



OCCUPYING ORLANDO

URBANISTA... the most trusted company for connecting apartments and renters in Orlando since 2006.

PARTNERSHIP

Although leasing your property will be **URBANISTA'S** ultimate objective, we realize this is only part of your long-term business plan. Our experience with luxury apartment projects gives us **heightened sensitivity to your market's position**, rental trends, tenant rights and legal demands. Furthermore, knowing that you will potentially have a long-term relationship with each tenant, we will help **cultivate this relationship with first-class customer service.**

We work side by side in support of your agents converting leads; saving time, money and energy – thus providing the best return on your online marketing investment.

URBANISTA has is the leading multi-family leasing and marketing company in Downtown Orlando since July 2006. **URBANISTA** has procured millions of dollars of Downtown Orlando Luxury Lifestyle, one property at a time. **URBANISTA** manages 250+ condominiums and represents 22.6% of the residential real estate volume in 32801, making **URBANISTA BROKERAGE** the #1 broker in Downtown Orlando.

57

MOVE INS
A MONTH

95.6%

RENTAL
OCCUPANCY

24%

DOWNTOWN
MARKET SHARE

\$280M+

GENERATED
RENTAL INCOME

#1

ONLINE
SEO



URBANISTA WAY

There's no question that immediate response and qualification is critical to reach renters online immediately. **It is the utmost of importance for URBANISTA to reach out immediately to pre-qualify prospects and schedule appointments.**

URBANISTA leads include:

- Prospect Information
- Budget
- Move-in-date
- Space Requirement
- Pets
- Roommates
- Criminal Info
- Income
- Employment

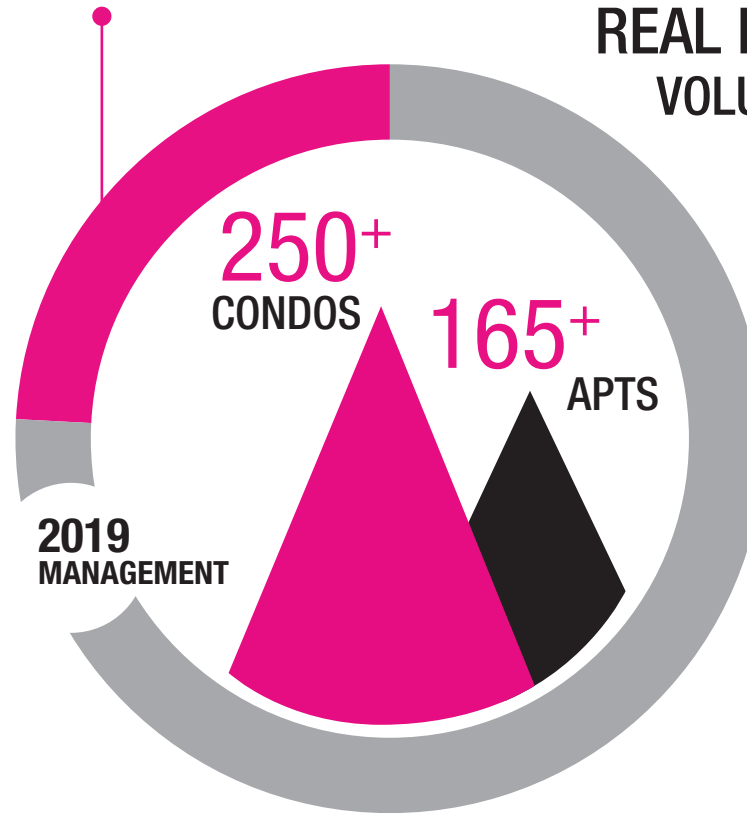
- **Human Approach:** We automatically engage with leads over e-mail and chat in a personal and professional-like manner.
- **Quick Response:** 5 min or less response time. Text, email, social media messaging, after hours and Holidays.
- **Handle Objections:** We qualify leads according to your properties specifications.
- **Critical Path Sales:** We escort qualified opportunities to your leasing agents for closure.
- **Follow-up:** We ensure every lead is followed-up, nurtured and qualified before your leasing agents receive the lead.
- **Private Property Tours:** Working with your agents, we schedule qualified leads with private property tours, boosting your properties online lead closing ratio by double digits.
- **Retail Walk-in Church St. Traffic:** Retail Hours, CORT furniture showroom.



