


## Cornerstone Neighborhoods


 **BAKER**


 **CITY PARK**

 **CHEESMAN PARK**

 **CAPITOL HILL**


 **CONGRESS PARK**

 **CHERRY CREEK**


 **DOWNTOWN**

 **FIVE POINTS**

 **HALE**


 **HIGHLANDS**


 **JEFFERSON PARK**

 **LOHI**

 **PARK HILL**

 **RINO**

 **SLOAN'S LAKE**

 **UNIVERSITY OF DENVER**

 **UPTOWN**

 **WEST WASH PARK**



# welcome TO CORNERSTONE

Urban Apartment Living. That's not just a slogan, it's our entire world. Our singular focus on Denver's urban core means we know how to attract and retain residents. The close proximity of our buildings creates operational efficiencies and allows us to deliver cost-effective services. As the largest apartment management company in Denver, and the only one with an exclusive focus on urban Denver renters, we do much more than manage apartments. We create a community where your residents can thrive.

## *The Cornerstone Difference*

### EXTRAORDINARY EXPOSURE

The Cornerstone name guarantees you will be seen and recognized. Our website attracts 90,000+ potential renters each month. We have 30 company vehicles acting as moving billboards in the neighborhoods we serve and you join a network of over 250 properties displaying the Cornerstone leasing sign. All this generates the leasing traffic to drive rents and lease units faster.

### OPERATIONAL EFFICIENCY

We operate like a co-op: apartment owners pooling their buildings together, sharing management services, fostering a dynamic business environment, providing employees with the resources to succeed at their job and creating meaningful incentives for achieving your goals.

### CUSTOMER SERVICE

Building trust with your residents is our highest priority. We have a 4+ star rating on Yelp and Google Reviews. Residents can conveniently place maintenance requests through our user-friendly website portal and Cornerstone app and they are addressed within 24 hours. Our office is staffed six days a week. The Cornerstone Card offers exclusive discounts at 75 locally-owned businesses. We sponsor resident appreciation events throughout the year, and we engage with our residents daily through Facebook, Instagram, and the Cornerstone Blog. We have also been named one of the Top Work Places by The Denver Post for 4 years in a row.



**90,000+**  
WEB VISITS/MONTH



**33%**  
EXPENSE TO INCOME  
RATIO



**4 Star**  
YELP/GOOGLE RATINGS





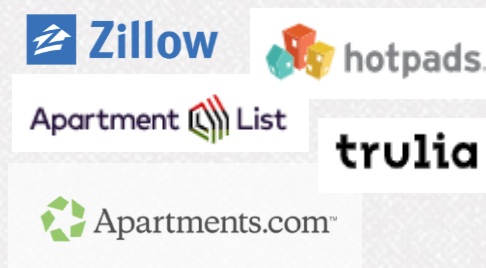


# Cornerstone MARKETING PLAN



## POWERFUL WEBSITE & CUSTOMIZED APP!

The Cornerstone website is our most effective sales tool to reach our digitally-minded demographic. Users can view all current and upcoming availability through an **interactive, mobile-friendly search map**, similar to sites like Airbnb and Zillow. Users can schedule in-person or Facetime tours online. Applications, background checks and leases are executed seamlessly through the site. We also have our own app that allows residents to pay rent, submit work orders, and sign renewals easily on their smart phone or tablet.



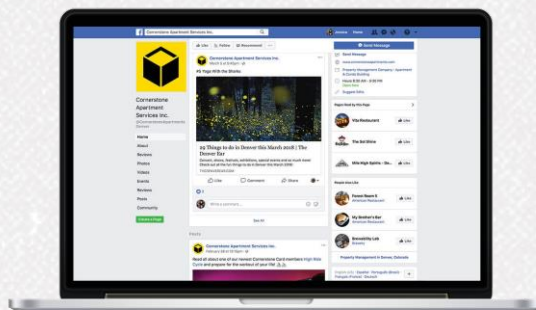
## MULTI-CHANNEL SEARCH

Everywhere your prospective residents are, Cornerstone is there. With the market growing leaps and bounds from out-of-state transplants, we've expanded our visibility by listing and promoting all available buildings and units on Apartments.com, Apartment List, Zillow, Hotpads, and many other ILS feeds.



## THE CORNERSTONE CARD

As an incentive for renting with Cornerstone, we teamed up with **over 75 of the best locally owned businesses in Denver** to provide exclusive discounts to our residents with the Cornerstone Card. We feature our Cornerstone Card businesses across our social media to garner likes, shares, and additional exposure.

