

The [redacted] team of (l to r) [redacted]
[redacted] prepares to board The Connor Group company jet in Dallas.

Wait. Why
do we have
a jet?

Return trips well deserved
for [redacted] associates

What pentagon face guy? Why do the people that own my apartment need a private jet? Besides flying you and your buddies to celebrations complete with limo, dinner and rewards for your sales, the company jet is also used to air drop in needed parts, supplies, and technicians to make timely repairs at the Meridian and all other complexes.

October 1st, 2012 8:16pm



is where perseverance and opportunity converge. But, ultimately, it's all about the people at the property level."

After the awards presentation, the team headed via limo to the airport, where they boarded a private jet bound for Washington
October 2nd, 2012 1:36am

D.C. Once there they dined at Johnny's Half Shell, a fine-dining restaurant within view of the Capitol Building.

The "sale-cebration" trip was the third for [REDACTED]. She also was the PCM at Columns and Grandview Summit, which sold in 2011.

81%

That's the Apartmentratings.com recommendation rating for Parc at University Tower. It's the highest in the company.

The North Carolina property, led by

[REDACTED] obviously has done a solid job with customer service. And, based on recent online posts, has consistently worked the company's Apartmentratings program, aimed at giving a voice to satisfied residents.

Other company leaders include Heritage Knoll (72%), Carriage Place (67%), Clifton (65%), Sloan Square (65%) and Steeplechase (60%).

The company apartmentratings.com program????

What could that be? Surely they're not paying people for positive reviews?

Winning the online ratings game

In the last year, the term "reputation management" has weaved itself into Connor Group vernacular.

In plain English, it means "what people are saying about us online." And it's increasingly important.

The biggest online audience for such discussion is the website ApartmentRatings.com. The site has been on our radar for years and is also part of our Internet Marketing strategy.

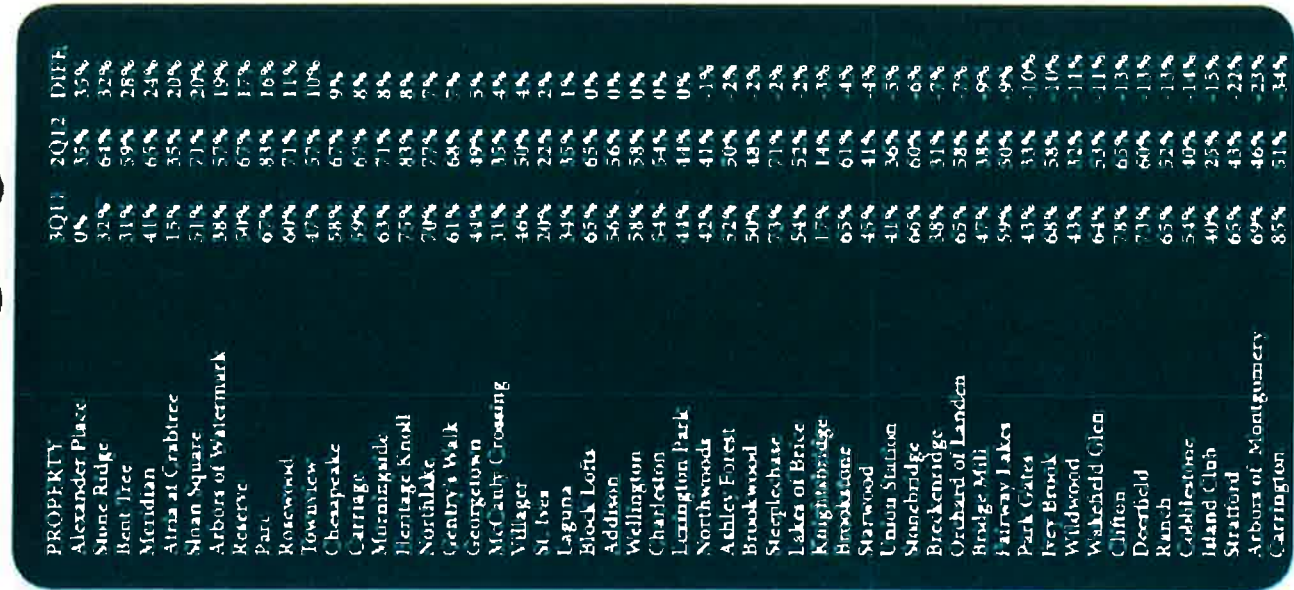
Soliciting positive reviews on the site is actually pretty simple:

1. Provide great — not good, great — customer service.
2. Work with the Internet Marketing Department to ask our satisfied customers to provide reviews on the site.

