



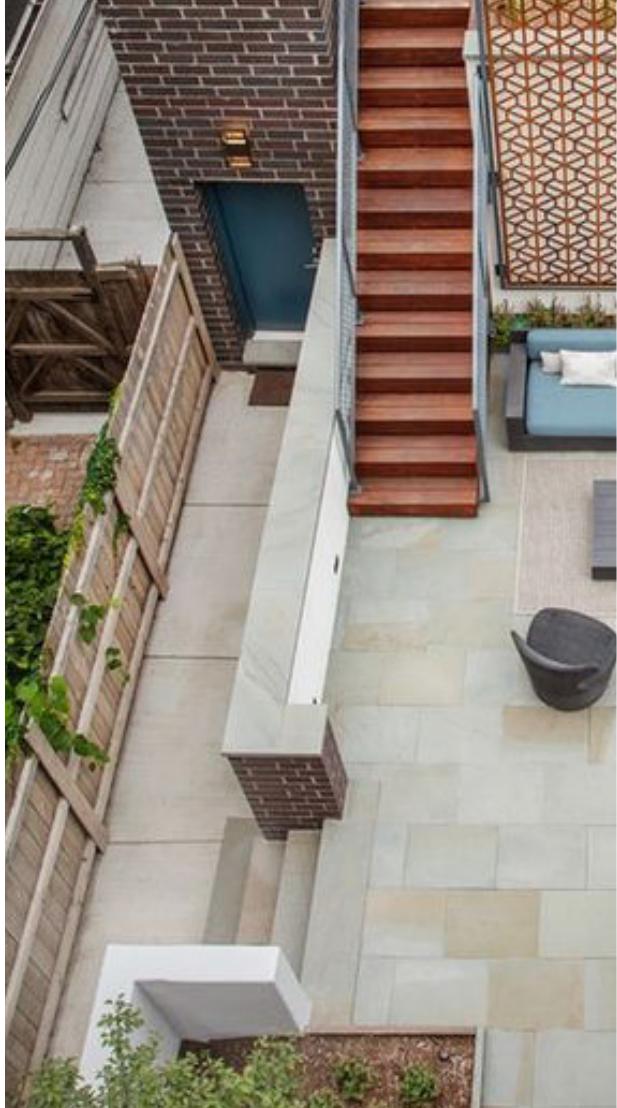
# SERVICES OVERVIEW

*A relationship built on transparency*



a **Poplar**  company

## WHO WE ARE



Whether our relationship is just starting or has been thriving for years, with 33, everything is built on a foundation of honesty and transparency. We're anything but old school, and that means you get the right advice at the right time. Our 100+ employees nationwide use their unparalleled collective experience to make sure of it and help us stand apart from traditional real estate companies.

*“33 delivered on what they promised; they take accountability and ownership of a project as if it’s their own. They are great to work with since they are honest and believe in relationships over transactions plus they have a deep knowledge of the market”*

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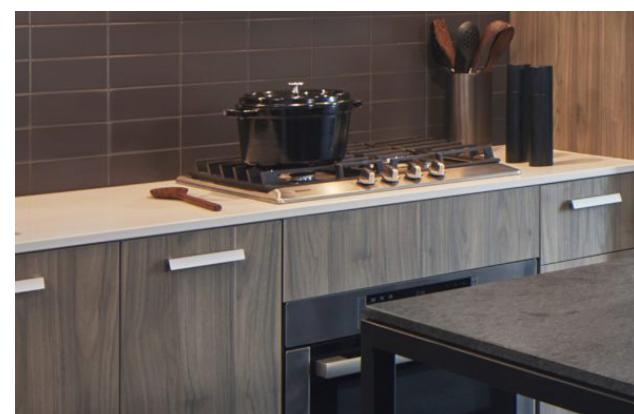
## TESTIMONIALS

*“After a thorough search and a very competitive interview and bid process, we selected 33 Realty to lease up and manage our ground up development in Logan Square. Suffice it to say, we are sure glad we did! The lease up was completed well within our timeframe and at rates that exceeded our projections. In addition to their outstanding leasing and marketing professionals, their property management team is top-notch; just ask our residents! I highly recommend 33 as your leasing and property management partner.”*

- Thomas Lithgow, Inland National Development Company, LLC

*“As a 33 client for over a decade, I have consistently been satisfied with the services they provide. Their services have allowed me to experience the passive income goals I set out to accomplish. They've managed buildings, leased difficult units and adeptly handled the day-to-day issues that property management entails. Most importantly, the personnel at 33 are communicative and helpful in ways that make every conversation productive.”*

- Ryan Kissinger, Private Investor



## KEY BUSINESS LINE BREAKDOWN



### Leasing

Over 8,000 residential and commercial leases executed since our company's inception.



