

A close-up photograph of a plant with elongated, pointed green leaves and a small, unopened white flower bud. The lighting is soft and natural, highlighting the texture of the leaves and the delicate structure of the bud. The background is a blurred green, creating a sense of depth.

L I V E

I N T H E D E T A I L S

ARDEN

WHAT IS ARDEN?

In a highly competitive market, it was important to differentiate ourselves and innovate in the category. The naming and design direction of the brand reflects its holistic, green, back to nature, active, communal courtyard, year round, green, smart friendly, community indoor & outdoor programs; offerings and delivers on a visual language that is **modern organic, while promoting a serene, life well lived: Arden.**

POV

Find the Story for Each Complex

We can learn from the history of the property, neighborhood and city to create an authentic backstory that makes people want to live and be a part of the community. Going back 10, 25, even 100 years, combined with the Arden vision.

Luxury Without Shouting

Trying to create a luxury brand and using the word 'luxury' in your own marketing is like a Dad calling himself cool. You just don't do it. We'll elevate the luxury aspect by infusing specific elements into our design, voice and overall brand. Anticipatory service and creative expression are two things that define luxury on a higher level.

Not Another Complex

The market is oversaturated and there's a ton of inventory. Broker's are uneasy and millennials are leveraging anything. Taking cues from the hotel and hospitality industry, we can learn what people love about escapism, and how to emulate that feeling within our property. We also believe that the quality of your marketing assets (particularly video) has a huge part in true relevance and standing out & above the already cluttered landscape of availability.

Leasing Campaign & Toolkit

Broker mindset and built for speed. Website, scheduler, and interactive map. One of the common frustration is tours and tools. Tours take a long time to show amenities and most are left to their own devices to sell the property.

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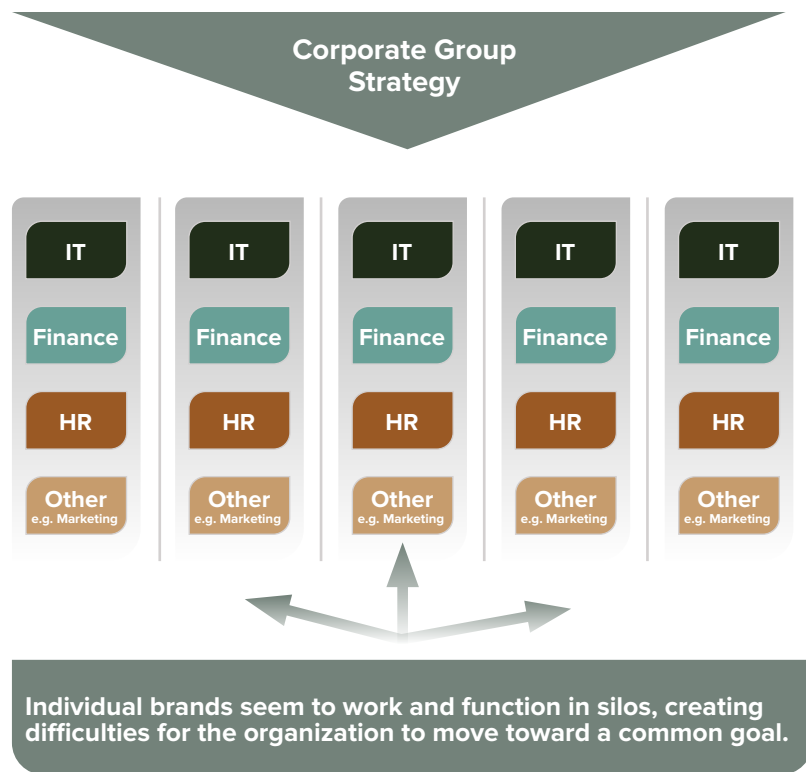
INVESTOR SNAPSHOT: “CENTRALIZATION”



REORGANIZE FOR GROWTH



Multifamily operating model may be creating obstacles in enabling a shared progress toward the group-level strategy



...some obstacles we have heard that might be hindering the implementation of coherent, group-wide strategy

Brands' operating model not aligned

- Each brand employs a separate operating model catered to individual brands' needs and therefore hampering cross-brand collaboration

Limited collaboration on functional level

- Specialized expertise on functional levels within brands is not leveraged by other brands (e.g. Complex 1 talent team does not work with specific brands)

Non-coherent governance model

- Finance and IT starting to develop strategic visions in silos, not based on group-level strategic direction.

Competing brands

- No clear vision on competition and cannibalization between brands (e.g. Complex 1 and Complex 2 15 minutes away).