Properties that have followed those steps have seen tremendous improvement. For instance:

Stone Ridge's trailing-12-month approval rating on the site went from 32 to 64 percent in a year. Alexander Place had a 0-percent rating when we acquired it. Within a year it was 35 percent. Bent Tree rose its score from 31 to 59 percent.

To the right is a graph showing the last two ApartmentRatings scores and the difference for every property in the portfolio. Properties are ranked from first to last.



THE E-SSOCIATES

PEOPLE ARE THE #1 KEY TO SUCCESS.

THE CONNOR GROUP

Racing off the beaten path

July 31, 2012

Larry finds new hobby south of the border

When it comes to his myriad away-from-the-office activities – aerobatic flying, spearfishing, racecar driving, mountain climbing, whitewater rafting, etc. – managing partner Larry Connor bristles at the labels of “thrill seeker” or “adrenaline junkie.”

“I just like to do unusual things,” he often says.

Add another thing to the list.

Earlier this month Larry raced in his first sanctioned off-road truck race. He teamed with experienced truck racer Jose Grijalda to take second and fourth place overall in a pair of races at the Jacume Gran Prix in Tecate,



Stat of the month: \$5,833

That is the rent roll growth total posted by The Meridian in Columbus for June.

The office staff of [REDACTED]

[REDACTED] took 145 pieces of traffic in the month. They converted it to 51 closes.

Led by one of the top upgrade/turn teams in the com-

[REDACTED] – the property has posted more than \$22,000 in rent roll growth this year.

In June, the property's total income was an astonishing \$601,185.

You've been Rent Rolled!
Thanks for playing.
Thanks for the truck.

Did you know ...?

Some facts, figures and firsts from the last two months:

Go in' platinum

When it comes to property performance, Gold is no longer the gold standard.

In the last few years, your hard work has made some of our old measuring sticks increasingly insignificant. For example,



three years ago our Honor Roll showed that eight properties met the Bronze, Silver or Gold marks for economic occupancy. In March, 40 of our properties – two-thirds of the entire portfolio – were on the list.

That's why we've gone Platinum. The new designation will recognize our top

properties in economic occupancy, renewals and rent roll growth.

If your property hits gold or platinum in all three categories in one month, you'll be featured in these pages.

If it hits the mark three straight months, it will be recognized at the awards breakfast as a "Triple Gold" or "Triple Platinum" property.



To 99 percent ... and beyond?

Three times this year we've seen properties test the outer limits of what is possible when it comes to economic occupancy.

Grandview Summit turned in a 97.6% in January. In March, Domane upped the ante with a 99.17%. Knightsbridge, in its first full month as a Connor property registered a 97.84.

How high can a property go? Theoretically, the sky's the limit.

"You could go over 100 percent," said partner [redacted]. "To get to 100 you'd have to have \$0 in combined vacancy dollars, bad debt and concessions. The wild card would be having your property collections exceed your delinquency. "Is it possible? Yes. Have we seen it? No." Not yet anyway.

In the rankings

In May, the *Dayton Business Journal* ranked The Connor Group 27th on its list of the area's top 100 companies. The publication, which ranked us 27th last year as well, cited The Connor Group's \$154 million in revenue for 2010, an 8.45 percent jump from 2009.

A week later, that growth also landed us on the *Dayton Business Journal*'s list of the area's list of fastest-growing companies. We checked in at No. 25.

We were one of only two companies with fewer than 500 employees to be ranked in the top 30 of both lists.

Larry receives 'additional revenue'.

\$98 rent + \$3 add. rev. = \$101 / \$100 = 101% economic occupancy.

How does Larry make additional revenue?

Larry charges his tenants for every goddamn thing imaginable:

Water, Sewer, Trash, Common Electric, Pest Control, Cable, Internet,

Gate Fee, Snow Removal, Admin Fees, Late Fees, Payment Fees,

Fobs.....

The lineup ...
 Columbus's eight
 properties and their
 2012 averages:

Logo	Company Name	Economic occ.	Rent roll growth	Renewal pct.
	Arco's of Watermark	98.4%	\$1,425	51.6%
	Bent Tree	93.6%	\$889	62.8%
	Columbus	94.6%	\$823	70.8%
	SLAMP Group	95.4%	[Redacted]	72.8%
	Lark & Price	95.4%	[Redacted]	55.8%
	Lexington	96.8%	[Redacted]	57.4%
	MERIDIAN	97.0%	\$2,212	53.8%
	Northwoods	92.4%	\$354	59.6%

Think there's any relationship between these two numbers?