### Property Management

3,500 units managed in Chicago and its surrounding suburbs, as well as Michigan and Indiana.



### In-House Maintenance

High-quality upkeep and specialized services, including plumbing, electrical, HVAC, cleaning, and CapEx rehab work.



## WHERE WE MANAGE

33 offers full-service professional property management and leasing services. Our portfolio encompasses Scattered-Site, On-Site, and Commercial Property Management for units across the Midwest, with a concentration in Chicago and its surrounding suburbs, Northwest Indiana, and Southern Michigan.



- » **West Side Chicago** - Milwaukee Corridor, Hermosa, Humboldt Park
- » **North Side Chicago** - Lakeview, Lincoln Park, Roscoe Village, Uptown, Andersonville, Old Town, River North
- » **South Side Chicago** - South Loop, Bronzeville, Pilsen, Bridgeport
- » **Chicago Suburbs** - Arlington Heights, Oak Park, Des Plaines, Glen Ellyn, LaGrange
- » **Northwest Indiana**
- » **Southern Michigan**



## TYPES OF SERVICES

33 offers a portfolio of services ranging from On-Site and Scattered-Site property management to luxury lease ups and in-house maintenance and rehab services.

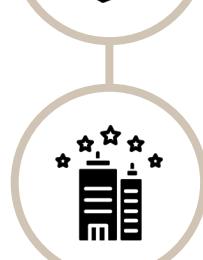
**On-Site  
Property Management**



**Scattered-Site  
Property Management**



**Luxury Lease-Ups and  
Ongoing Leasing**



**In-House Maintenance  
Rehab Services**



## SUSTAINED GROWTH

Over the last several years, we've been hard at work growing 33 into the business you see today. We've even been recognized twice in the last three years by *Inc. Magazine* as one of America's fastest-growing companies. To maintain that growth, we've focused on streamlining processes and refining best practices.



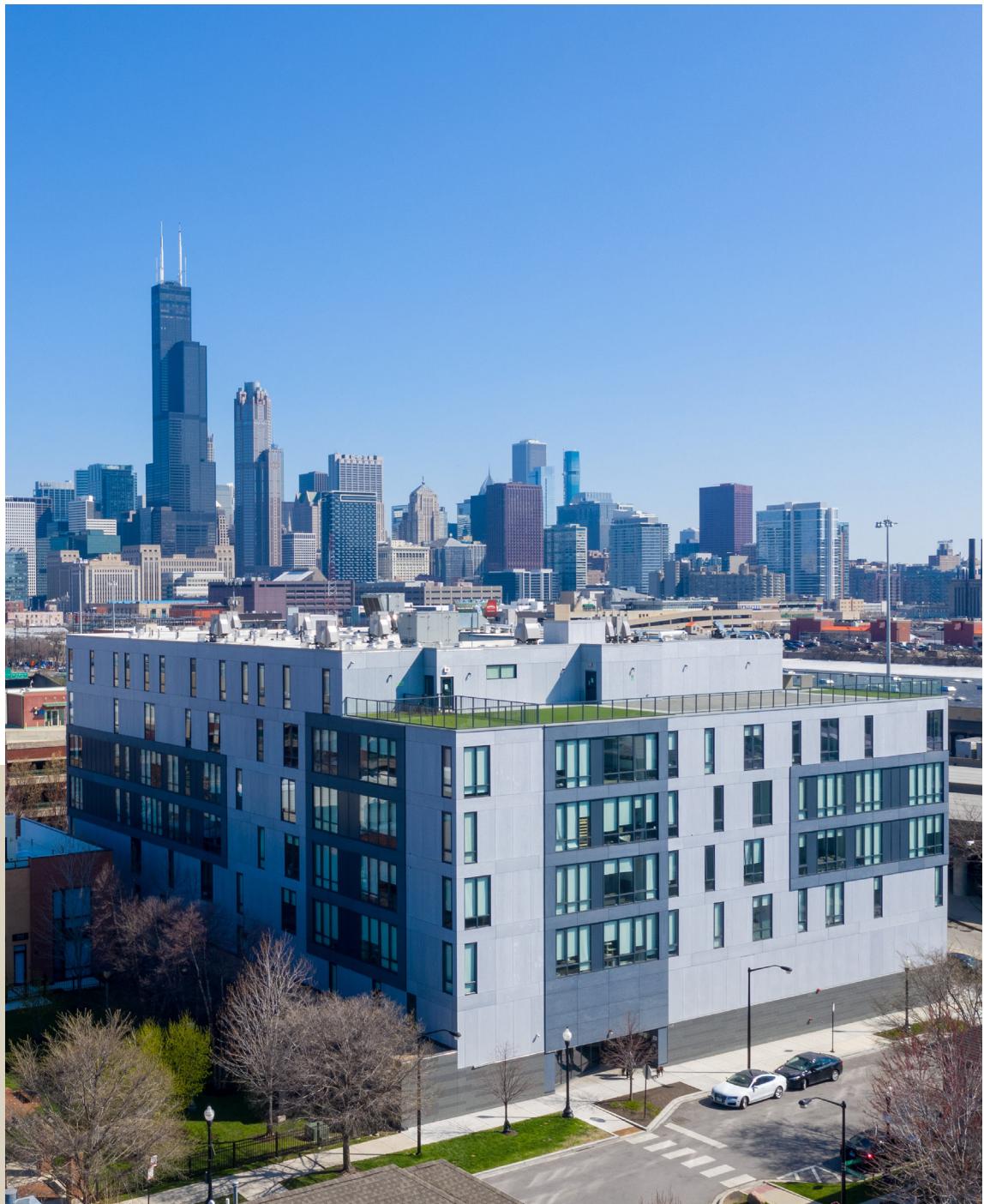
*“I attribute our sustained growth to an amazing group of people and an unwavering vision to be better every day.”* - Drew Millard, Founder