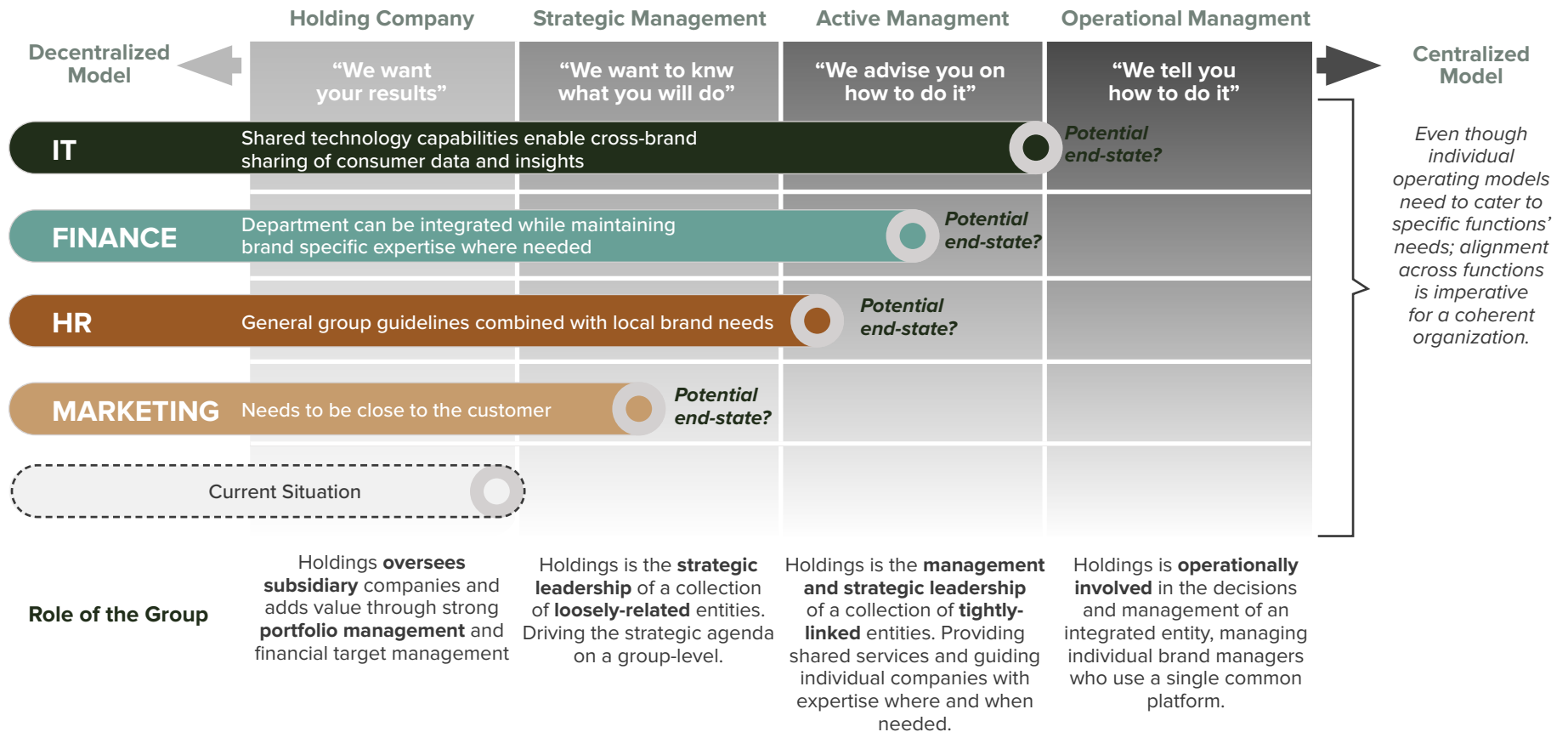


Given market dynamics, it may be a good time to explore how a more matrixed and/or centralized organization could deliver the capabilities required for Connect Trip.

REORGANIZE FOR GROWTH (CONTINUED)



A more matrixed and / or centralized organization could drive coherence and accelerate progress toward higher absorption



TRANSFORM COST STRUCTURE



A more centralized operating model will also unlock major efficiency benefits which can be used to fund the transformation journey.

Use cost levers from centralization to fund transformation while retaining an agile and entrepreneurial organization

- Collaborate in critical expertise areas to build competitive scale that individual brands cannot afford standalone
- Eliminate unrewarded complexity i.e., non-differentiating redundancies across functions and brands
- Maintain agile core to rapidly feed consumer insights into decision-making processes
- Optimize the cost of customer acquisition
- Explore offshoring / outsourcing opportunities

What is the End Result?



Capture scale & generate cost savings

+ additional margin - assuming minimum % reduction in customer acquisition costs



Reinvest in the business to return to double-digit growth rates

Coherent organizations tend to experience 3x more growth compared to peers



Further extend the lead as global no. #1

Being a branded property of a large national chain of properties comes with obvious advantages such as leveraging their prestige, relocation system, loyalty discounts and marketing resources, they have to follow exact standards laid out by the company. All of the above will allow Arden branded properties to distinguish themselves from other competitors.

