

IN THE LOOP



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SET THE STANDARD (of EXCELLENCE)

"My hunger is not for success, it is for excellence. Because when you attain excellence, success just naturally follows."

- Coach K (Mike Krzyzewski)

Team,

For those who joined our last Coffee Corner, we talked about Coach K (Mike Krzyzewski) and our 2025 Theme. For those who do not know Coach K, he is a native Chicagoan who went to play basketball and graduated from West Point University. After coaching there for a period of time; he went on to coach men's basketball at Duke University for (40) years. Eventually retiring as one of the most successful coaches of all time. To name just a few of his accolades:

- 1,200+ wins (78%+ winning percentage)
- 5 National Championships
- 12x Coach of the Year
- 6 Olympic Gold Medals as a coach

As the quote above states, Coach K didn't believe in rules, but rather setting standards of excellence. If his team was pushed to achieve those standards, winning would simply be the byproduct. Hard to argue with his results!

Inspired by Coach K, our 2025 theme is to "Set the Standard (of Excellence)." The inspiration for this theme also comes from each of you and our belief in the collective ability to achieve great things (and beyond even prior successes in our business).

In order to do so, we must raise our expectations. We must expect more from ourselves, our teammates, and our company. Part of those standards are our Core Values (Helpful, Open, Mindful, Engaged), which will continue to be critical to success. Overall, the bar must be raised, and a new, elevated standard must be set.

If we want to achieve our Vision of "becoming the premier property management partner in the country" we can no longer accept anything less than excellence in all that we do. No longer can we accept mediocrity, poor performance, or the loss of customers. While it will happen, it doesn't mean that's ok.

We need to get back to putting our team and the customers back at the core of what we do. Driving for both excellent team members and excellent customer experiences.

Striving for excellence is fun (certainly more fun than accepting whatever we are given). Success also breeds success, incrementally giving us the momentum to achieve more.

If this sounds like a big challenge, that's because it is! However, this challenge wouldn't be posed unless we believed in the team's ability to rise up and achieve greatness. I truly believe in our team. I believe in our company's potential. It's more important, however, that you believe in yourself to start.

In closing, we challenge all of you to "Set the Standard." Set a new standard of excellence and let us all make 2025 an incredible year!

**Best,
Sean**

PROPERTY MANAGEMENT

A Special Thank You to Our Property Managers

Your hard work and commitment are the reasons our clients return, our residents remain happy, and we achieve great results. Each of you plays an integral role in building trust with our residents and clients, ensuring properties are well-maintained and welcoming, and representing our core values every day. We see and appreciate the countless hours you spend solving problems, building community, and creating value for your teammates, residents, and clients.

You are the backbone of our company, and we are incredibly proud to have you on our team.



Celebrating Excellence!

The Property Management Team is a group of winners and we love to celebrate the outstanding contributions of these exceptional team members this year:

- Mikia Dameron: Core Values Award
- Uzo Okeke Ewo: Mindful Impact Ambassador
- Becky Rothwell: Change Champion
- Marté Pratt: Customer Service Champion



Looking Back at 2024 🧐

2024 has been a year of growth, resilience, teamwork, and dedication for our property management team. We've stayed strong and continued to deliver exceptional service and it really shows!



Google Recognition

All our current on-site buildings maintain a 4-stars or above Google Review rating on all property Google pages. The reviews consistently highlight the dedication of the onsite property managers, maintenance, and cleaning staff. The organization and beauty of our properties have not gone unnoticed, and this is due to the teams' tireless efforts.



Community Building

The on-site property managers showcased their creativity and hospitality by organizing fun and engaging resident events monthly. The communities they've created were often the subject of the 5-star Google reviews received this year.

Improved Retention: **31%** Turnover Rate

Our year-to-date turnover rate (onsite and scattered combined) is 31%, a significant improvement from 2023's YTD rate of 37%. The lower turnover reflects our tenants' satisfaction and desire to remain part of our communities—a testament to the team's hard work.

QAQC Focus

We've steadily reduced the number credits offered to our building owners thanks to the increased diligence of our teams. The focus on the financial health of our properties this year continues to strengthen client confidence in our services.

Internship Success

We had a fantastic summer with Haley, our property management intern, who planned resident events, supported various roles as a floater manager, and assisted with lease-up duties at Low-Line Commons, all while learning the fundamentals of property management under the tutelage of Uzo Okeke Ewo.



