



AION

LEADERSHIP

SUMMIT



Creating Value at Your Property: Thinking Like an Owner

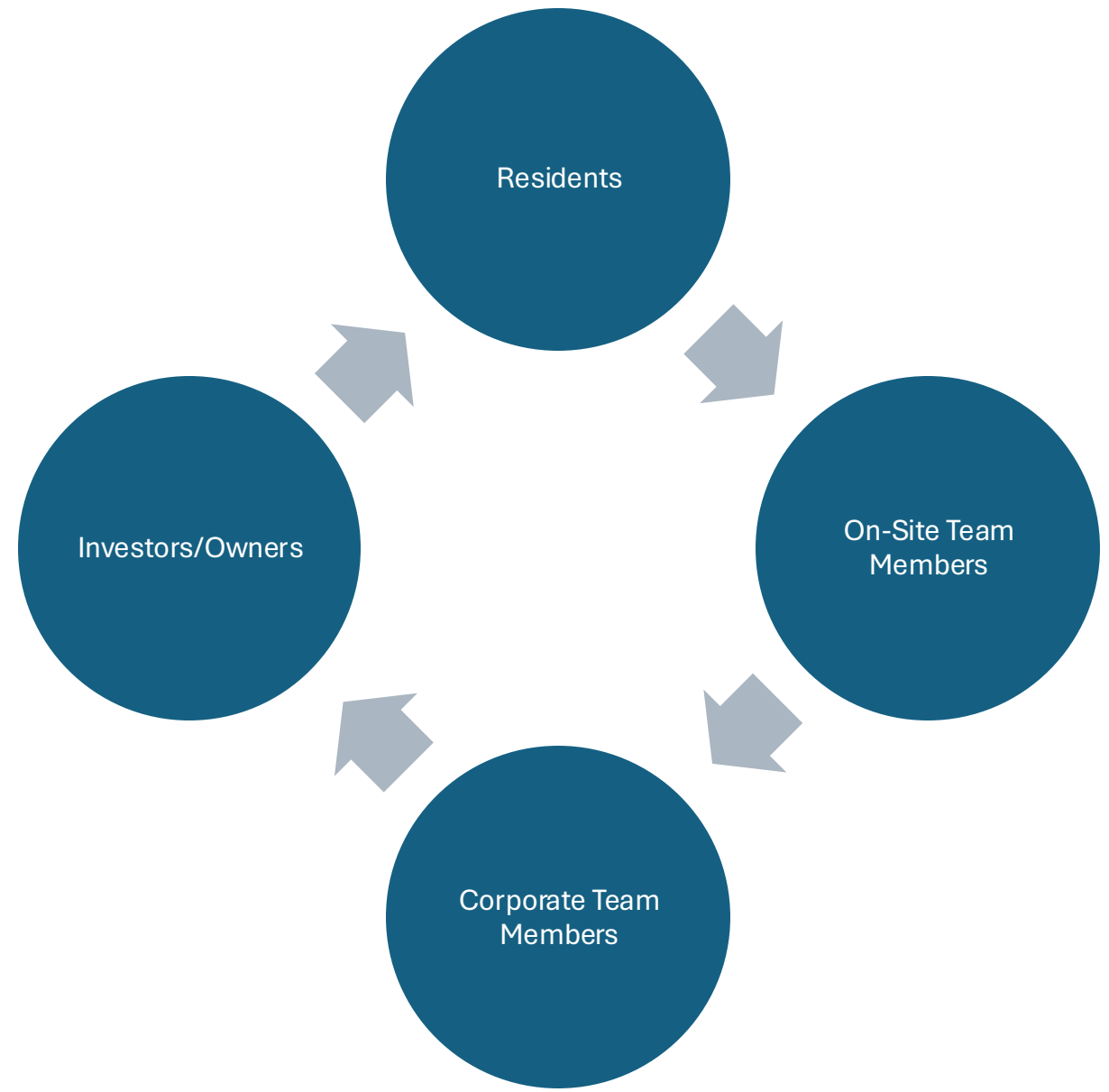
Operational Excellence & Value Creation



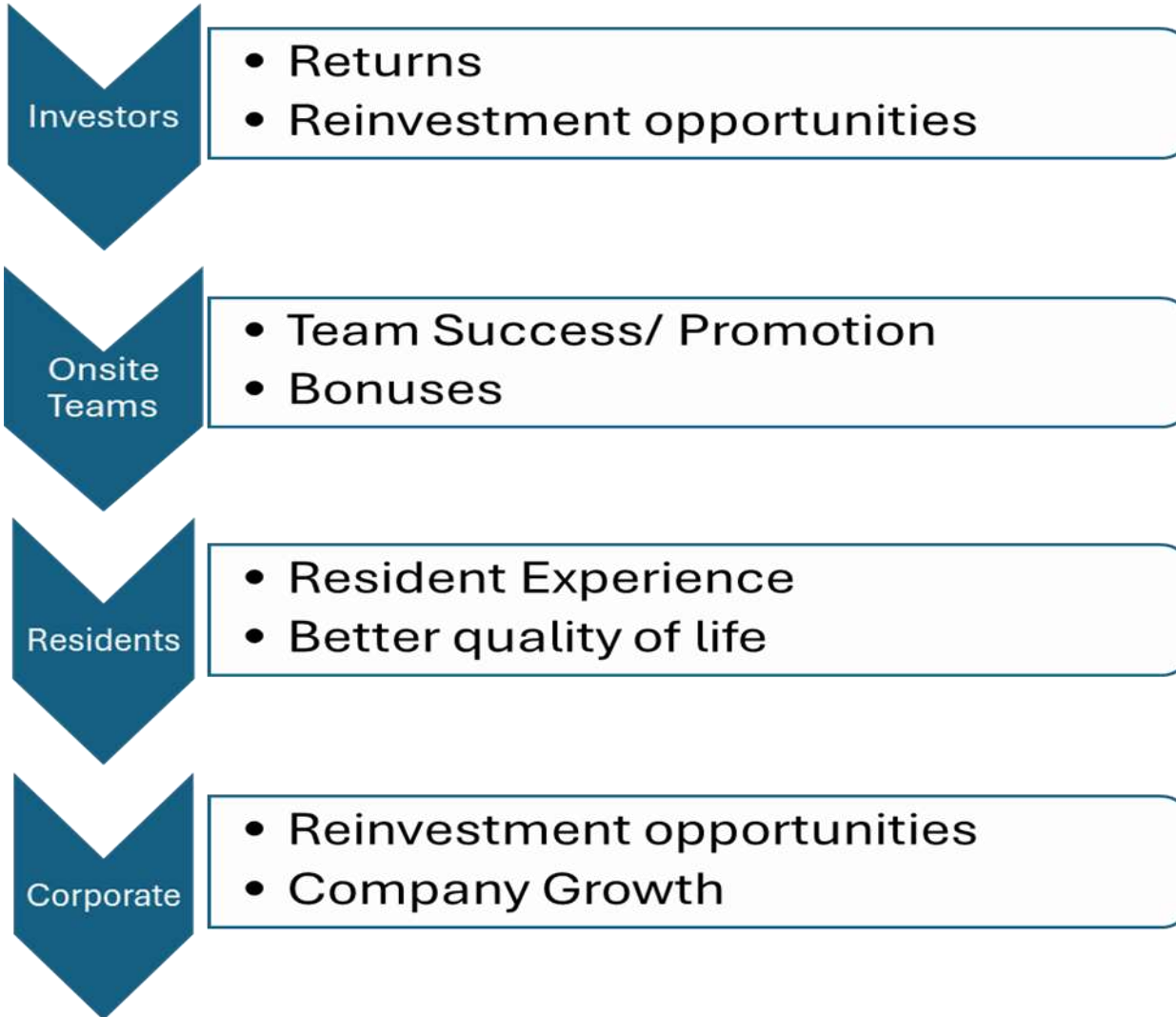
Let's better understand the BIG Picture

- Who are our stakeholders?
- Why does every dollar matter ?
- Where does value come from?
- What decisions can I make to add value?
- How to implement at my property?

Who are our Stakeholders?



Why Every Dollar Matters?



Everyone's Favorite Math Equation

NOI: how additional income directly impacts property value

- NOI and Cap Rates work — simple explanation:
 - **NOI \uparrow \rightarrow Property Value \uparrow**
 - \$1 in recurring NOI = \$15–\$20 in property value.

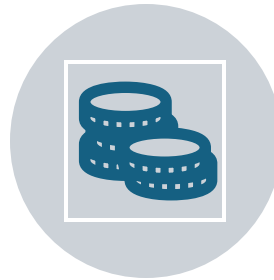
Quick example: How a \$10,000 NOI increase can add \$150,000+ in property value (based on a 5.5% cap rate).



Where Value Comes From Beyond Rent?



The power of ancillary income



Lease fees & add ons



Saving a dollar



Small wins that add up



AION Apartment Homes

250 Units

Avg Annual Occupancy is 93% (233 units)

Retention 75%

Approx 65 New Move ins

Current Amenity Fee - \$0

Current Application Fee - \$50

Turn cleaning contract is \$125/per unit with a 3% annual increase.

Water/Sewer is capped at \$70



**What impact
have you
made
already?**

What initiatives have you rolled out that created value?

What challenges did you face?

What opportunities do you see at your properties?

For those who haven't implemented anything yet:

Let's Brainstorm!