CULTURE AND CHANGE MANAGEMENT



ARDEN

To enable change in this transformation it will be key to involve all buildings early on and work towards rapid proof points to build momentum



Engage within all the companies
early on in the process to leverage decentralized entrepreneurship as an asset vs. an obstacle



Use design thinking methods
to have teams collaborate and define the required structure, governance model, decision rights and ways of working



Promote a narrative across the organization
around the power of companies working together across all complexes and the culture of the group



Run the effort as a disciplined program
with a strictly defined timeline and process – starting initially with selected stakeholders across buildings



Establish a joint roadmap
that you incentivize and hold the team collectively accountable against to drive ownership within and across buildings



Focus on delivering early proof points
that demonstrate the power of working together and measure the impact

INVOLVEMENT

COLLABORATION

ALIGNMENT

NEXT STEPS



1

Create a clear articulation of the connected vision: renter experience and differentiating capabilities

2

Define a case for change including the value proposition and benefits for a branded portfolio

3

Engage complexes through change management enabling them to shape the transformation program

4

Build a comprehensive and clearly prioritized roadmap to guide the transformation program

ARDEN CASE STUDY



ARDEN



ARDEN

OAKBROOK

TOTAL UNITS
314

Originally unbranded property
Lakeview of Oakbrook



ARDEN

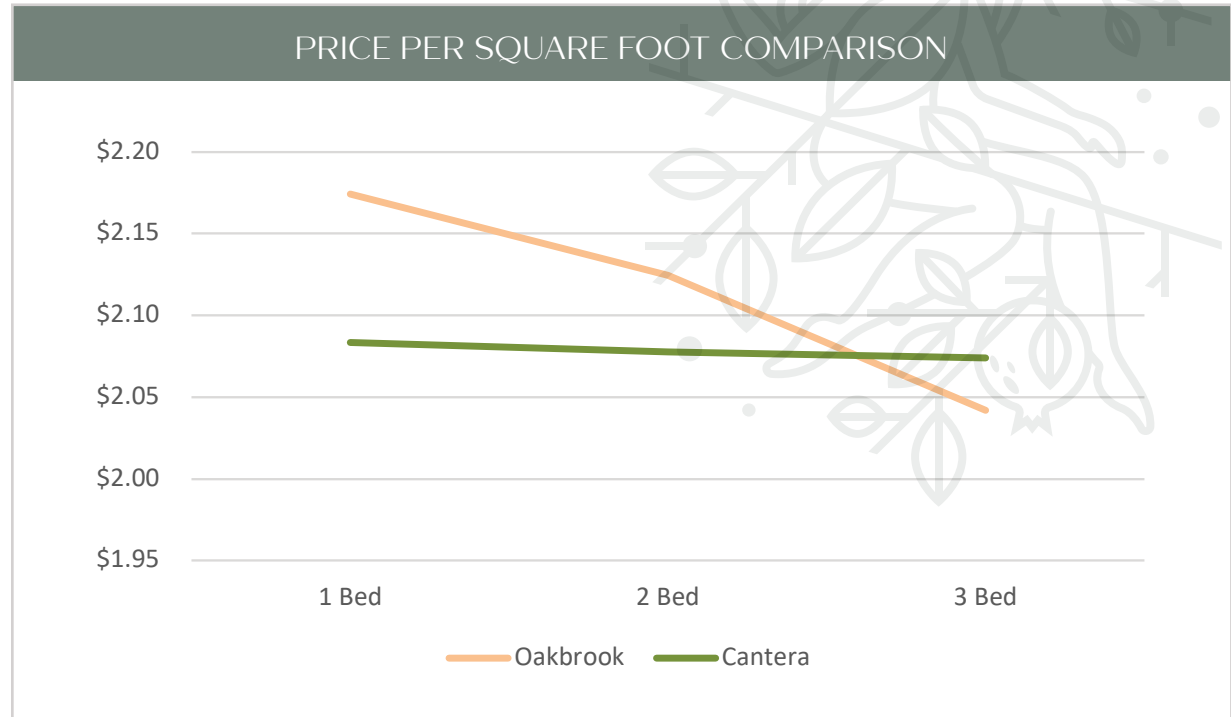
WARRENVILLE

TOTAL UNITS
364



CASE STUDY

Comparative Analysis of Unbranded VS Branded Properties.