Haley at the Low-Line Commons Sunset Yoga Retreat Resident Event

☆☆ Looking Ahead to 2025 ☆☆

Let's continue to focus on our core values, strengthen our connections with each other, our residents, and our clients, and build on the progress we've made. Your hard work, dedication, and commitment to excellence make all the difference. **Here's to setting the standard of excellence together in 2025!**

Ring the Gong

This is our year to shine! Every property manager plays a critical role in driving new business, as proven by the successes of 2024. Our goal for 2025 is to win a significant amount of new business, leveraging the talent and dedication of our team. We're also thrilled to welcome Kaylee, whose fresh energy and perspective will enhance our efforts to attract new clients and opportunities. Together, we're poised to make 2025 a standout year for growth!



Danyiel ringing the gong at the Dec 2024 Coffee Corner, and Janh ringing the gong at the October 2024 Coffee Corner!

Recognition and Rewards

Building on the success of 2024, we're bringing back Monthly KPI rewards in 2025 with a renewed focus on celebrating the team's dedication to our core values: Helpful, Open, Mindful, and Engaged. These recognitions inspire us to continually raise the bar, setting a standard of excellence for our teams.

Training Future Leaders

From training the next generation of property managers in our internship program, to onboarding new training software, to focusing on the onboarding of new hires, to mentorship, we are investing in revamping our training to strengthen the foundation of our team.



LEASING

Key Achievements in 2024

- As a team, we successfully leased more than 500 apartments of new construction lease-ups. This was a true team effort with everyone on the leasing team stepping up to help.
- Client relationships continue to thrive and referral business is coming in. We pride ourselves on being market experts and great communicators. We continue to grow our 33-managed, third party, and lease-up pipeline.
- The leasing team continues to collaborate with the management, maintenance, and accounting teams to ensure tenants & owners are getting best-in-class service.



Our leasing team completed three of our largest lease-up projects in 2024: Hugo River North, Low-Line Commons, and Morris Station

★ ★ Looking Ahead to 2025 ★ ★

Our team will continue to innovate and improve to provide best in class leasing services. Working together with 33 team members, owners, and tenants — we look forward to another busy, successful, and fun leasing season!

MAINTENANCE

Key Achievements from 2024:

- Successfully prepared and executed turn over season, ensuring smooth transitions for our clients and maintaining high satisfaction rates and positive reviews.
- Expanded our professional services, including rehab work, in-house landscaping and snow removal, and specialty services including HVAC and extensive plumbing to provide more value and convenience for our customers.
- Enhanced team skills through continuous training and professional development, allowing us to tackle complex maintenance issues with confidence.
- Received overwhelmingly positive feedback from our clients, many of whom highlighted our team's responsiveness, professionalism, and quality of work.

**BEFORE****AFTER**

Above: Before & after cabinet painting

Words of Gratitude

- To our amazing team: Thank you for your hard work, dedication, and unwavering commitment to excellence. Your expertise, adaptability, and teamwork have been nothing short of inspiring. Thank you as well to all of the property managers, accounting team, and office staff for making all of this possible. This year's success would not have been possible without each of you.
- As we look ahead to 2025, we are excited about the opportunities and challenges that await. Together, we will keep growing, innovating, and delivering the exceptional service that defines us. **#ForwardTogether**

- Rick

Below: Rehab work at 5408-5416 N. Campbell and 501-504 Basil



PROPERTY ACCOUNTING

Reflecting on 2024: Highlights and Wins



This year, the Accounting and Finance team showcased strength, adaptability, and teamwork in the face of challenges. Here are some of our key achievements:

- **Streamlining Processes:** Introduced month-end close instructions and transitioned KPIs, ensuring clarity and continuity in financial reporting.
- **Conquering Challenges Together:** From navigating a demanding budget season to tackling client transitions, our team's collaboration and determination made all the difference.
- **Celebrating Achievements:** A highlight of the year was Barbara Gresey receiving the Guiding Light Award and Eleanor Stevenson receiving the Rookie of the Year award, well-deserved recognitions of their dedication and contributions.



Words of Gratitude

To our incredible team: Thank you for your hard work, resilience, and dedication during a challenging year. Your ability to support one another, adapt to change, and rise to the occasion is truly inspiring. Together, we've set a strong foundation to move forward with purpose and determination.

- Ángela

★ ★ Looking Ahead to 2025 ★ ★

As we look ahead to 2025, we are committed to embracing the company's theme of "Setting the Standard for Excellence" by focusing on:

- **Enhancing Financial Operations:** Launching tools and training to improve accuracy and efficiency.
- **Strengthening Collaboration:** Building stronger partnerships across departments and with property owners.
- **Supporting Team Growth:** Continuing to foster a culture of teamwork, innovation, and excellence.

We're excited for the opportunities ahead and look forward to achieving great things together.

