

### Solutions For a New Economy

Through value-added services and dynamic management practices, San Miguel has successfully maintained strong returns for our owners. We understand that today's economic conditions present unique challenges for college students and their families. We strive to ensure that our properties deliver the best value in the market. San Miguel understands that value in today's market must go beyond monetary value and include intrinsic value. We create intangible value by delivering top notch service and strong brand recognition.

#### RESIDENT OUTREACH

We connect with student-based organizations and Universities, partnering with them in support of students, to create lasting loyalties.



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## executive summary

From lease-up to stabilization, San Miguel Management offers a broad range of knowledge and expertise in asset and property management including leasing, marketing, food service, housekeeping, maintenance and accounting services.

Addressing the needs of both owners and tenants, while providing a well managed asset, is what we do best. We recognize investment goals and help achieve them.

By creating a synergy between staff and resident, we work together to enhance lives and as a result, make each property more successful. We do not "buy" occupancy, we earn it through superior management and target marketing.

San Miguel Management was originally formed in 2003 to manage the real estate investments of Simmons Vedder Partners, and its investors, starting with its West Campus properties.

San Miguel participated in the development and subsequent lease up of The Quarters on Campus, which consists of over 560,000 square feet of premium apartments over six residential buildings. The Quarters spans seven buildings and is considered the premier student housing provider in Austin's West Campus.

Hardin House Dormitory, a unique student property, expanded San Miguel's property expertise. Home to almost 250 young ladies, Hardin House is a full service, legacy girl's dormitory which began in 1937. It operates with no marketing budget and is driven by word of mouth.

San Miguel's unique property experiences helped to develop a student housing management style unlike any other. By partnering with owners, San Miguel consistently outperforms the market and delivers outstanding results that matter.

## Principles for Asset Management Success

We at San Miguel Management feel that the core principals of a company predetermine the outcome of the assets which we manage. Through integrity and sound business practices, San Miguel has achieved great success for its clients and the company.

Our extensive and varied expertise means our clients have come to expect the highest degree of professionalism from our business dealings. San Miguel has earned the reputation for straight-forward and open communication.

San Miguel defines itself by facing adverse situations as challenges that are addressed immediately, directly and efficiently. This approach establishes an environment of confidence in our abilities to residents and owners alike.

By focusing on teamwork, San Miguel has consistently outperformed our chief competitors. We firmly believe that all employees seek to succeed and we pride ourselves on providing the theater for them to do so. Through extensive training, mentoring, collaboration, and belief in our employees, we maintain an incredibly low turnover rate and enjoy working with one another in a fun and creative environment.



## qualifications

The principals of the company have worked with institutional clients like Principal Financial Group, Lincoln National, Billingsley Company and Caprock Partners, LP.

San Miguel Management's portfolio experience includes the management of office, retail, multi-family, student housing, and senior living facilities in Texas, Georgia, Oklahoma, and Florida.

The principals of the company have worked with institutional clients like Principal Financial Group, Lincoln National, Billingsley Company and Caprock Partners, LP.

San Miguel Management is a high energy, dynamic and effective management team. We bring a progressive approach to all assets and offer enterprising direction to commonplace challenges. Our team of seasoned professionals bring years of "in the trenches" experience, knowledge and creativity to our clients.

## management plan

San Miguel Management realizes every asset is unique. Therefore, we design a management plan tailored to each project. There are elements that some companies

feel are a "given" and standard. By understanding the owner's goals for the investment and carefully examining the asset, submarket, and business, we apply our experience and develop a strong management plan that takes every element of the business into account. This detailed approach allows San Miguel to right-size the business from the beginning.

### marketing

In addition to the initial business model, the San Miguel marketing team develops a brand identity for the asset based on current market trends. A comprehensive marketing plan is created and implemented that creates immediate market impact. What makes San Miguel marketing different is our ability to precisely track advertising dollars and to effectively measure their return.

### facilities

We firmly believe that the foundation of a strong

management structure is found in care and maintenance. We endeavor to have both the cleanest properties as well as to possess superior knowledge of the inner workings of the asset. Our turn process is unlike any other. We concentrate on managing expenses by outsourcing as little as possible.

Through exhaustive planning, we consistently achieve turn costs that are well below industry standard.

### staff

San Miguel prides itself on recruiting, hiring and retaining the best people. We understand that making the "right" hire is better than simply filling a position. We possess a nationwide network that enables us to move quickly when any asset calls for recruitment and have adequate staff to immediately seize any management opportunity.