| LVO | |
|-----------|---------|
| BEDROOMS | \$/SF |
| 1B | \$ 2.27 |
| 2B | \$ 2.12 |
| 3B | \$ 2.04 |

| CANTERA | |
|-----------|---------|
| BEDROOMS | \$/SF |
| 1B | \$ 2.08 |
| 2B | \$ 2.08 |
| 3B | \$ 2.07 |

ARDEN
OAKBROOK

ARDEN
WARRENVILLE

CASE STUDY



ARDEN

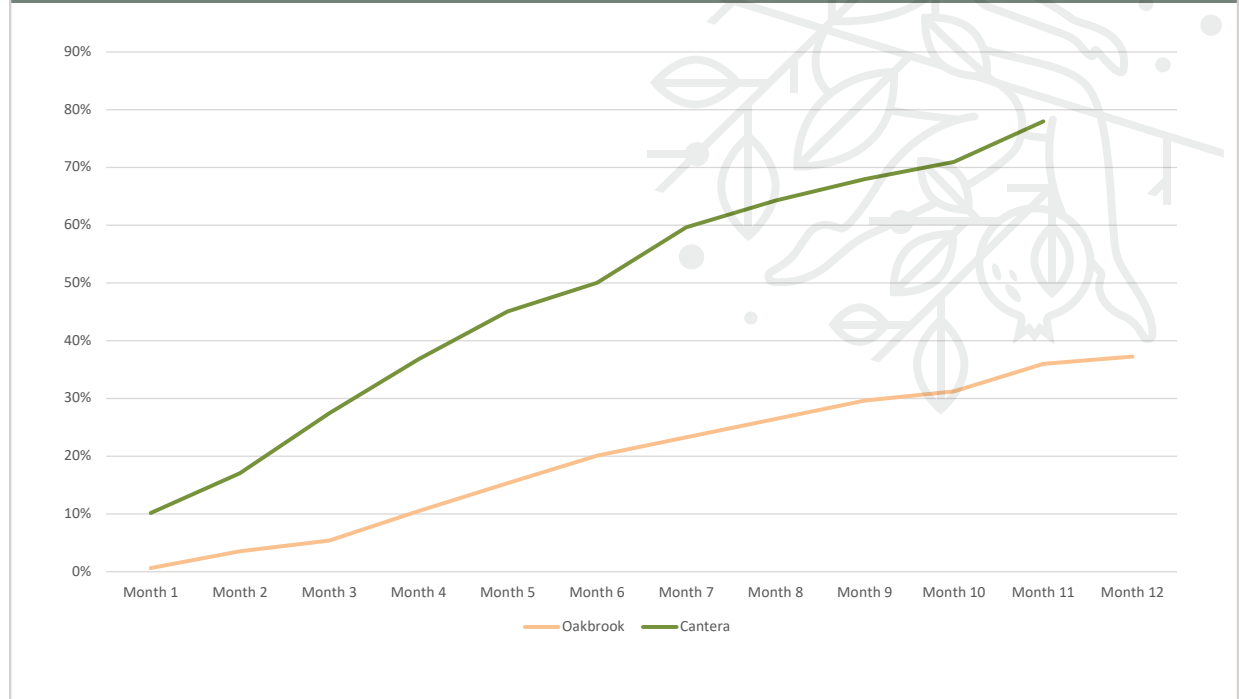
OAKBROOK



ARDEN

WARRENVILLE

OCCUPANCY COMPARISON

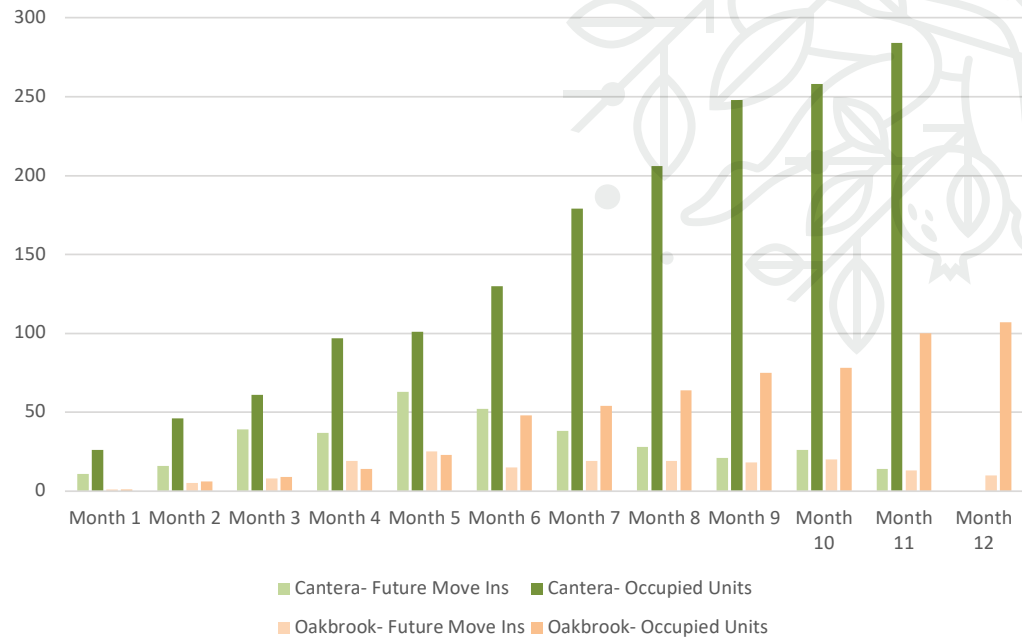


| | M 1 | M 2 | M 3 | M 4 | M 5 | M 6 | M 7 | M 8 | M 9 | M 10 | M 11 | M 12 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| OAKBROOK Originally unbranded property Lakeview of Oakbrook | 1% | 4% | 5% | 11% | 15% | 20% | 23% | 26% | 30% | 31% | 36% | 37% |
| CANTERA | 10% | 17% | 27% | 37% | 45% | 50% | 60% | 64% | 68% | 71% | 78% | |