## WHO WE WORK WITH

We have relationships with an array of owners, financial institutions, and developers, including:





## TECHNOLOGY

Staying on the cutting edge can be difficult, but we prioritize it. That way, we can ensure our property managers are ready to work efficiently on the best platforms available to seamlessly enhance your communication, reporting, and 24/7 assistance experience.



### Efficiency Tracking

A fully integrated task management system with built-in dependencies. Wrike ensures accountability and follow-through to prioritize tenant requests and complete them as fast as possible.



### Property Management

Appfolio is an integrated property management and investment property management software. Appfolio maintains business continuity while keeping property managers connected to their teams and customers.



### Real-Time Communication

Livly is a property management software that enables property managers to be more responsive and offer better resident benefits. This 24/7 maintenance platform handles maintenance calls and requests.



### Leasing Platform

ShowMojo is an automated, fully integrated leasing platform. It helps improve agent accountability and response time to prospective tenants, enhancing our ability to provide real-time reporting metrics on the leasing function.



# MANAGEMENT SERVICES OVERVIEW

## Rent Collection

We've implemented a fully integrated online payment portal utilized by approximately 95% of the current tenant base for rental payments. Multiple payment methods are available, including ACH, credit card, or check/money order. Our dedicated professionals are responsible for timely and regular collection follow-up.

## Preventative Maintenance Plans

We include everything from regular cleanings to carefully devised routine HVAC, plumbing, roof, winterization plans, and other critical maintenance inspections.

## 24/7 Accessibility

Our state-of-the-art phone system first dials the manager's desk phone, then moves to their cell phone, before finally transcribing a message. An answering service is utilized for 24/7 emergency calls.

## Routine Property Inspections

33 offers routine quarterly or biannual inspections of properties. Our skilled in-house Maintenance Intergeneration team service providers ensure all HVAC systems, plumbing, roof, and other structural elements are regularly inspected.