Case Study: River Pointe Parking Rollout

Challenge

- No assigned or paid parking system in place
- Limited parking availability and lack of control

Solution

- REM implemented an **assigned parking program in June 2021**
- Each resident received **one free assigned parking space**
- Additional spaces priced as follows:
 - 2nd space: **\$25/month**
 - 3rd space: **\$50/month**
 - 4th space: **\$75/month**
- **Replacement parking permit fee: \$100**

Case Study: River Pointe Parking Rollout

Implementation & Adoption

- Program launched community-wide with resident communication
- Immediate participation in paid additional spaces

Financial Impact

- **July 2021 revenue: \$3,064.47**
 - 116 rented spaces
 - 1 replacement permit fee (\$100)
- **Total parking income by end of 2021: \$12,718.52**

Key Outcome

- Generated new recurring revenue
- Improved parking organization and accountability

From Idea to Impact

Step 1: Identifying the Opportunity

- Discover the need gap at your property
- Find solutions for the perceived Gap
- Validate the idea with data

Case Study Reference

GAP: Chaos in parking set-up	Solution: Paid Assigned Parking	Validation: Market Comp Data
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From Idea to Impact

Step 2: Rollout Process

Obtain buy-in from Management and Asset teams

Partner with Corporate for tools and resources

Plan execution and timeline

Case Study Reference

Buy-In:
Present
data and
obtain
approval

Resources:
Parking
Addendum,
Bids, Pass
design

Execution:
Parking
Study

From Idea to Impact

Step 3: Track Results

- Monitor:
 - Income
 - NOI impact
 - Property Value

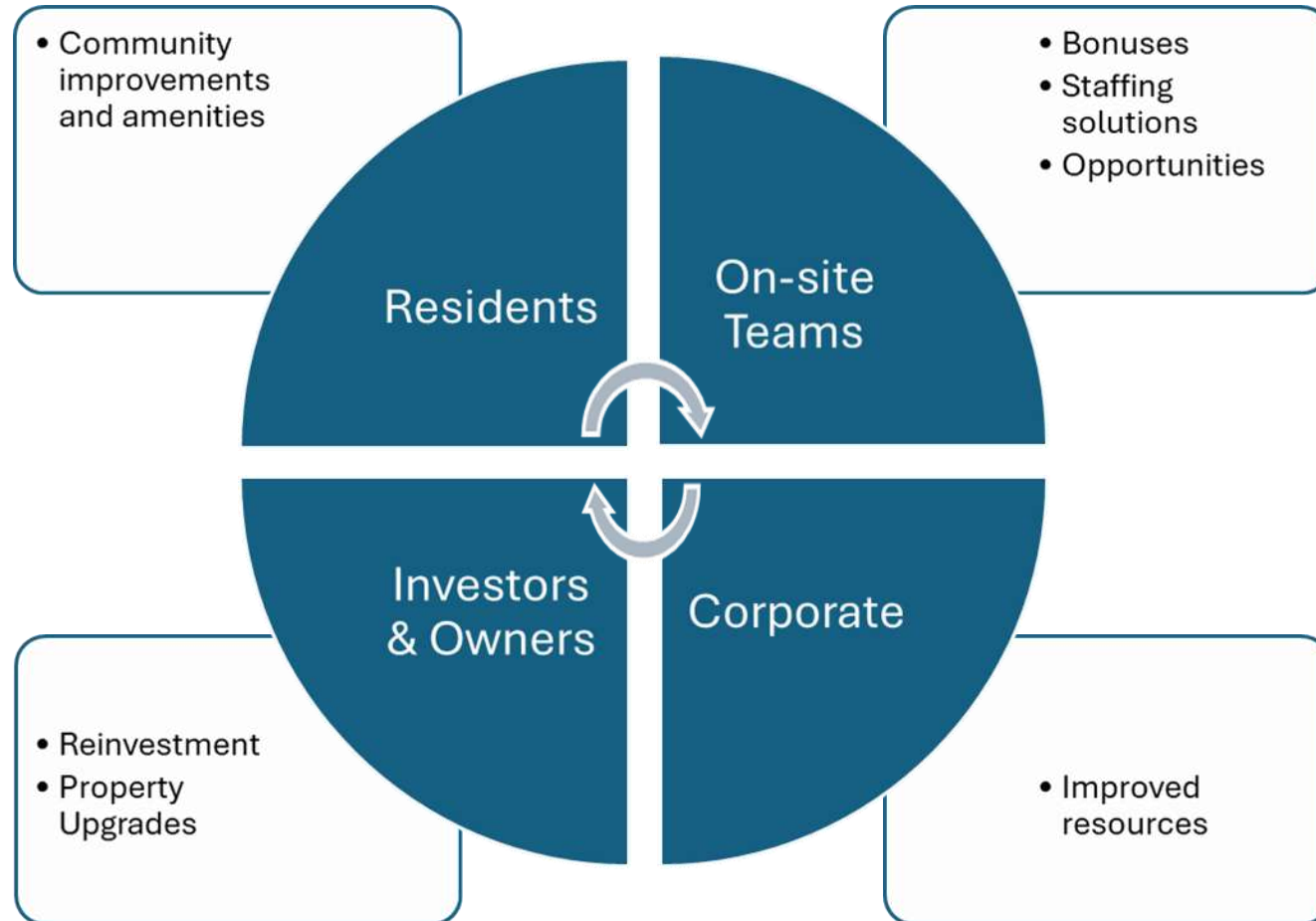
Case Study Reference

Income:
First yr
\$39,314.78

Property
Value:
\$714,814.18



The Ripple Effect of Operational Excellence



Small Actions = Big Impact!

Think like an Owner!

At AION, ownership means:

- Entrepreneurial thinking
- Accountability to the numbers
- Execution that turns ideas into results





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