## Case Study No.2

### **COMPANY 2**

## The impact

### 2x Market

Converting units to furnished and marketing based on local knowledge.

# 100% Resident Retention

Every single resident who moved in renewed their 6 month contract at the end of their lease.

## 98% Occupancy

Building was leased up earlier than anticipated cutting down expected time by more than half.

#### **BEFORE**

Half-way Home

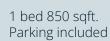
Transitional

Housing



\$1750 -

\$1900





\$2150 -

\$2400

Studio 240 sqft. Parking \$50+



\$1750 -

\$1900

1 bed 850 sqft. Parking included

### **AFTER**

Furnished \$2800-3400



- Short-term 6 month lease
- Nearby Metro and Bus Station
- Walking distance major street

Unfurnished \$2150-2500



- Newly renovated
- Brand new appliances
- Limited Parking