## Unit Turnover

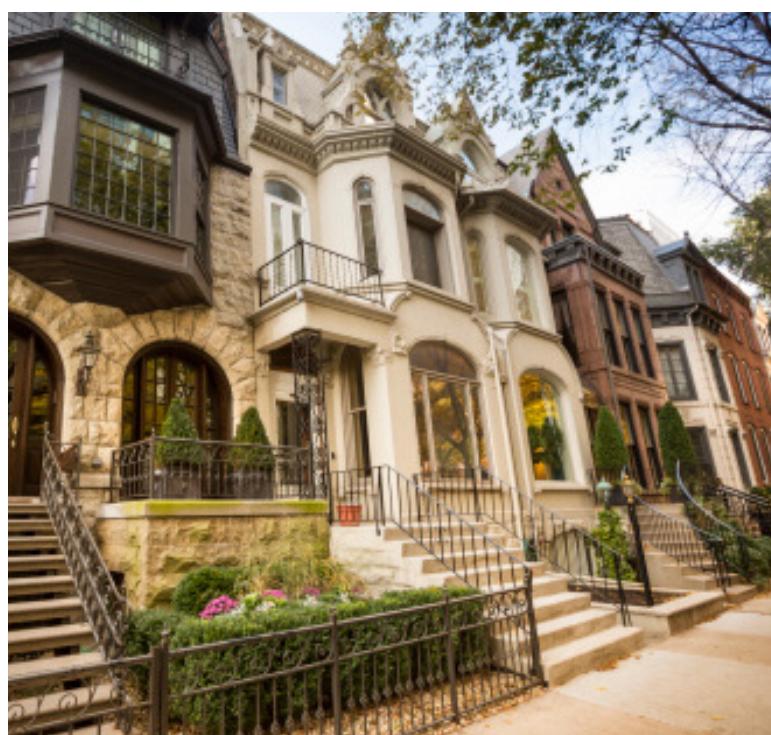
As leases come to an end, 33 conducts walk-throughs to record and document damages. Units are turned over in a timely manner and costs are closely monitored.

## Online Tenant Portal

Our tech allows tenants to view account statements, pay rent, and enter/monitor maintenance requests online.

## Holding Tenants Accountable

33 seeks reimbursement from tenants for damages, lost keys, light bulbs, etc. in order to minimize owner costs.



## Property Transitions

We devise action plans that work with owners and current vendors for smooth transitions. All transitions are different, so we know it's important for all groups to be coordinated properly.

## Security Deposits

In place of security deposits, we collect non-refundable administrative fees from each tenant prior to move-in to minimize risk of legal disputes regarding deposits. In select municipalities outside of the city of Chicago, we will consider deposits on a case-by-case basis.

## Emergency Planning

33 has detailed processes in place for inclement weather conditions, including email and phone notifications to current tenants, regular physical property inspections during extreme conditions, and increased on-call staff during nights and weekends.

## Renewal Process

Our renewal process begins 120 days prior to a lease expiring and marketing available units starts 60 days prior to expiration in order to minimize the risk of vacancy. We have significant success maintaining quality tenants while increasing existing rental rates and achieving less than 2% vacancy in our Northside Chicago portfolio.

## Tenant Relations

Our Tenant Retention program includes e-newsletters, holiday cards, tenant satisfaction surveys, etc. and utilizes a Customer Relations Management (CRM) database to contact tenants regularly and secure repeat leasing business.



## FINANCIAL REPORTING SERVICE

### **Customized Reporting**

33 can tailor almost any report necessary to meet client and investor needs as we employ a highly sophisticated finance and accounting team with decades of experience.

### **Monthly Owner Reports**

Reports are distributed monthly but can be produced as often as requested by owners.

### **Analytics**

We use financial analytics to investigate monthly operating costs and identify cost-saving opportunities and/or operating irregularities.

### **Controls**

We maintain a rigid separation of duties to ensure the integrity of client accounts and financial reporting.

### **Monthly Account Reviews**

33's management and accounting leadership team conducts a monthly quality-control review of all reporting to ensure we maintain the highest reporting standards. That way, you can be sure that budgets are met, and protocols are followed.

## LEGAL SERVICES



### Lease Documentation

33 hires third-party legal counsel to draft and update all lease documents required per the RLTO. Mandatory biannual meetings are held with our entire property management team and our third-party legal counsel to ensure all legal protocol is being followed in tenant interactions. Outside of Chicago, our leases comply with all national multifamily documentation standards and requirements.

### Eviction

Our dedicated eviction attorney and process server is equipped to handle any commercial or residential tenant eviction process.

### Property Tax Appeal

We organize all property tax appeal efforts on behalf of our client base and offer reduced pricing with our preferred providers.

### Insurance

33 requires all trades to produce documentation of insurance and licensing (where applicable) and holds significant workers compensation, general liability, professional liability, and umbrella coverage.

### Document Retention

All documents are kept for a minimum of three years to comply with local and national laws.



## MARKETING OVERVIEW

Our team's first priority is to ensure all marketing initiatives are centered around enhancement of NOI. It might sound surprising, but doing so requires a degree of science and art. The science is rooted in our wealth of data accumulated over 15 years in the market; the art is creating a marketing plan that leverages that data and adapts to trends and prospective tenants' needs. We understand budgets matter and intentionally staff marketing in-house so we can achieve price savings for our clients. Our marketing team can also work seamlessly with your marketing agency and/or internal marketing staff to achieve successful outcomes.