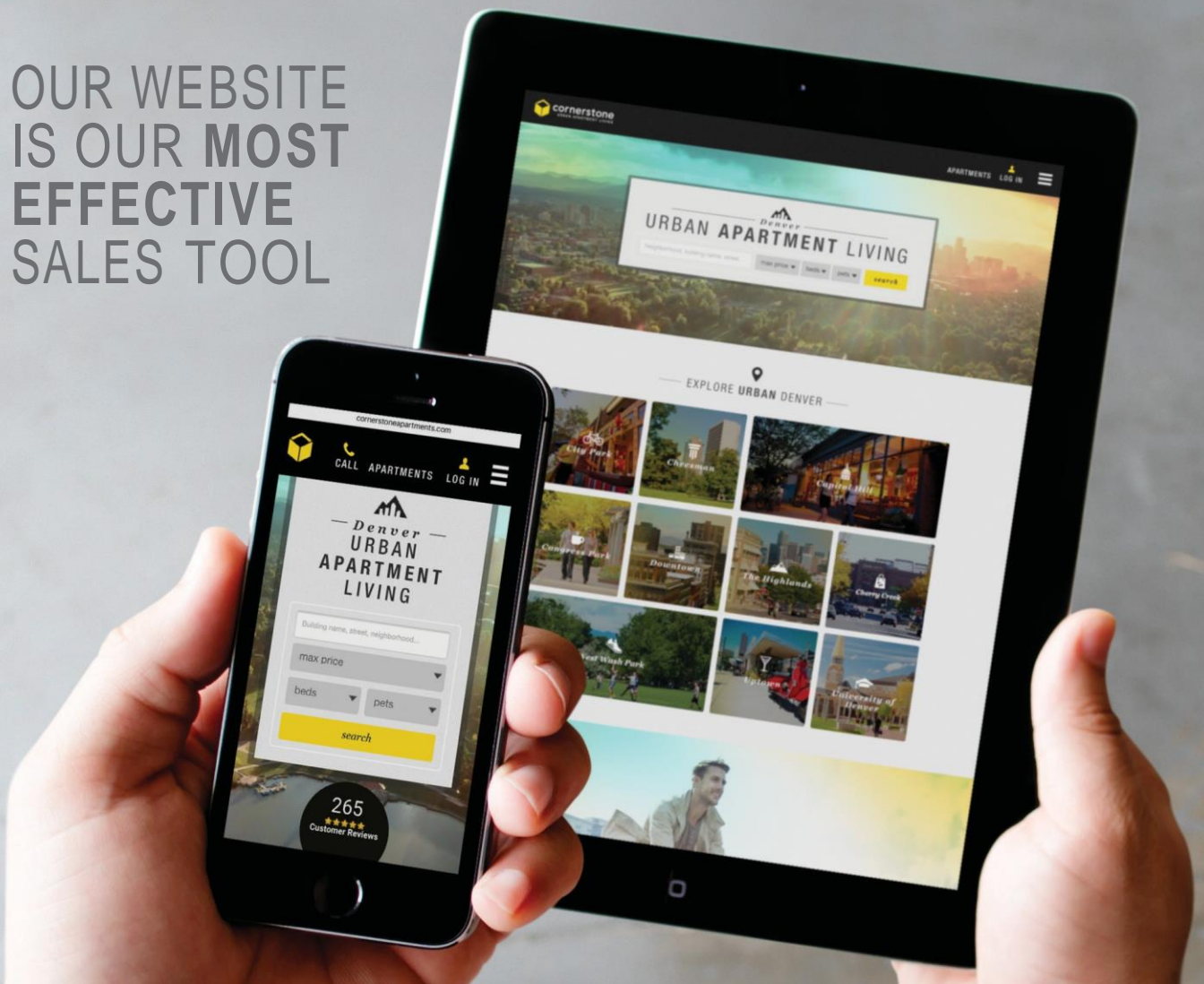


## RESIDENT PROGRAMS & EVENTS

We have a resident referral program to reward our residents. To encourage the continuous use of the program, we offer rent credits when their referral leads to a new 12-month lease. **We now have 20% of our traffic coming from resident referrals and word of mouth.** We also host happy hours and social events to build community, and we engage with residents daily, through Facebook, Instagram, and our blog.