OUR SERVICES

- Internet Listing Services
- Lead Response Time
- Prospect Texting
- Lead Conversion
- After-Hours Leasing
- Lead Qualification
- Prospect Lead Escort & Tours
- Online Lead Management
- Location Services
- Tenant Qualifications
- Realtor Liaison & Management
- Multiple Listing Services
- Internet Data Exchange
- Social Media Campaigns

22.6% **URBANISTA**
REAL ESTATE
VOLUME IN 32801



= #1

**BROKER IN
DOWNTOWN
ORLANDO**



MARKETING STRATEGIST

- **Unmatched record:** Our growth in Downtown Orlando is unprecedented. No other real estate company can claim the proven level of success we have had throughout the modern history of the Downtown Orlando luxury multi-family market. This is an indication of our commitment to Downtown Orlando's overall growth.
- **Systematic approach:** With our unequalled record, our infrastructure has been fine-tuned to provide a systematic approach to highrise multifamily; and subsequently, each tenant prospect.
- **Team mentality:** Our team of experts are seasoned apartment specialists, accomplished marketers and Orlando life-style experts.



Thomas



Paul



Samson



Andrea



Darcy



Zuleyka



Brandont



Kelley



Sara



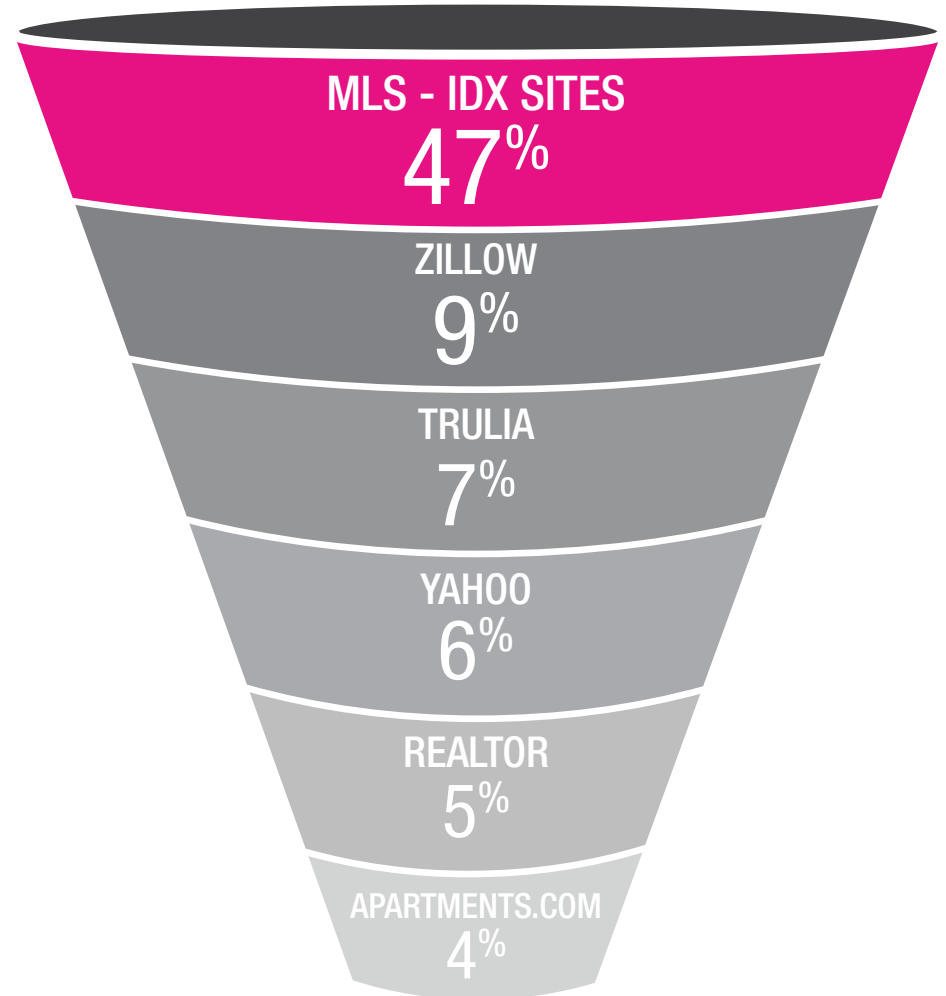
INTERNET LISTING SERVICES

HOW IS IDX DIFFERENT FROM ZILLOW & TRULIA?