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## ILLUSTRATIVE ASSIGNMENTS

### CENTRUM EVANSTON

After continued success in management and leasing for Hubbard Street group in 2016, 33 was engaged in the development stage in 2017 and is responsible for managing the day-to-day activities, including maintenance, marketing, tenant retention, and leasing efforts.



**101**

UNITS



**#1**

APARTMENT BUILDING  
(EVANSTON 3 YEARS IN A ROW)

**5/5**

OVERALL  
TENANT SATISFACTION SCORE

### THE FIELDS

This state-of-the-art luxury apartment complex is located in the old Marshall Field's/Olsen Rugs warehouse in Wicker Park. 33 advised the developer, Hubbard Street Group, early in the planning phases to meet the needs of this gentrifying neighborhood. 33 has been instrumental in meeting the robust reporting requirements to comply with the client's HUD financing needs.



**123**

UNITS



**5<sup>th</sup>**

PROJECT FOR  
HUBBARD ST

**5/5**

EXCEEDED PROFORMA RENTS  
HIGHEST RENTS IN SUBMARKET

## 606 BLUE

33 was hired to manage Centrum Bucktown in early 2017. 33 has spearheaded an amazing tenant retention and programming effort unique to luxury amenities neighborhood buildings. In November 2018, Centrum Bucktown was sold and later renamed 606 Blue. The new ownership group retained 33 as its exclusive management, leasing, and marketing firm.



**96**  
UNITS

**16.3%**  
EXPENSE RATIO

**100%**  
OCCUPANCY  
MAINTAINED IN 2023

## TRAILHEAD

LG Development awarded 33 the lease up assignment for Trailhead Apartments in March of 2021. This brand-new development is located at 1744 N Western Ave, is the first apartment building in Chicago with direct access to the '606'. 33 was involved with pre-construction floor plan and amenity design. There were an array of unit types requiring dynamic and fluid pricing adjustments.



**109**  
UNITS

**1<sup>st</sup>**  
BUILDING W/ DIRECT  
ACCESS TO THE 606

**95%**  
OCCUPANCY REACHED  
WITHIN 6 MON. OF LEASE UP (DURING COVID)

## EUCLID PLACE

33 was awarded the lease-up assignment for Euclid Place Apartments, a luxury rehabbed development in Arlington Heights. 33 partnered with this developer's team to create the marketing plan for this new development and worked alongside them to coordinate a cohesive brand message to the marketplace. 33 was responsible for creating brand, running social media, and utilizing the latest leasing technology to promote the property.



**78**  
UNITS

**C to A**  
CLASS ASSET  
WITH RENOVATIONS

**60%**  
INCREASE  
IN REVENUE

## SURREY COMMONS

33 was brought in to takeover and stabilize a rental townhome complex in Glen Ellyn, IL. The complex had fallen under mismanagement; in the first 30 days of takeover, new disbursement and collection controls were instituted, life and safety deferred maintenance issues were addressed to remove a number of City violations, tenant retention programs were rolled out and units were performed to begin leasing the apartments at market rates.



**60**  
UNITS

**96%**  
OCCUPANCY  
IN 90 DAYS (PREVIOUSLY 86%)

**<5%**  
DELINQUENCY  
IN 120 DAYS (PREVIOUSLY 36%)

## EAGLES RIDGE

33 was brought in to manage and lease this 108-unit garden-style apartment community in Battle Creek, MI. Built in 1999, the property was in great shape. The rents, however, were significantly below market and reporting and work order management was highly manual and somewhat inefficient. 33 retained all employees and trained them to manage through the use of technology and utilize market data to drive new lease and renewal rates.



**108**

UNITS



**35%**

INCREASE  
IN RENTS FROM LVT FLOORING  
& SS APPLIANCES

**4%**

VACANCY RATE

## NORTHVIEW

33 was awarded the exclusive management and leasing portfolio in the suburbs. Comprised of 5 different properties, the Northview portfolio has beautiful communities which include Westbrook Apartments in Hillside, Glen Ellyn Apartments in Glen Ellyn and Town Square Apartments comprised of Glenwest and Park Place in Wheeling. These resort-like properties have lavish green yards, pools, and community centered amenities in a parklike setting.