OUR WEBSITE  
IS OUR MOST  
EFFECTIVE  
SALES TOOL



cornerstone

Apartment Search Neighborhoods Help

Search a building name or neighborhood Move-In Date Price Range Beds Reset Email Search Results

Pets Square Feet Neighborhoods More Filters

355 apartments for rent

LOOK AND LEASE SPECIAL! RECEIVE 6 WEEKS FREE!	1 MONTH FREE OFF FIRST FULL MONTH!	2ND MONTH OF RENT FREE	\$500 OFF FIRST FULL MONTH!	LOOK AND LEASE SPECIAL! APPLY AND RECEIVE MONTHLY PRICE ON 14 MONTH LEASE!	UP TO 3 MONTHS FREE OF RENT!
<b>Prospect on Central</b> 2500 17th Street • Studio, 1, 2 Beds • Cats/Dogs • Measurements In Gross Square Footage • A/C	<b>The Brougham</b> 1424 Pearl St. • 1, 2 Beds • Cats/Dogs • A/C • Dishwasher	<b>Chateau Apartments</b> 1550+ 1540 Airport Road • 1 Bed • Cats/Dogs • Grilling Station (Seasonal) • Stainless Steel Appliances	<b>The Wheatley Flats</b> 1,375+ 530 25th Street • Studio, 1 Bed • Cats/Dogs • A/C • Dishwasher	<b>Highland Park</b> 1,575+ 2820 W. 32nd Ave • 1, 2 Beds • Cats/Dogs • A/C • Dishwasher	<b>The Beck</b> 2,095+ 2008 E 11th Ave • 1, 2 Beds • Cats/Dogs • Scenic Views • Private Patios & Balconies
<b>UP TO \$800 OFF CONCESSIONS ON SELECT UNITS!</b> <b>Belle on the Park</b> 1295 Race Street • Studio, 1, 2 Beds • Cats/Dogs • On-Site Laundry • Wood Style Flooring	<b>The Yellow House</b> 1,195 1403 Williams Street • Studio • Cats/Dogs • A/C • Dishwasher	<b>The Glenellen</b> 1,795+ 1432 N Pennsylvania St • 2 Bed • Cats/Dogs • In-Unit Office Space • A/C	<b>The Alpine</b> 1,575+ 1330 Gaylord St • Studio, 1, 2 Beds • Cats/Dogs • Dishwasher • In-Unit Laundry	<b>Ride at Rino</b> 1,185+ 3608 Wyckoff Street • Studio • Cats/Dogs • A/C • Community Room/Patio	<b>LOOK AND LEASE SPECIAL! \$1000 OFF!</b> <b>1536 Williams St</b> 1,095+ 1536 Williams Street • Studio, 1 Bed • Cats/Dogs • A/C • Dishwasher

Show Map

CORNERSTONEAPARTMENTS.COM



# *the* COST BREAKDOWN

## MANAGEMENT FEE

6% of collected income for owners with less than 50 units  
5% of collected income for owners with 50 units or more

## SOFTWARE FEE

\$1 per unit per month for online resident portal that allows residents to pay rent and submit work orders

## PORTFOLIO MANAGER

The Portfolio Manager's salary is divided by the number of units they manage based on their base salary, health benefits, payroll taxes, cell phone, and mileage reimbursement. Please note our managers do not receive any other compensation such as a "free" apartment. Our Portfolio Managers receive a \$75.00 commission for each lease renewal exceeding 9 months. For shorter or longer lease terms, the commission is prorated. We start each year setting NOI goals with the approval of the owner. Cornerstone pays the Portfolio Manager and their Techs \$25.00 per unit bonus, out of the management fee, for each building that hits their NOI goal.

## LEASING

The leasing team receives a commission of \$25.00 per month of the initial lease term,. We do not have an on-site leasing agent or resident manager. We utilize a pricing system called RENTmaximizer that is fully integrated with our software management system and has proven results of increasing new rent growth and renewal rent growth. RENTmaximizer will track the leasing world: Availability, Traffic, New Leases, and Comps. Based on these trends, it will price each unit within a building for both a new lease (if on notice) and renewal. If there is a shift in the market, the changes are made in real time, sometimes daily if necessary. It also allows us to better manage lease expiration both on new leases and lease renewals. The system will help us spread out lease expirations throughout the year by providing discounted/premium rates to encourage or deter lease term selection. RENTmaximizer will allow a prospect to hold a unit as long as they need it, but the price will reflect the vacancy loss if they decide to hold the unit for 4 weeks prior to moving in. This cost is \$17.50 per unit per year.

## MAINTENANCE TECHS

All maintenance personnel are employees of Cornerstone. Our Techs are skilled in all areas of plumbing, electrical, boilers, appliance install and repair, drywall, paint, etc

Renovation Technician:	\$57.50/hour
Unit Turn Technician:	\$45.00/hour
Facilities Manager:	\$55.00/hour
Work Order Technician:	\$48.00/hour
HVAC Technician:	\$85.00/hour
Special Projects:	\$55.00/hour
Grounds Manager:	\$42.00/hour
Groundskeeper:	\$39.00/hour
Painter:	\$41.50/hour
After Business Hours:	Time and a 1/2

## RENOVATION SERVICES

Cornerstone has renovated over 75 apartment buildings. There is a minimum charge of 10% for Construction and Fire Restoration oversight.





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URBAN APARTMENT LIVING