IDX allows **URBANISTA** to broadcast listings from MLS onto our website, via an IDX data feed. IDX creates approximately 47% of online rental leads.

Companies like Zillow and Trulia do not use IDX. Instead, they receive listings from various sources, including brokerage syndication, and aggregate them on their portal websites. The listing information on portal sites is often not as comprehensive or as up-to-date as IDX data. For example, studies have shown that upwards of **30%** of the listings on Zillow and Trulia were no longer for rent, and about **20%** of active listings in MLS Systems were missing on these sites.

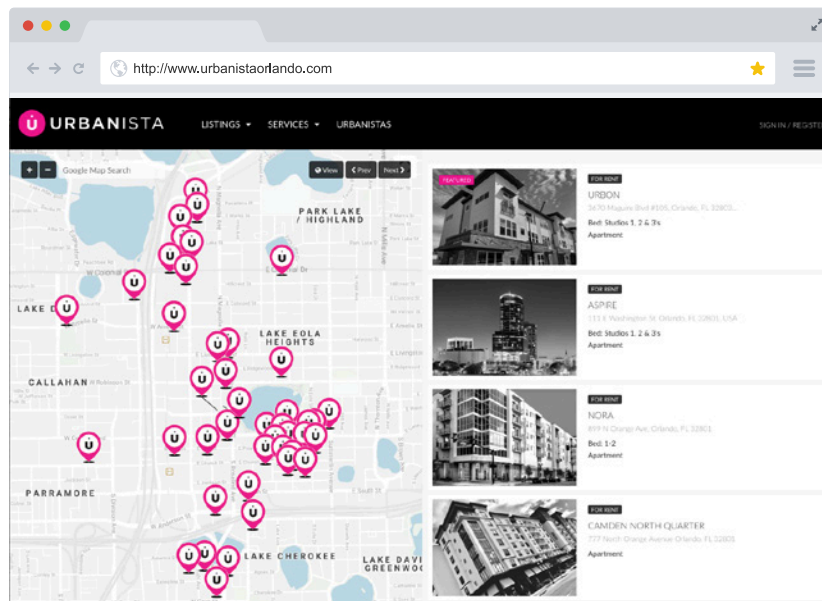
LEAD MARKET SHARE



IDX SYNDICATION

URBANISTA syndication is the distribution of active Apartment vacancies by **URBANISTA** to third-party websites, for the purpose of advertising to tenant prospects and Realtors.

Think of **URBANISTA**'s MLS-IDX as **free advertising**. The more exposure for your listings the better! The more places your listings show up, the faster they are likely to rent. The bottom line is, no one gets paid until a lead moves in. **URBANISTA** has taken a once private MLS system and opened it up for Apartment Communities to syndicate information to prospecting renters.