**485**

UNITS



**6**

SELECT  
SUBURBAN PROPERTIES

**100%**

EMPLOYEES MAINTAINED  
(CONSISTED OF KEY MEMBERS TO OPERATIONS)

## LEADERSHIP TEAM



**Sean Story**  
EXECUTIVE VICE  
PRESIDENT OF  
MULTIFAMILY



**Genevieve Barba**  
DIRECTOR  
OF PEOPLE  
OPERATIONS



**Janh Juliene Gaffud**  
DIRECTOR OF  
PROPERTY  
MANAGEMENT



**Mark Kurgan**  
DIRECTOR OF  
LEASING



**Rick Storck**  
DIRECTOR OF  
MAINTENANCE



**Ángela Mejía**  
FINANCE  
OPERATIONS  
DIRECTOR



**Anna Filipowska**  
CONTROLLER



**Justin Osborne**  
AST. DIRECTOR OF  
OPERATIONS



**Molly Cox**  
AST. DIRECTOR OF  
LEASING



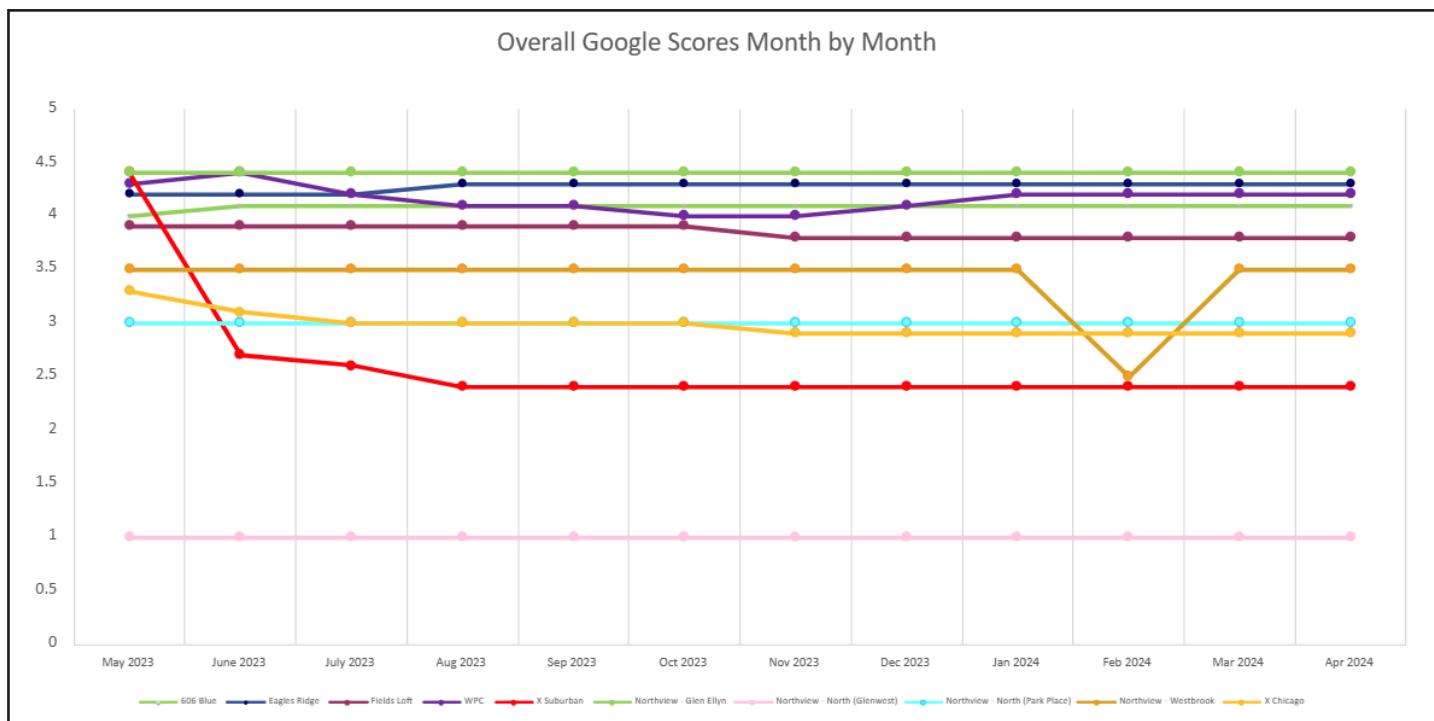
**Kaylee Kreutz**  
BUSINESS  
DEVELOPMENT  
MANAGER