CASE STUDY



FUTURE MOVE-INS AND OCCUPIED UNITS



| | M 1 | M 2 | M 3 | M 4 | M 5 | M 6 | M 7 | M 8 | M 9 | M 10 | M 11 | M 12 |
|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CANTERA Future Move Ins | 11 | 16 | 39 | 37 | 63 | 52 | 38 | 28 | 21 | 26 | 14 | |
| CANTERA Occupied Units | 26 | 45 | 61 | 97 | 101 | 130 | 179 | 206 | 248 | 258 | 284 | |
| OAKBROOK Future Move Ins | 1 | 5 | 8 | 19 | 25 | 15 | 19 | 19 | 18 | 20 | 13 | 10 |
| OAKBROOK Occupied Units | 1 | 6 | 9 | 14 | 23 | 48 | 54 | 64 | 75 | 78 | 100 | 107 |

AMENITY PROXIMITY PUSHES RENTAL RATES

Dead amenity spaces around complex = lower rental rates

| Price PER SQ FT (Pool Courtyard Area) | Oakbrook (15 UNITS) | Warrenville (7 UNITS) | Warrenville (VARIANCE) |
|--|------------------------|---------------------------|---------------------------|
| 1 BED (average) | \$2.16 1013 sq ft | \$2.27 792-808 sq ft | +\$0.11 |
| 2 BED (average) | \$2.12 1095 sq ft | \$2.30 1201-1299 sq ft | +\$0.18 |
| 3 BED (only 1 unit at both locations) | \$2.03 1520 sq ft | \$2.23 1618 sq ft | +\$0.20 |

First Floor Units are highest premium in suburb market.
Leverage location with largest outdoor space.

WHAT'S THE BENCHMARK?



Best Location

If your best located units are not yielding the highest price per sq/ft then the rest of the community will never catch up.



First & Third Floors

The goal is to find ways to get your top floor units to match your first floor units.



Renewal Time

Adding amenity spaces throughout the property will close the gap from pricing and equalize rents based on renter preference.

II

ARDEN BRAND ACTIVATION



ARDEN DOUBLES DOWN ON THE RENTER EXPERIENCE

At Arden, we believe the leasing extends beyond the actual unit. We partner with innovative brands to create a differentiated and luxury rental experience, ultimately creating more renter loyalty and maximizing investment



Innovative brand strategies to your maximize investment and create renter loyalty in a highly competitive market.

ACTIVATE THE SENSES



Arden enhances beautiful design and architecture by adding signature scents and music through model units and common spaces.

TASTE LIKE HOME



Arden coffee program includes “touchless tech” Starbucks coffee to create both an at home and communal experience for renters.

LIVE IN WELLNESS



Branded bike option, to improve brand awareness, accessibility, enable active and eco-friendly community living - Arden branded bikes.

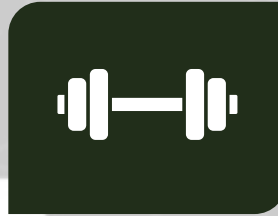
ARDEN UNDERSTANDS THE ULTIMATE LUXURY... TIME.

Our vision leads to the ultimate luxury. By providing proximity to the modern renter's front door,

Arden welcomes you home...

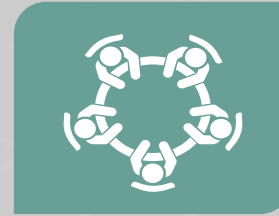


AMENITY STRATEGY



Functional Gym

Creating a turf style gym creates versatility. Personal training services as well as distancing for group classes. This type of gym also requires less equipment. Buying movable gym equipment is key.



Communal Work Space

Rebranding and delivering the additional space to work from our community, instantly bolts ARDEN to community. While adding revenue options like rentable phone booths, printer services, and touchless vending options.



Dining Space

New build unit mixes don't all allow for dining table area. Gourmet islands are the standard. By creating additional community dining areas, leasing is able to leverage community areas and outdoor space as option. Ultimately allowing the renter to spend more on vending & services



Resident Programs

Any and every amenity is made by the residents. ARDEN is looking to build on the following programs to continue to build resident experiences and loyalty:

- Coffee
- Gardening
- Cooking/ Mixology
- Fitness



...CREATING
VERSATILE,
RESORT-STYLE
SPACES AND
AMENITIES TO
ACCOMMODATE
THE MODERN
LIFE.