#1 SEO RANKED

"The Urbanista network is the most trafficked apartment listing service in Orlando with more than 130K unique visitors a year"

- IDX allows Apartment listings to gain exposure on multiple websites, significantly expanding their opportunities to find serious renters from several markets.
- IDX makes searching for apartments faster and convenient by placing relevant listings from any given area – in one place. Renters also benefit from robust features such as the ability to save searches, mark their favorite properties, and share listings on their social media networks.
- **URBANISTA** syndication is simply one of the best ways to get your apartment's vacancy viewed by the maximum number of renters. **URBANISTA**'s syndication takes your single listing and distributes it globally across millions of websites, real estate portals and search engines to maximize your community's exposure.



TEXTING BY THE NUMBERS

TEXTING STATISTICS

- 5 billion people around the world have the ability to send and receive messages via text in 2019.
- The number of monthly texts sent has increased by more than 7,700% over the last decade.
- 89% of people always have their smartphone easily accessible.
- 97% of Americans, in particular, text at least once a day.
- Texting is the #1 most used way of communication among Americans younger than 50.
- 68% of Americans prefer Texting

TEXTING VS CALLING

- US smartphone users send and receive five times more texts than they make and receive calls.
- On average, Americans spend 26 minutes per day texting compared to 20 minutes per day calling.
- 3 out of 10 consumers would give up phone calls to use messaging.
- Over 68% of consumers said they text more than they talk on their smartphones

68% OF PEOPLE PREFER TEXT

TEXTING VS EMAIL

- 82% of text messages are read within 5 minutes, but consumers only open 1 in 4 emails they receive.
- 55% of consumers prefer text for appointment reminders vs 35% of consumers who prefer email for those notifications.
- 51% of consumers prefer text for prescription refills vs 36% of consumers who prefer email for those notifications.
- 53% of consumers prefer text for service outage notifications vs 34% of consumers who prefer email for those notifications.
- Smartphone users spend 22% of their time on their phone texting but only 10% of their time using email.



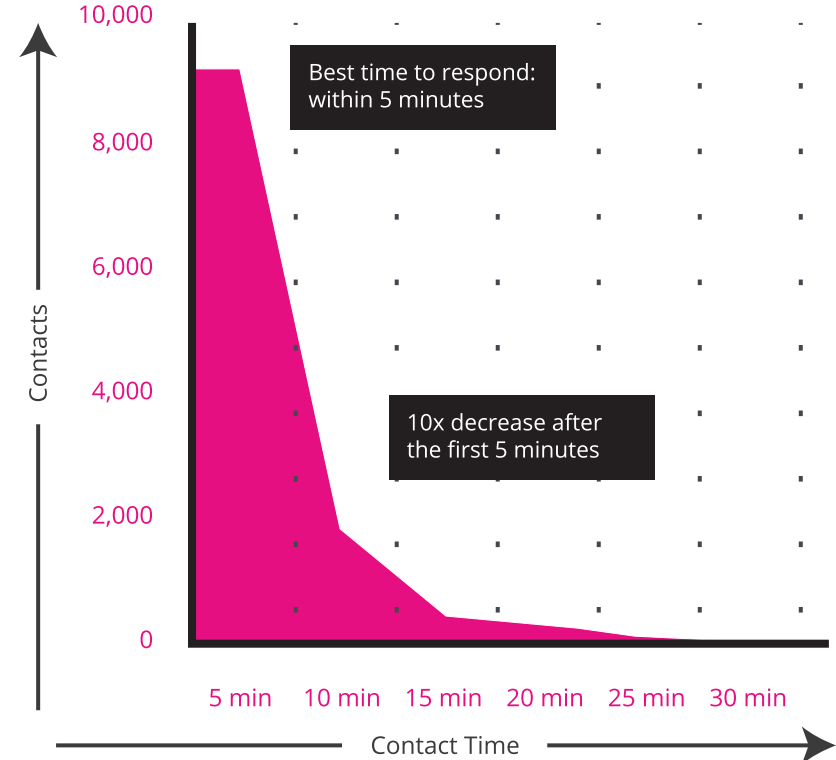
LEAD RESPONSE TIME

HERE ARE SOME FACTS TO CONSIDER:

- The odds of contacting a lead decreases 10 times in the 1st hour.
- The odds of contacting a lead if called in 5 minutes are 100 times higher versus 30 minutes.
- The odds of qualifying a lead if called in 5 minutes are 21 times higher than normal.

