

CRYSTAL CITY NOTES

Prepared on: June 22th, 2018

Community

- Lauren stayed on top of events and newsletters for this week and next week, when she is OOO.
- Floor assignments rolled out to CSAs to maintain cleanliness of comon areas for member experience.
- Member experience and programming are focuses on the 100 Day Plan to improve WeLive. Crystal City has been striving to give more intention and variety to building events and at lower cost such as free jazz nights in the garden in DC and movie outings on discounted Tuesdays.

Sales

- High interest continues and our waitlists grow every day, with the longest waitlists being for studios.
- Keeping up communications with Gwen and Cory from Georgetown regarding getting interested students on waitlists.
- As we transition out of the previous Ambassador phase, lease situatios are being sorted out.

Operations

- 20 new tickets, 21 tickets solved, 4 minute first reply time, 100% SLA Achievement- 8 tickets total in Zendesk (lowest amount for months)
- A Week of unfortunate CSA time theft, lots of time speaking with Fatima, Alex Rodriguez, and Matt Lonski about how to properly handle and train
- All 6 bikes that we took off the locks from the front were donated to Phoenix Bikes, a local non profit.

WELIVE CRYSTAL CITY OVERVIEW

Prepared on: June 8th, 2018

CURRENT BUILDING SNAPSHOT

Capacity	214
Offline Apartments	5
Apartments Available To Sell	209
Occupied Apartments	199
Occupancy Percent	95.22%

SALES SNAPSHOT

New Apartments Sold This Week	7
Current application/ppw pending	3
Average # of Tours (Last 4 Weeks)	9

AVAILABILITY BY UNIT TYPE

Unit Type	Capacity	Occupied	Occupancy %	Available
Studio	53	48	91%	5
Studio Deluxe	36	36	100%	0
Studio+	70	66	94%	4
Studio XL	-	-	-	-
Super 6	-	-	-	-
1 Bedroom	9	8	100	0
1 Bed Deluxe	9	9	100%	0
2 Bedroom	-	-	-	-
3 Bedroom	17	16	94%	1
4 Bedroom	15	16	107%	-1

UNIT PRICING

Unit Type	12 Month Term	1-11 Month Term (15% Premium)	Additional Closing Tool
Studio	\$1,500	\$1,725	1-Month concession on 12-Month terms
Studio Deluxe	\$1,525	\$1,754	1-Month concession on 12-Month terms
Studio +	\$1,550	\$1,783	1-Month concession on 12-Month terms
1BDR (ADA)	\$2,000	\$2,300	1-Month concession on 12-Month terms
1BDR Deluxe	\$2,200	\$2,530	1-Month concession on 12-Month terms
3BDR	\$3,100	\$3,565	
4BDR	\$3,700	\$4,255	

CONVERTED APARTMENT OFFICE PRICING

Unit Number	Number of Beds	Number of Desks	Apartment Pricing	Office Pricing	Delta
306	3	10	3100	4200	35.48%
309	4	8	3700	3900	5.41%