CORPORATE ACCOUNTING

Words of Gratitude

As we approach the end of the year, I want to take a moment to express my heartfelt gratitude to everyone, especially Tsering in everything you've accomplished and contributed to our success.



Your dedication to our mission and your unwavering commitment to excellence have been nothing short of inspiring. Together, you've cultivated a culture of innovation, respect, and shared purpose, which serves as the foundation for everything we achieve.

The support everyone shows for one another—whether tackling challenges or celebrating wins—demonstrates the strength of our teamwork. It's this spirit that allows us to turn ambitious goals into tangible accomplishments time and time again.

Thank you for making this company not just a workplace, but a community where people can thrive.

- Anna

★ ★ Looking Ahead to 2025 ★ ★

As we look ahead to 2025, I am excited about the opportunities before us and confident in our ability to guide our company in setting the standard of excellence in everything we do. Let's move boldly into the new year, embracing challenges and opportunities as we move **#ForwardTogether**.

PEOPLE



Words of Gratitude

As we reflect on this year, we want to take a moment to express our deepest gratitude to all of you, our amazing team members. This year has been challenging, but your unwavering support and collaboration have made all the difference. You've helped us feel truly connected to the heart of this company, and we couldn't be more thankful.

Everything we do each day is for you. Your dedication, kindness, and teamwork inspire us to give our best and remind us why we love what we do. Together, we are moving forward, setting the standard of excellence, and continuing to build a workplace we can all be proud of.

Thank you for being the driving force behind our success. We are incredibly fortunate to be part of such a remarkable team.

Here's to a bright future ahead, as we move forward together with resilience and a shared commitment to excellence!

**With sincere appreciation,
The People Team (Gen, Alysha & Chloé)**



Team Member Anniversaries!



December 2024:

3rd - Ginger Carlson, first day!
9th - Latishia Stubblefield, first day!
12th - Justin Osborne, 8 years
15th - Rebecca Rothwell, 3 years
27th - Rayven Ewing, 1 year
27th - Uzo Okeke Ewo, 2 years
30th - Ronald Sides, first day!

January 2025:

2nd - Nathaniel Sutherland, 6 years
3rd - Chloé West, 1 year
7th - Ashton Weaver, 6 years
10th - Marté Pratt, 3 years
23rd - Pablo Espinoza, 2 years
27th - Kaylee Kreutz, 2 years
31st - Natalio Landeros, 5 years

MARKETING

Words of Gratitude

As 2024 comes to a close, we want to take a moment to thank everyone for their support this year. This mighty marketing team of two couldn't have achieved what we have this year without the encouragement and collaboration of our teammates across every business line. You make it easy for us to showcase your excellence! One of our proudest achievements this year was the launch of In The Loop, 33's internal newsletter—a project we had wanted to bring to life for quite some time. We finally sent out our first issue at the beginning of 2024, and it's been amazing to see how much the publication has evolved since then. In The Loop has not only lifted us during challenging times but has also kept our entire company informed and inspired by celebrating accomplishments from every corner of the organization.

Our goal with In The Loop was to unite us as one team, and we are thrilled to see it fulfilling its purpose. As we look ahead to 2025, we're excited to continue hyping up all your wins, sharing your successes, and moving Forward Together into another remarkable year.

**The Marketing Department,
Maddie & Lilly**



**Follow 33 on
Social Media!**

Click the buttons below!



★ ★ Looking Ahead to 2025 ★ ★

In 2025, we are looking forward to working alongside Kaylee to attract lots of new business! After spending 2024 refining our top-of-funnel strategies—including email marketing, our strategic partnership with Bisnow, enhancing our web presence, and improving lead tracking—we're excited to kick these things into high gear. With these stronger foundations in place, we're ready to set the standard of excellence in 2025!

COMPANY CULTURE



Winter Holiday Tradition Highlight

In December, we asked our team members to share the traditions and moments that are special to them during the holiday season to celebrate our team's unique diversity and share the joy of the season. Check out what they said!

What are some unique traditions or customs you and your family celebrate during the holiday season?

Believe it or not...I legit thought Santa was real until I was 12 years old! My parents used to hide all our presents at a neighbor's house and then on xmas eve they would put a curtain up between the hall and living room to add to the mystery. Then in the wee hours, they would get all the presents, drink the milk and cookies (leaving a few bites behind for credibility) and in the morning my brother and I would peek behind the curtain at all the cool stuff that had appeared! Hahaha. It was magical! It broke my little heart when a kid from school debunked my Santa legend! - Chloé West

Is there a specific dish, treat, or beverage that is central to your holiday celebrations?