THE NEXT BIG QUESTION WAS WHY IS RESPONSE TIME SO IMPORTANT?

- **When we contact immediately we know where they are.** We called it “presence detection.” If they just typed in an inquiry on a website, they are probably still by their computer and by their phone.
- **When we contact immediately we are still on their minds.** This is “top-of-mind-awareness.” The average call back time is 46 hours and 53 minutes. Do you remember any of the sites you were surfing on nearly two days ago?
- **The “Wow Effect.”** People were impressed by the speed or “hustle” that we exhibited.



“Imagine going to Nordstrom on a Wednesday morning and asking to talk to a sales rep about a pair of shoes and the salesperson says they will be happy to help you Friday morning!”

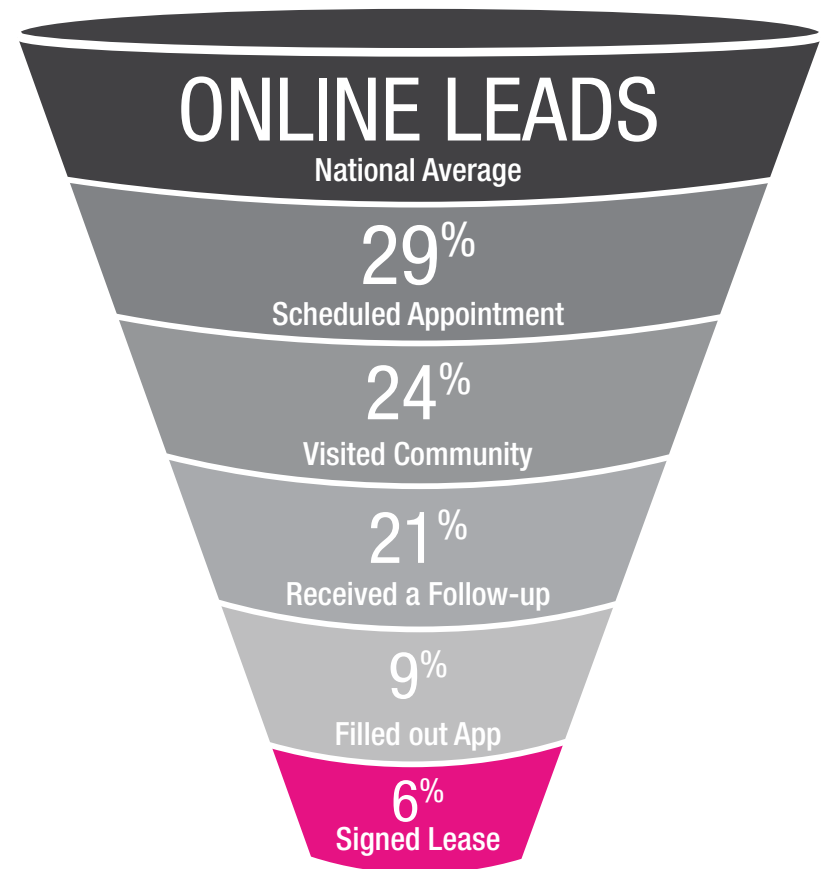
CLICK DRIVEN

HERE ARE SOME QUESTIONS TO CONSIDER:

1. How many unique leads do your leasing agents receive?
2. What is your online lead closing ratio?
3. What are your lead response times?
4. Are your agents responding to leads after-hours, weekends or holidays?
5. What is your ROI on your Internet Listing Services?