## EYE ON IT Current Industry Trends

The student housing market is currently experiencing, in most markets, a period of absorption. During the years 2005-2008, most University cities saw an influx of new development that added thousands of new beds. This influx drove prices down as most student housing operators acted predictably as conventional multifamily operators and sacrificed price per square foot. Subsequently they were unable to meet their pro-forma and satisfy their investor interests. Fortunately, the Austin, Texas West Campus submarket acted as a precursor to the rest of the nation, and has been through the housing struggle, which most student housing operators are now in the midst. We learned that price decreases and concessions are not necessarily the answer to a high occupancy. San Miguel Management successfully navigated these waters and stood firm on pricing. We found that creative marketing campaigns and superior management that translate into higher returns.

## approach to needs

San Miguel Management's approach to the student housing industry is one of sound business decisions and experience.

### value

San Miguel Management understands that each market possesses unique characteristics competition, socio-economic factors, and housing supply. By understanding these characteristics and studying competitors, we have continuously maximized the price per square foot and have consistently improved investment yield. Historically, these efforts include extensive

groups. Our goal is to ensure we offer the best value in the market.

### responsibility

San Miguel Management sets the bar when it comes to fiscal and social responsibility. We engage both student and parent through regular electronic communication.

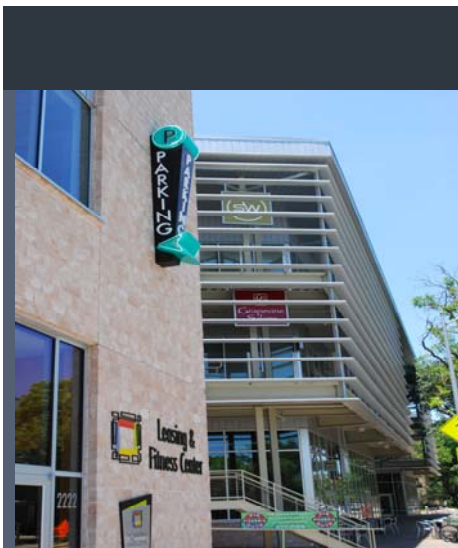
Resident retention is an area of emphasis for San Miguel Management. We understand the direct correlation between renewals and expense management.

We believe resident retention begins at move-in. We have worked hard to perfect the move-in

process and make it as stress-free as possible. We feel communication is the key to establishing a lasting relationship and we work to maintain this communication throughout the leasing phase and beyond.

### financial management

San Miguel Management is accustomed to developing and managing budgets in excess of \$13 million. Additionally, San Miguel currently works with numerous owners and institutions that have varying reporting and budgeting requirements.



## select resumes

### Mark Ezell

Director of Operations

Mark Ezell is the Director of Operations for San Miguel Management. His experience includes the establishment and operation of three commercial management departments.

Since 1988, Mark has provided management services on several million square feet of office, retail and industrial property and approximately 3,000 residential/multi-family beds. Mark has also served as the Director of Financial Planning and Analysis for an international healthcare marketing firm.

Mark holds a Bachelor of Science degree from the University of Texas, a Master of Business Administration, and formerly held the Certified Property Manager® (CPM®) designation.

### Mike Watson

Regional Manager

Mike Watson is the Regional Manager for San Miguel Management. He oversees all facets of management, marketing and fiscal responsibility for more than \$190 million worth of real estate in Austin and San Antonio, Texas.

Prior to joining San Miguel Management, Mike spent twelve years managing various real estate portfolios for organizations like

Billingsley Company.

Mike holds a Bachelor of Business Administration degree from the University of North Texas and currently holds the Certified Apartment Manager® and Certified Apartment Portfolio Supervisor® designations.

Mike proudly serves on the Austin Apartment Association Board of Directors.

### Kathryn Parke

Administrative Director

Kathryn Parke is the Administrative Director for San Miguel Management.

She has accumulated 31 years of real estate experience in student housing, development, construction and tenant finish. Since 1992, Kathryn has successfully managed the Hardin House Dormitory making it one of the premier girl's dormitories in the nation.

Kathryn also oversees the human resource needs of San Miguel Management and handles the daily business responsibilities of the company. Kathryn earned a Master of Education, a minor in Psychology and Bachelor of Arts degree in Education from the University of Texas.

**San Miguel**  
management

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