

ROSEMONT DUNWOODY CAPITAL

Purchased three properties:

The Falls: March 2013 for \$18,000,000

The Legends: March 2013 for \$39,000,000

The Mosaic: March 2013 for \$34,000,000

Sold three properties:

The Falls: September 2017 for \$34,850,000

The Legends: December 2016 for \$60,250,000

The Mosaic: September 2017 for \$56,650,000

Location:

Atlanta, Georgia

Property Description:

The Falls: A 308-unit Class “B” multifamily apartment complex. Initial construction was completed in 1968.

The Legends: A 532-unit Class “B” multifamily apartment complex. Initial construction was completed in two phases from 1982 to 1983.

The Mosaic: A 504-unit Apartment Community. Initial construction was completed in two phases in 1970 and 1972.

All properties went through substantial renovations in 2008 and 2009 and are located within a short drive of any location within the metro area, including Buckhead, Midtown, Downtown Atlanta, and the Perimeter Circle.

Property Objectives:

Capitalize on the previous owner’s renovations and increase the value of well-located apartment complexes as exclusive residences. Positioning the investment team to capitalize on the growing Atlanta, Georgia market.

Strategy:

1. Capitalize on the renovations with continued amenity improvements as well as the explosion of business on Georgia Route 400.
2. Upgraded Clubhouses and renovated fitness centers at all properties
3. Increase credit requirements to improve resident profile.
4. Increase resident activities to improve resident profile and experience.
5. Build and launch a custom website to not only market the property, but include interactive resident tools to create community and make rental living more convenient and enjoyable. Also employ deliberate, search engine-based marketing initiatives to drive traffic to the site.

Accomplishments:

- Consistent organic rent growth during ownership to increase occupancy.
- Renovations allowed us to increase rents and promote the property as more exclusive
- Improved resident profile through credit screening and amenity improvements.
- Capitalized on high quality properties, renovations, and market location for a successful ownership.