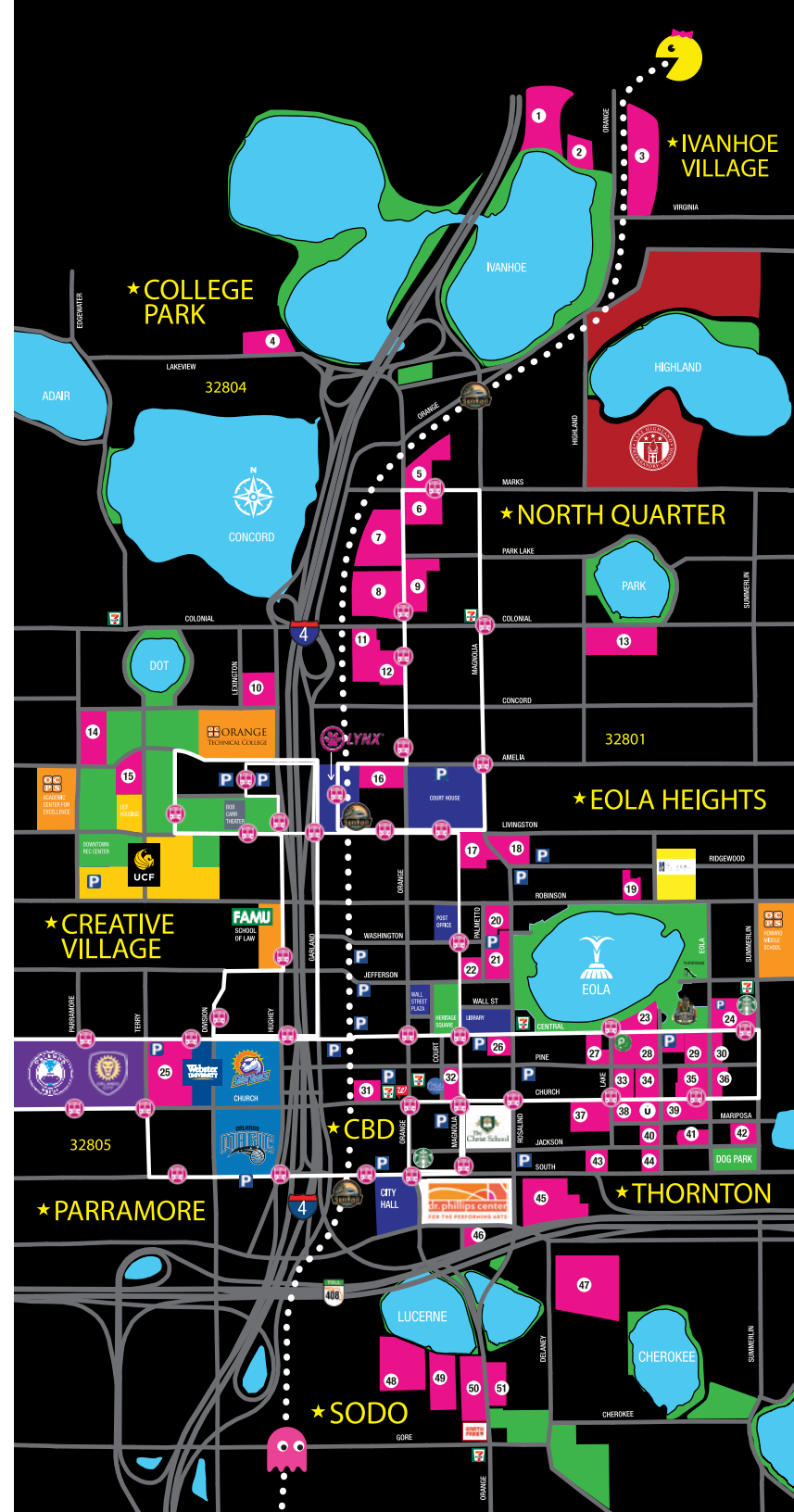


1. We receive 29,000 unique visitors each month.
2. 27% - from online lead to move-in.
3. Every lead is touched within 5 minutes.
4. URBANISTA Agents are working when your agents aren't.
5. The average of converting a lead to a tenant is 6%...
URBANISTA CAN DOUBLE THIS.