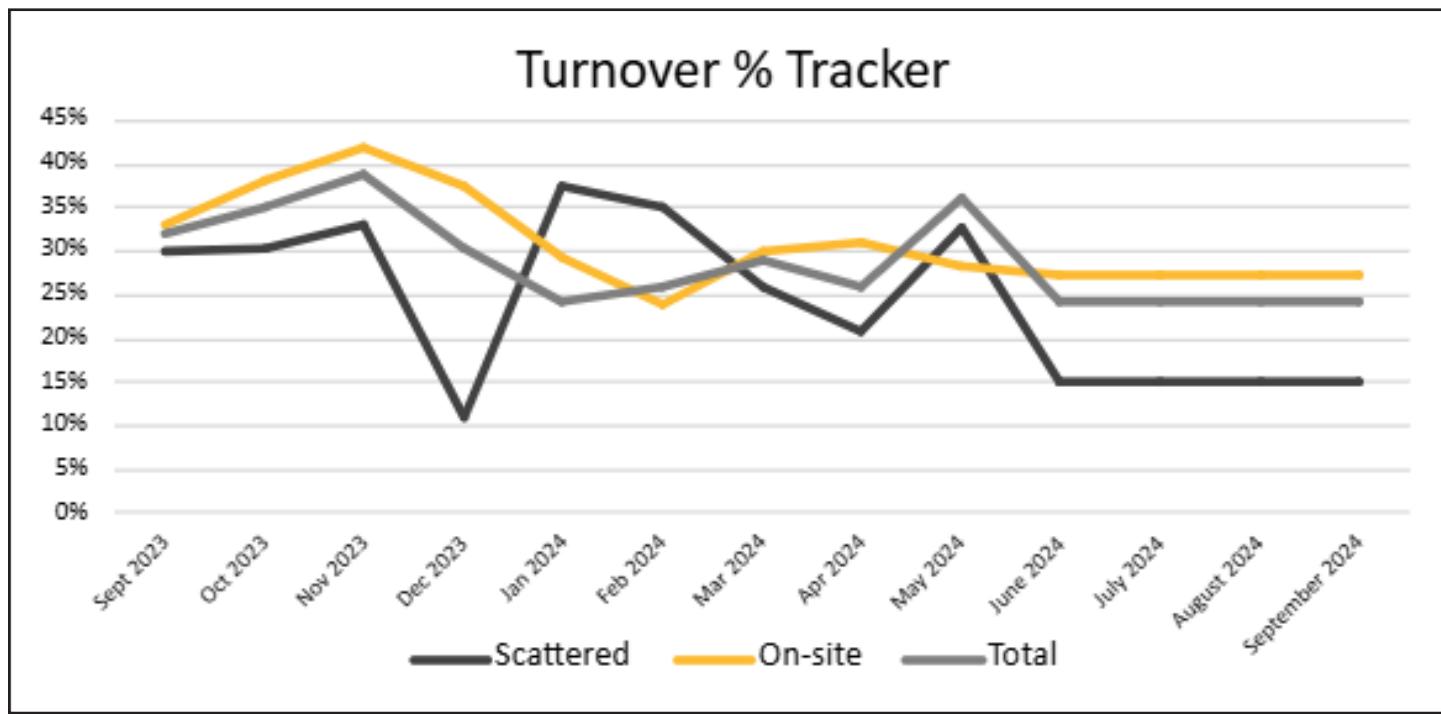
**Madalyn Mueller**  
MARKETING  
MANAGER