On Christmas Eve, my mom usually makes seafood chowder! When I was little I hated it... but now I think it's delicious! For dessert, we always have Whitey's Turtle Ice Cream Pie! (Shoutout to the Quad Cities!) -- There was one year when my dad bought a bag of frozen lobster bisque from the gas station by my house, and we had that too. Honestly, it was pretty good! - Maddie Mueller

My mom's side of the family is Polish, so we make Golumpki and Polish sausage. If anyone is feeling up for the challenge, sometimes we make Kolaczki (cookies) too. - Eleanor Stevenson

Are there any cultural or religious practices that make your holiday celebrations special?

We usually go to the candlelight Christmas Eve service. I love singing Christmas hymns! One year, my brother almost lit my hair on fire with his candle (not on purpose, he was vibing). - Maddie Mueller

What's one holiday memory or moment that stands out as particularly meaningful or joyful for you?

The holidays are all about family for us. Every year, we pause everything to come together, and that's my favorite part of the season. - Uzo Okeke Ewo

Last year, after I found out I would be working here at 33 and moving on from my job as an elder carer, I took the lady I worked for to Christkindlemarket. She had emigrated to the US in the late 1940s as a refugee after having lived in a displaced persons camp in Ried, Austria during her childhood. Seeing how much she lit up at all the traditional German stalls at the market is something I will always hold dear. She spoke German to some of the vendors and it was incredible being able to share such a special time with her. - Chloé West



**Uzo's family at
Christmas 2023!**

Company Culture Committee - A Recap of 2024!

Happy Hours

Total Happy Hours: **5** (Plus 1 Company Picnic!)

The group's favorite Happy Hours:

- Juneteenth & Pride Month
- Company Picnic



Diversity, Equity, & Inclusion

Total DEI initiatives: **7**

The group's favorite initiatives:

- Black History Month
- Wellness Wednesdays



Recreational Sports

Total sports leagues: **3**

The group's favorite sport: Volleyball

33 took second place in both volleyball and kickball!



Philanthropy

Total philanthropy initiatives: **5**

The group's favorite initiative:

- Computopt
 - **44 misc. tech items** donated in April from various team members.
 - **14 laptops** donated in November from the operations department.



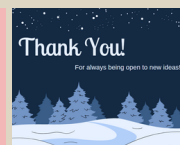
Morale

People encouraged their teammates on Paycor Engage **113** times.

9 team members received awards at the Company Picnic.

We hosted **3** Coffee Corners.

The group's favorite initiative: Morale cards



Book Club

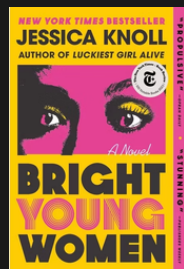
Total books read: **6**

Total pages read: **2,191**

Longest book: Babel

Shortest book: The Picture of Dorian Gray

Join us on January 21st at 12PM!



Company Culture Committee - GROUPS!



Do you want to play a hand-on role in making a portion of 33's company culture shine? Join a GROUP!

Groups are a way for people to get more hands-on in a particular committee category that they are interested in. You don't have to be in a Group to be a part of the committee. The committee meetings are a general discussion of ideas, and the Group members are the ones that bring the ideas to life. The responsibilities of Group members are to execute the ideas of their choice discussed in monthly meetings, and to help plan and assemble events. Check out our current Group assignments on the next page.

Happy Hour Group

- Lilly Harrington
- Martí Pratt

Diversity, Equity, and Inclusion Group

- Pablo Esteban
- Uzoamaka Okeke Ewo

Philanthropy Group

- Chloé West

Morale Group

- Chloé West
- Pablo Esteban

Recreational Sports Group

- Nathan Mireles

It's not too late to join a Group! In 2025, we will be refreshing Group assignments to provide newer team members with the opportunity to get more involved in the committee, while also allowing current members the chance to explore a different culture category, should they wish to do so.

New year, new Groups!

[Click HERE to sign up for 2025 Culture Groups!](#)

Please contact Lilly Harrington with any questions about the committee and Groups!

Next Company Culture Committee meeting: Tuesday, January 28th at noon!

**Thank you to all of the team members
who contributed to this quarter's issue!**

- Ángela Mejía
- Anna Filipowska
- Chloé West
- Genevieve Barba
- Janh Juliene Gaffud
- Mark Kurgan
- Rick Storck
- Sean Story
- Uzo Okeke Ewo

**Do you have a suggestion
for the next issue?**

Is there something you would like to see in a future edition of our new *In The Loop* newsletter? We are all ears, submit your feedback here!

[CLICK HERE!](#)



Edited by: Lilly Harrington & Maddie Mueller