COMMUNITIES

- | | | | |
|----|------------------|----|---------------------|
| 1 | THE SHORES | 28 | PARAMOUNT |
| 2 | LAKE HOUSE | 29 | 530 |
| 3 | THE YARD | 30 | EOLA SOUTH |
| 4 | RENAISSANCE | 31 | 55 WEST |
| 5 | UPTOWN PLACE | 32 | SOLAIRE |
| 6 | NORA | 33 | CITI TOWER |
| 7 | PARK NORTH | 34 | BAPTIST TERRACE |
| 8 | STEEL HOUSE | 35 | SANCTUARY |
| 9 | NORTH QUARTER | 36 | 101 EOLA |
| 10 | LEXINGTON | 37 | FOUNTAINS |
| 11 | CHINA GLASS | 38 | THORNTON |
| 12 | ORANGE COURT | 39 | EOLA |
| 13 | PARK LAKE TOWERS | 40 | STAR TOWER |
| 14 | AMELIA COURT | 41 | JACKSON LOFTS |
| 15 | PARCEL M | 42 | TP BROWNSTONES |
| 16 | CENTRAL STATION | 43 | WESTMINSTER PLAZA |
| 17 | SKYHOUSE | 44 | OSCEOLA BROWNSTONES |
| 18 | RADIUS | 45 | GRANDE |
| 19 | REEVES HOUSE | 46 | MAGNOLIA |
| 20 | VUE | 47 | KINNERET |
| 21 | METROPOLITAN | 48 | WESTMINSTER TOWERS |
| 22 | ASPIRE | 49 | LUCERNE TOWERS |
| 23 | POST PARKSIDE | 50 | NOVEL LUCERNE |
| 24 | TPC LOFTS | 51 | CLOISTERS |
| 25 | CITY VIEW | | |
| 26 | MODERA CENTRAL | | |
| 27 | WAVERLY | | |