## DATA & KPIS

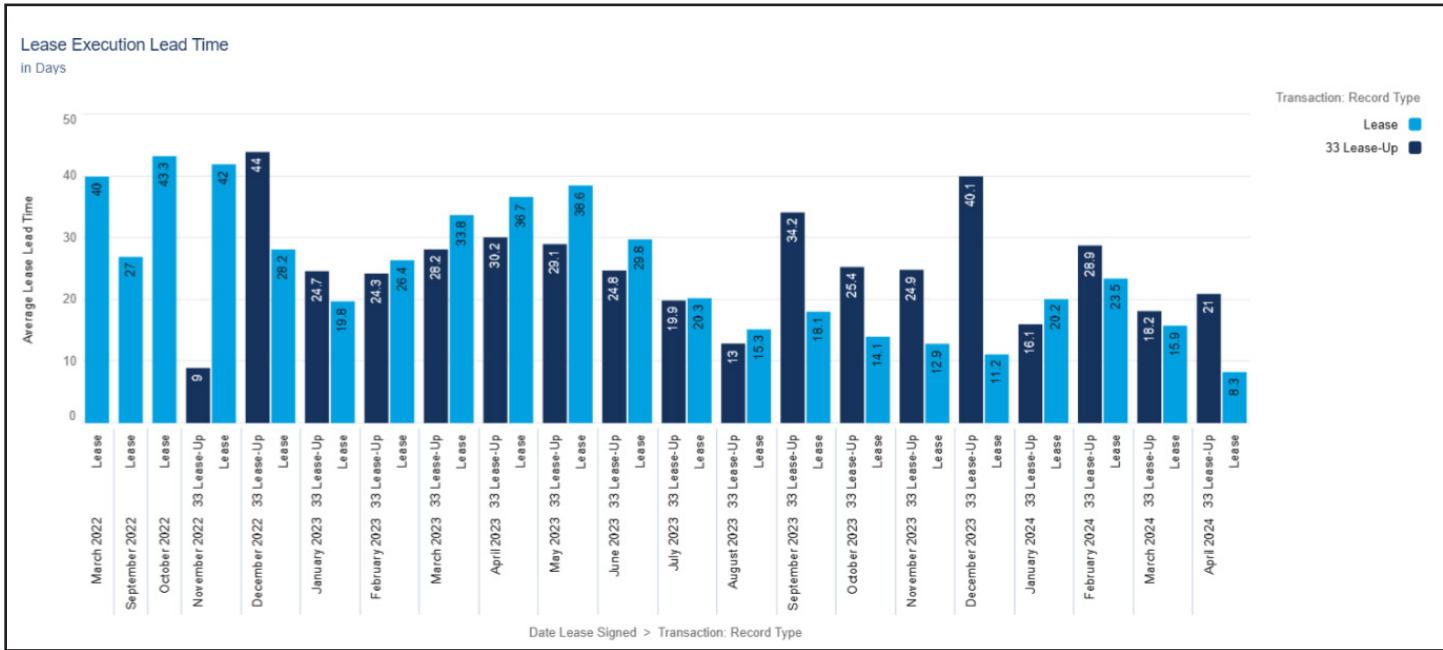
Data drives everything we do at 33. Below, you'll find some of the Key Performance Indicators (KPIs) we use to monitor every one of our management and/or leasing assignments. These data points are extracted from our portfolios leading up to October of 2024. Utilizing KPIs allows us to identify problems before they become issues and celebrate successes with our team.



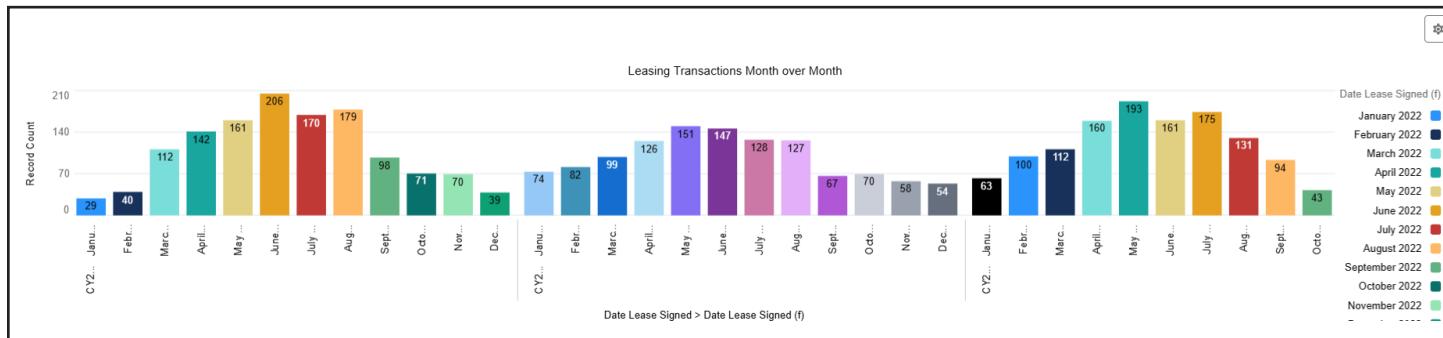
### PROPERTY MANAGEMENT GOOGLE REVIEWS



# DATA & KPIS



## LEASE EXECUTION LEAD TIME



## LEASING TRANSACTIONS MONTH OVER MONTH



## NOTES

## SUMMARY

| ADDRESS | KEY TAKEAWAYS |
|---------|---------------|
|         |               |
|         |               |
|         |               |
|         |               |
|         |               |
|         |               |
|         |               |
|         |               |
|         |               |

## SUMMARY

# CONTACT

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