VISION COMMON SPACES

Relax.
Entertain.

- Roof-deck with turf that can be converted into an open movie theater, grill stations, and other lavish indoor/outdoor spaces.

Be Well.

- Workout in an oversized and versatile, modern gym facility.

Unwind.

- Luxury on-premise spa services.

Be Social.

- Weekly community events, water sport teams, book club in Library room, pet programs.

Go Green.

- Complimentary entrance electric car charging stations in collaboration with Tesla.
- Customized smart home options, and cashless living/services.

Your Family.

- Secured Kid's Room, dog park, dog-washing stations.

Modern Life.

- Personalized app, food services, garbage valet services.

ARDEN RISE APP & LEASING TOOL



ARDEN

ARDEN + RISE PARTNERSHIP



Residents and staff can eliminate many of manual processes and focus on a safe & touchless experience to their front door

- Excess to multiple local and National vendors
- Making maintenance request without living your home
- Reserving amenity space at any Arden properties or services with one click
- Secured payments throughout your app.



ARDEN SALES APP

Residents and staff can eliminate many of manual processes and focus on a safe & touchless experience to their front door

- Excess to multiple local and National vendors
- Making maintenance request without leaving your home
- Reserving amenity space at any of Arden properties or services with one click
- Secured payments throughout your app.



ARDEN LEASING APP



- Custom branded application for Arden building location
- Interactive site map lives on property website as well for renter experience to rent from home
- API compatible with Yardi/ RentCafe for real time pricing
- Gallery showcase for amenity spaces, floor plans, and local neighborhood highlights
- AirPlay mirroring for smart TV sharing during tours

The screenshot displays the Arden Leasing App interface. At the top, the Arden logo is on the left, and navigation links for Amenities, Apartment Features, Floorplans, Neighborhood, Gallery, Programs, Resident Portal, Contact, Reviews, and an APPLY TODAY button are on the right. Below the header, there are tabs for Interactive Map and Floorplans. A search filter bar includes dropdown menus for PRICE (Any), BEDROOMS (Any), FLOOR PLAN (Any), MOVE IN DATE (Any), and FEATURES (Any), with a RESET button. On the left, a 'SELECT A FLOOR UNIT' section shows a list of units: 5 (13 units), 4 (19 units), 3 (21 units), and 2 (8 units). The central area features an interactive floor plan map with unit numbers and a 'RENT-BONDED!' label. On the right, a 'SEARCH' section shows '19 MATCHES' and a list of available units with details such as unit number, bedroom/bathroom count, square footage, and price.

| Unit | Bedrooms | Bathrooms | Sq. Ft. | Price | Status |
|------------------|----------|-----------|---------------|---------|---------------|
| APT 306 2B-1 # | 2 Bed | 2 Bath | 1,201 sq. ft. | \$2,475 | Available Now |
| APT 316 1BC-1 | 1 Bed | 1 Bath | 811 sq. ft. | \$1,822 | Available Now |
| APT 319 1BC-1 | 1 Bed | 1 Bath | 911 sq. ft. | \$1,822 | Available Now |
| APT 331 2B-1 # | 2 Bed | 2 Bath | 1,201 sq. ft. | \$2,556 | Available Now |
| APT 333 2BC-4A # | 2 Bed | 2 Bath | 1,201 sq. ft. | \$2,562 | Available Now |
| APT 340 2B-1 # | 2 Bed | 2 Bath | 1,201 sq. ft. | | Available Now |

PROGRAM PREVIEW



ARDEN

ARDEN
Signature



 SUITE
ARDEN LIVING

 STAY
ARDEN LIVING

 SPECIALIZED
ARDEN LIVING

LEASING PROGRAMS



SIGNATURE

- Designer based upgrades
- Customization leads to renewal
- Strategy to remove initial concessions
- Increased rent and renewal chances
- Cover costs within 12 months
- Improve Assets

SMART

- Smart thermostat
- Light Switches
- Ionizers
- Green-efficient living incentive
- Lower utilities means more disposable income for rent

SUITE

- Furnished apartment
- Three night stay
- Select in less favorable layoutst

OUR PROGRAM ECONOMICS

ARDEN
Signature



SUITE
ARDEN LIVING

Asset Upgrades. Paid by Renter.

