
Gables in 2015*

Timothy Hutchinson is Area Vice President overseeing REIT, JV, and Third-Party assets in City. 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 City 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 City 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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COMPETITOR ADVANTAGES AND CHALLENGES



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THE PLACE



Revenue Management: Competitor

ADVANTAGES

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

CHALLENGES

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

BLDG A



Revenue Management: Competitor

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

BLDG B



Revenue Management: Competitor

ADVANTAGES

- ❖ Unit renovations improved their relevance in the market

CHALLENGES

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

MARKETING OPPORTUNITIES | THE PLACE



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WEBSITE REDESIGN MOCKUP | THE PLACE

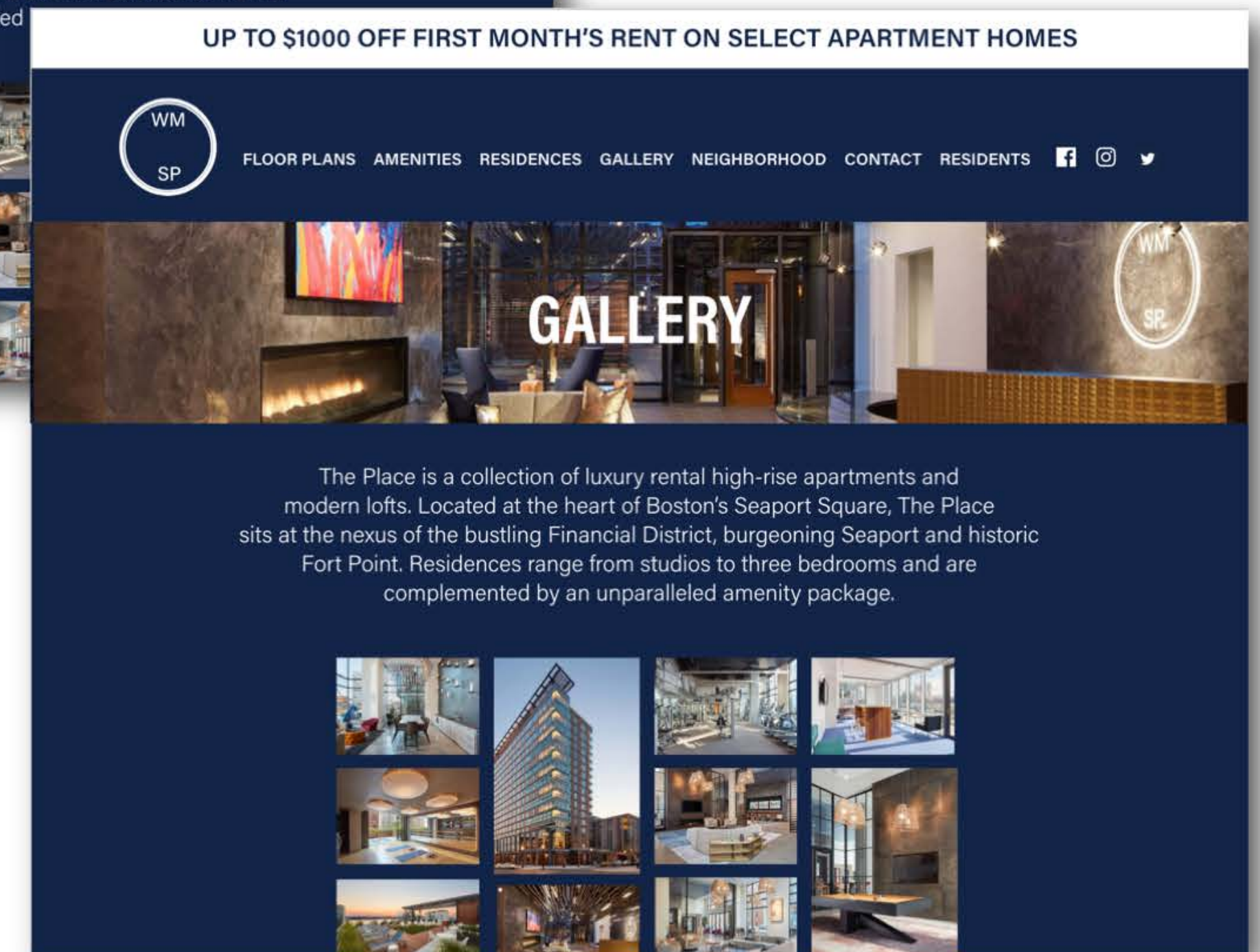
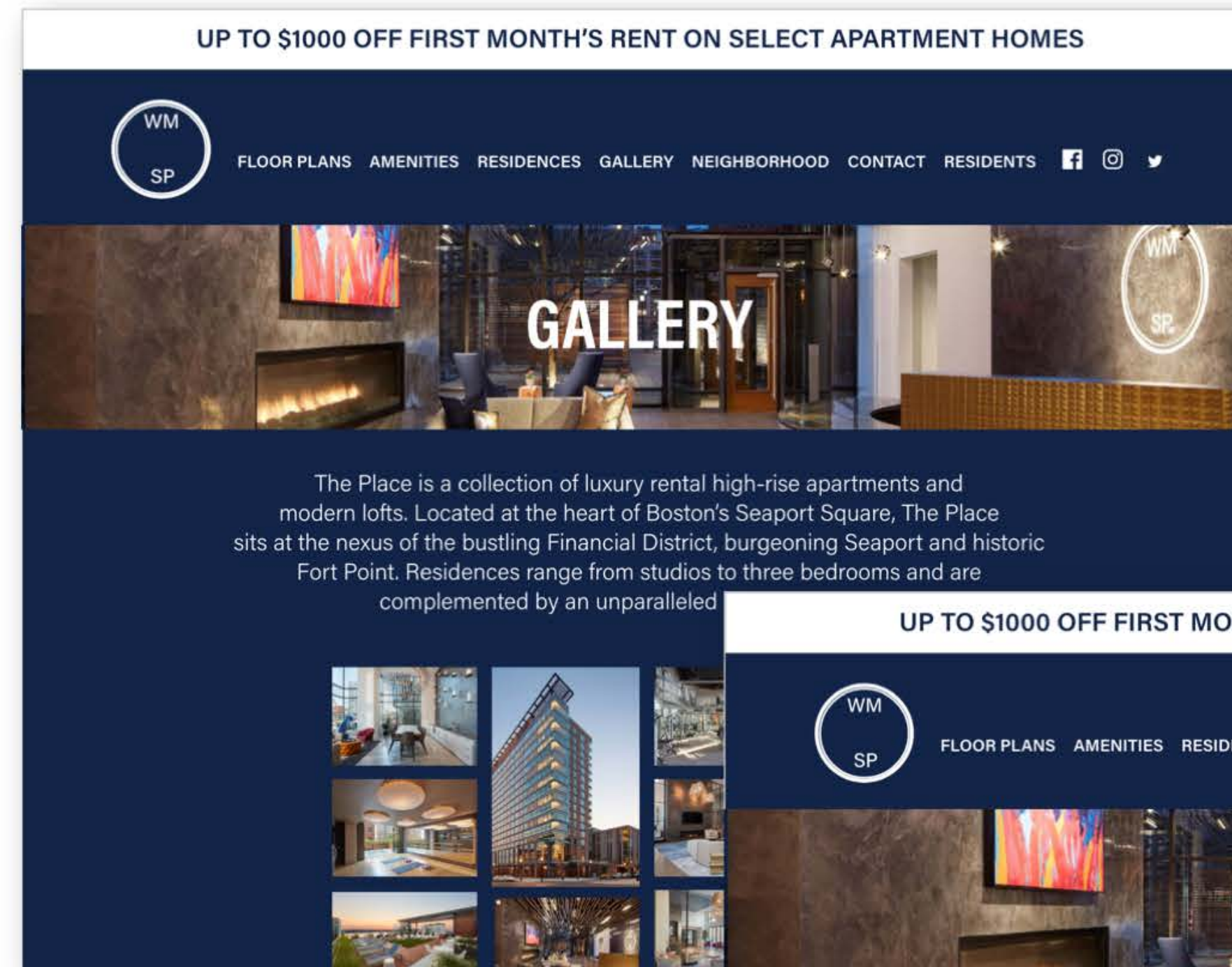
Its all in the design

- ❖ 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.

Photography Sells

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

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