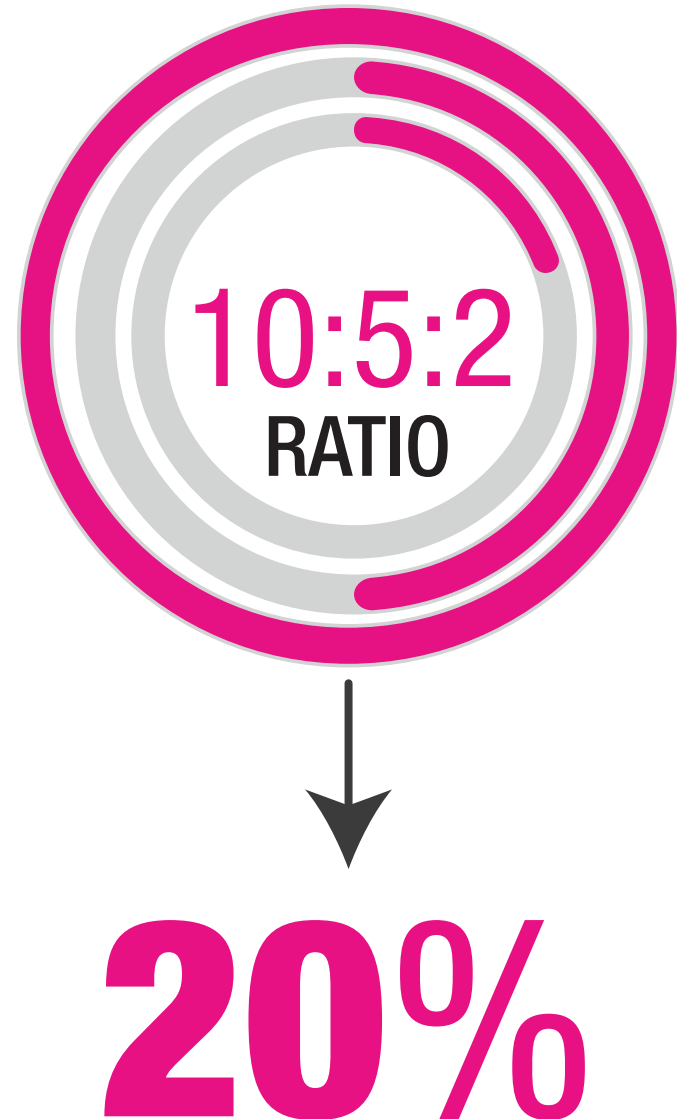
LEAD CONVERSION

URBANISTA USES THE 10:5:2 RATIO

For every 10 leads, our goal is to set 5 tours and generate 2 leases. Thus, our benchmark lead to lease conversion ratio is 20%. **What's your benchmark lead to lease conversion ratio?**

WE...

- **AUTOMATE MARKETING:** Property information, pricing, and unit availability are automatically updated instantly. Content, images, and amenities are automatically displayed across multiple sites.
- **FIND RENTERS:** Locate the right prospects at the right time by distributing your property across major rental platforms. Available units are placed right in front of searching renters, expanding your reach across the web.
- **CONVERT LEADS:** Improve conversion rates by gaining immediate access to millions of searching renters. Increase lead to lease ratios up to 20 percent while streamlining the marketing process through automation.



SNAPSHOT

ORLANDO, FLORIDA

REAL ESTATE MARKET STATISTICS 2018-2019

KEY

- NEIGHBORHOODS WHERE RWN MEMBERS INVEST
- TOTAL METRO AREA

DATA BASED ON 3 BEDROOM SINGLE FAMILY HOMES, AS OF JANUARY 2019

METRO AREA STATISTICS

2.5M

METRO POPULATION

\$42K

HOUSEHOLD INCOME

2.9%

UNEMPLOYMENT %

AVERAGE HOME PRICE

\$156,117

23%
BELOW
NATIONAL AVG.

\$201,000

0.50%
BELOW
NATIONAL AVG.

NATIONAL AVERAGE: **\$202,000**

AVERAGE MONTHLY RENT

\$1,304

0.84% PURCHASE PRICE

17%
ABOVE
NATIONAL AVG.

\$1,398

0.70% PURCHASE PRICE

2%
BELOW
NATIONAL AVG.

NATIONAL AVERAGE: **\$1,427**
0.71% OF PURCHASE PRICE

6-YR EQUITY GROWTH

66.00%

61%
FASTER
NATIONAL AVG.

NATIONAL AVERAGE: **41.00%**

7-YR POP. GROWTH

17.00%

227%
FASTER
NATIONAL AVG.

NATIONAL AVERAGE: **5.29%**

1-YR JOB GROWTH

4.17%

141%
FASTER
NATIONAL AVG.

NATIONAL AVERAGE: **1.73%**

LIMITED SERVICE MLS LISTING AGREEMENT

URBANISTA BROKERS IS AUTHORIZED TO PLACE LISTING IN THE MLS AND WILL PROVIDE FREE LIMITED SERVICES.

The Owner has reviewed the information contained on the MLS and acknowledges the information to be true and correct to the best knowledge of the owner. The subject property will be broadcast onto Internet web sites to aid in the marketing of the Property for lease. All photos are the intellectual rights of the owner and owner allows Urbanista to use them for marketing purposes. The Owner hereby authorizes Listing Broker to file this Data Entry form with the MFRMLS and the Owner will provide timely notice of all status changes. Owner may terminate "Limited Service Listing Agreement" with a 24hr notice without penalty.

ZUMPER ZILLOW STELLAR MLS / IDX

SUBJECT PROPERTY

SUBJECT PROPERTY ADDRESS

SUBJECT REPRESENTATIVE NAME

SUBJECT REPRESENTATIVE SIGNATURE

URBANISTA AGENT NAME

URBANISTA AGENT SIGNATURE

Urbanista Brokers INC | 420 E. Church St. #115 Orlando, FL. 32801 | www.urbanistaorlando.com

