

Case Study: Strategic Turnaround of a 6,000-Bed Portfolio

Property Overview

A distressed 6,000-bed student housing portfolio faced a severe crisis with zero preleasing and deteriorating market reputation. With high vacancy, no leasing momentum, and disorganized onsite operations, immediate intervention was required to restore occupancy and stabilize financial performance.

At a glance

Within the lease-up cycle, Specialty Management drove preleasing from 18% to 89% and achieved 97% stabilized occupancy across the portfolio. The team captured 6% YOY rent growth while maintaining near-full occupancy, improved reputation scores from 1.5 to 3.5 stars, and significantly expanded digital visibility through stronger rankings, optimized listings, and consistent branding. These efforts rebuilt market trust and repositioned the distressed portfolio into a competitive and stabilized asset base.

CONCLUSION

This case study highlights the power of operational discipline, targeted marketing, and dynamic rent strategies. Specialty Management transformed a 6,000-bed portfolio in crisis into a stabilized, revenue-generating asset base, proof that swift, intentional strategy can deliver measurable success.

CHALLENGE

- No preleasing activity across multiple assets.
- Weak operational alignment and inconsistent leasing execution.
- Limited digital presence and low-quality lead flow.
- Poor reputation scores diminishing trust with prospects.
- Revenue erosion due to stagnant rents and high turnover.

OUR SOLUTION

Operational Realignment

- Standardized onsite processes and reporting for accountability.
- Trained teams to improve execution and resident engagement.

Leasing & Marketing

- Launched targeted digital campaigns to drive qualified leads.
- Applied urgency tactics and incentives to accelerate preleasing.
- Expanded partnerships with universities and local businesses.

Revenue Optimization

- Implemented dynamic pricing to capture rent growth.
- Balanced occupancy with retention to stabilize revenue.

RESULTS

- Within the lease-up cycle, Specialty Management executed a complete portfolio turnaround, with preleasing climbing from 18% to 89%, ultimately achieving 97% occupancy by fall and reversing crisis-level underperformance.
- Delivered 6% YOY rent growth while keeping occupancy high.
- Boosted lead quality and conversions across the leasing funnel.
- Strengthened digital visibility and online presence.
- Increased reputation scores from 1.5 to 3.5 stars, rebuilding market trust.