SIGNATURE

Invest
\$4k

Return
+\$300 / month
Remove
Concessions

SMART

Invest
\$285

Return
+\$55 / month

Additional revenue stream = Look for opportunistic inventory

SUITE

Invest
\$2K / furnish unit
\$1K decor

Rate
\$115/night
one bedroom
\$165/night
two bedroom

SIGNATURE PROGRAM WINS



ARDEN
Signature




| | | Example 1 MARKET | Example 2 SIGNATURE MODEL UNIT | Example 3 SIGNATURE RESIDENT UPGRADE |
|---------------------------------|------------|---------------------|--------------------------------------|--|
| | BASE PRICE | 2B | 2B | 2B |
| MARKET RENT | | \$ 2,634.00 | \$ 3,085.00 | \$ 2,634.00 |
| SIGNATURE UPGRADE COST | | | \$ 4,000.00 | \$ 4,000.00 |
| UPGRADE COST Per Month | 12 | | \$333.33 | |
| UPGRADE PAYMENTS Per Month | 14 | | | \$ 285.71 |
| NEW MARKET RENT | | | | \$ 2,919.71 |
| BASE CONCESSIONS Months Paid | 14 | \$188.14 | \$220.36 | \$ 208.55 |
| NET RENT (12 months) | | \$ 2,445.86 | \$ 2,531.31 | \$ 2,711.16 |
| LEASE TERM | 15 | \$ 36,687.86 | \$ 37,969.64 | \$ 40,667.45 |
| UPGRADE PAID BACK/ PROFIT | 2 | \$ — | \$ 666.67 | |
| TOTAL CASH FLOW | | \$ 36,687.86 | \$ 37,302.98 | \$ 40,667.45 |
| SQ/FT | 1201 | \$ 2.04 | \$ 2.11 | \$ 2.26 |

CONCESSIONS: 1 MONTH FREE ON 15 MONTH LEASE

ARDEN THE PATH FORWARD



ARDEN



At Arden, we believe the leasing extends beyond the actual unit. Renters now more than ever value function in their apartment and common space utilization.



Innovative leasing strategies to maximize your rental investment while creating renter loyalty in a highly competitive market.

RENTABLE ITEMS AND PROGRAMS = NOI

Arden's Rise App is robust platform for managing programs and revenue opportunity.

EQUALIZE FLOORS

Arden's "**Signature**" + "**Smart**" style apartment are a great equalizer to drive higher rents. First floor and top floor units receive premium pricing due to location.

LOOK FOR CLASS A EQUAL AMENITIES EQUAL RENTS

Proximity is luxury. Adding additional community spaces will help leasing sell each building with a story and let the renter select. An accessible bike / walk path is a great equalizer as well.

ARDEN
WILL
INCREASE NET
OPERATING
INCOME

LEASING
BUILT READY.



Innovative leasing strategies to maximize your rental investment while creating renter loyalty in a highly competitive market

FINANCING

Fully assumable agency financing will create increased property value at future increased interest rate

ADDITIONAL INCOME STREAMS

RISE app implementation at all ARDEN properties will further monetize partnerships and continue to build resident loyalty thru experience.

INCREASING RENT

Delivering new amenities will only have a positive effect to rental rates due to proximity. Both the “Signature” and “Smart” programs will equalize rental rates.

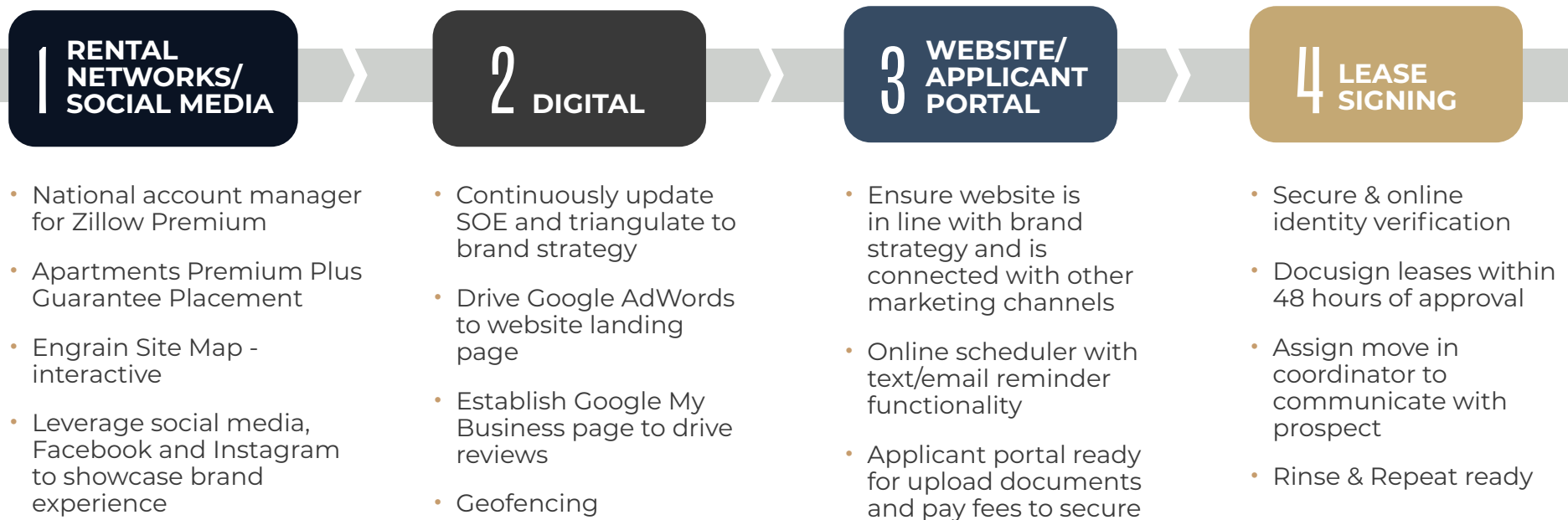


LEASING & ASSET INTELLIGENCE



CAN'T BUILD FOR SPEED UNLESS YOU KNOW WHAT YOU NEED.

HAVING AN ADEQUATE MARKETING STRATEGY IS ESSENTIAL IN GENERATING LEADS AND CAPITALIZING ON YOUR BRAND STRATEGY. WITH OUR EXISTING MARKETING CHANNELS, ARDEN'S PROPERTY WEBSITE WAS CREATED TO TRACK LEADS, AUTOMATE TOUR SCHEDULING, AND HOST LEASING INFORMATION IN REAL TIME.



REFRESHED PHOTOGRAPHY & LISTING DESCRIPTIONS ARE ESSENTIAL TO CREATING AN IMMEDIATE BUZZ IN THE MARKETPLACE AND GENERATING LEADS**

ASSET INTELLIGENCE

- **PROPRIETARY LEASING TOOL** built by custom filters
- **INTERACTIVE SITE MAP** lives on property website as well for renter experience to rent from home
- **API COMPATIBLE** with Yardi/RentCafe for real time pricing
- **GALLERY SHOWCASE** for amenity spaces, floor plans, and local neighborhood highlights
- AirPlay mirroring for smart TV sharing during tours



ASSET INTELLIGENCE

- TOPICS
- AVAILABILITY DETAIL
- % LEASED
- EXPOSURE
- LEASE LOOK BACK
- RENEWAL

AVAILABILITY DETAIL

This topic splits up all of your pricing and leasing information into the different segments you see at the bottom. At a quick glance you can see which units are leased vacant, available vacant, leased occupied, occupied on notice, and other (typically model units/guest suites).

% LEASED

This topic gives more of a black & white view of your leasing status. There is no distinction between units that are leased vacant vs leased occupied for example, all of your units are categorized as either leased or unleased.

EXPOSURE

Exposure will show specifically your unleased units and your occupied on notice units. The occupied on notice units are split up into two-week increments that cover the next 90 days so it's really easy to plan out getting those units turned.

LEASE LOOK BACK

Shows your property's lease absorption. This topic is based on the move-in date that's listed in your feed for each unit, so you can easily see how many leases have moved in in the past day, week, month, etc.

RENEWAL

This topic displays specifically the units with leases ending in the next 120 days, whose residents have not yet given notice. It's a great way to see where in the property all those potential renewals are and can help with planning out your renewal campaigns.

SITEMAP X

- **PROPRIETARY LEASING TOOL** built by custom filters
- **INTERACTIVE SITE MAP** lives on property website as well for renter experience to rent from home
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IV

APPENDIX



COMMON AREAS



MARKETING TOOLS



RESIDENT DOOR HANGERS /
DELIVERY STYLE DESIGNATIONS

TOUCH LESS MARKETING



A PALETTE OF NATURE



BRANDED LOCATIONS



ARDEN

KISSIMMEE



ARDEN

CORINTH



ARDEN

WARRENVILLE



ARDEN

OAKBROOK



ARDEN

LINCOLN PARK



ARDEN

GRAND PRAIRIE



ARDEN

BROOSVILLE

OUR STATIONARY



BUSINESS CARDS / LETTERHEAD /
COLLATERAL ENVELOPE (OVERSIZED)



SIGNATURE STYLE LIVING

Our modern, organic design is driven by purpose and style, fostering spaces where wellness meets luxury to create a balanced lifestyle you will love coming home to. Here are some of the Arden Signature Upgrades now available in our residences:

BOARD & BATTEN WAINSCOTTING IN LIVING & FAMILY ROOM

These treatments instantly create welcoming warmth with a customized, upscale aesthetic.

Starting at \$1,500

HERRINGBONE FEATURE WALL IN PRIMARY BEDROOM

A beautiful accent wall can elevate any space, turning your master bedroom into a masterpiece.

Starting at \$1,250

DELUXE PRIMARY CLOSET

Our perfectly appointed master closets are designed to showcase a well-organized wardrobe.

Starting at \$1,875

ADDITIONAL UPGRADES:

- Custom Entry Closet (Half Coat Closet/Half Pantry)
- Electrical Panel Door
- Single/Double Panel Design Doors



WELCOME
HOME



ARDEN