



# WRH

*You Matter*

## PROPERTY MANAGEMENT & ADVISORY SERVICES OVERVIEW





# OUR VISION

## VISION STATEMENT

To be the recognized leader in quality multifamily real estate services in the southeastern United States.

## CORE VALUES

We believe in:

- The training, development and empowerment of our team members
- Promoting a team environment with mutual respect
- Measuring success by the satisfaction of our residents and clients
- Creating opportunities from change
- The pursuit of excellence while never compromising our integrity or ethics

## OPERATING PHILOSOPHY

**LEADERSHIP** – We lead by establishing a clear vision, setting measurable goals, and fostering a positive and creative work environment

**EMPOWERMENT** – We empower our team members to utilize their talents and ideas to achieve established objectives

**SUPPORT** – We work together as a team supporting each other's activities and goals

**ACCOUNTABILITY** – Each team member is accountable for his or her individual behavior and performance

# OUR SERVICES

At WRH Realty Services we employ a simple philosophy: that the pursuit of excellence, vision, and integrity be at the forefront of each and every business practice. Whether it's working directly with the property, advising an investor or client, or identifying new acquisition opportunities, our decisions and operations reflect these high-quality standards. WRH Realty Services, LLC is one of the largest privately owned, full-service multifamily property management companies in the Southeastern United States, comprised of more than 10,000 units.

As an industry leader in real estate management, our mission is to exceed expectations with professional expertise, innovative techniques, and superior customer service.



## Our Services Include:

- Property Management
- Construction Services
- Advisory Services
- Pre-Development Consulting
- Real Estate Investment
- Due Diligence Services
- Affordable Compliance Services

# WHAT INSPIRES US



*“At WRH, everything we do is inspired by the pursuit of excellence, respect for the individual, putting clients first, and integrity in all aspects of our multifamily property management business.”*  
*-Mark Rutledge, President & CEO*



# WRH REALTY SERVICES



# MARKET OVERVIEW



## Locations

**Headquarters:**  
St. Petersburg | Florida  
Jacksonville | Florida

## Overview

10,000+ units  
28 cities  
3 states

## Markets

Florida  
North Carolina  
Texas

## Strategies

New Development  
Renovation  
Distressed  
Receivership

## Product Type

Luxury  
Urban/Suburban  
High-rise  
Mid-rise  
Garden-style  
Affordable  
Senior  
Workforce

# WRH Success

## *Employee Satisfaction*



**300 +/-**  
Employees



**Best Places  
to Work in  
Multifamily®**



**Glassdoor – 4.2**  
Employee  
Recommendation



**Top Notch  
Career Development  
and Training**

## *Growth*



**10,000 +/-**  
Total Units



**12 US Markets**  
Across 3 States



**11,630 total**  
Units Leased-up



**Over 2 decades of  
Annual Revenue  
Growth**

## *Company Recognition*



**Best & Brightest**  
Management Companies  
to work for in the **Nation.**  
(2024, 2023, 2022, 2021)



**Top  
Philanthropic  
Organizations**



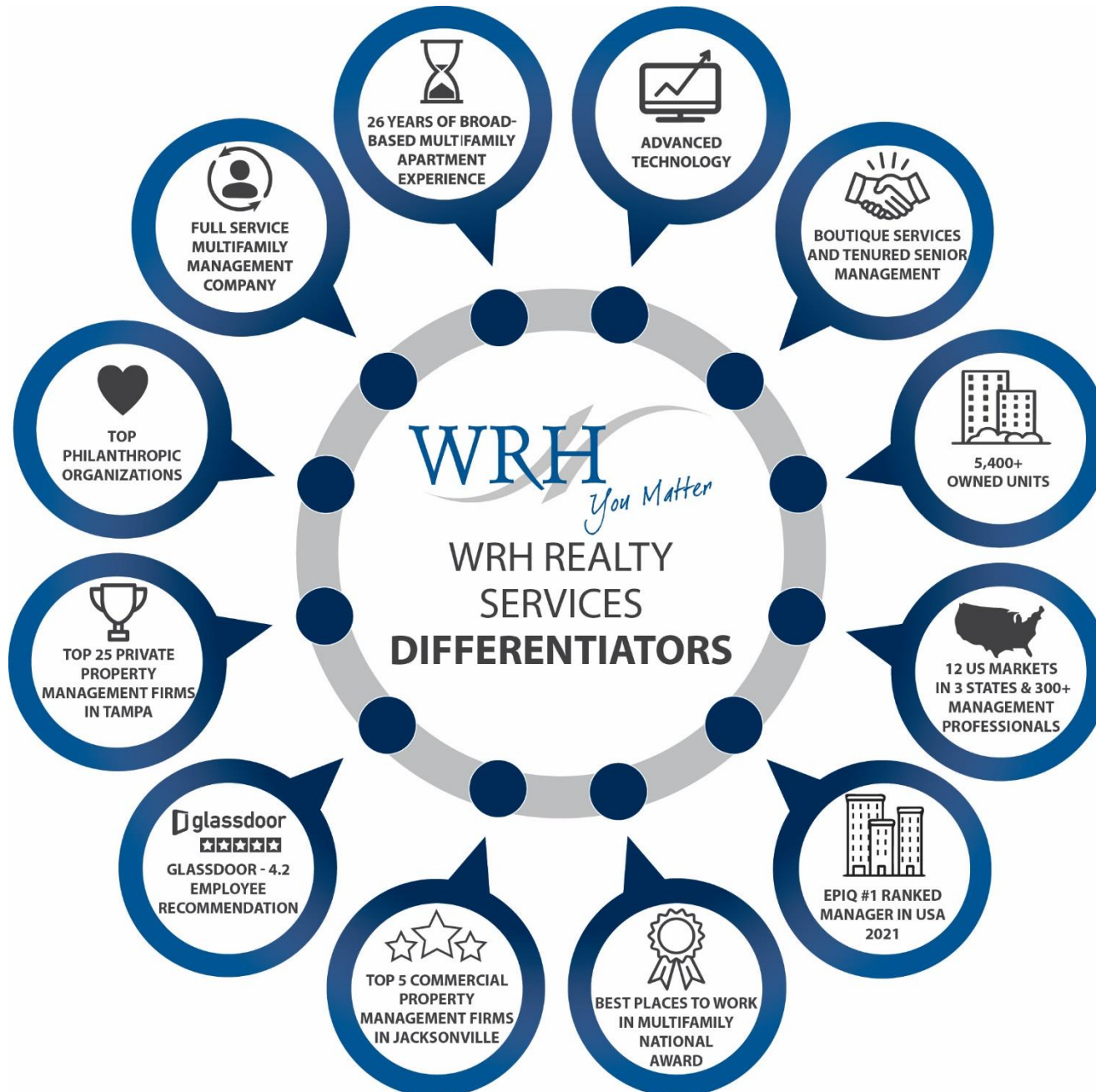
**SatisFacts eplQ Rating**  
**Top Management Company**  
(25+ communities)



**Top 25 Property  
Management Firms**  
(Tampa Bay Business  
Journal)

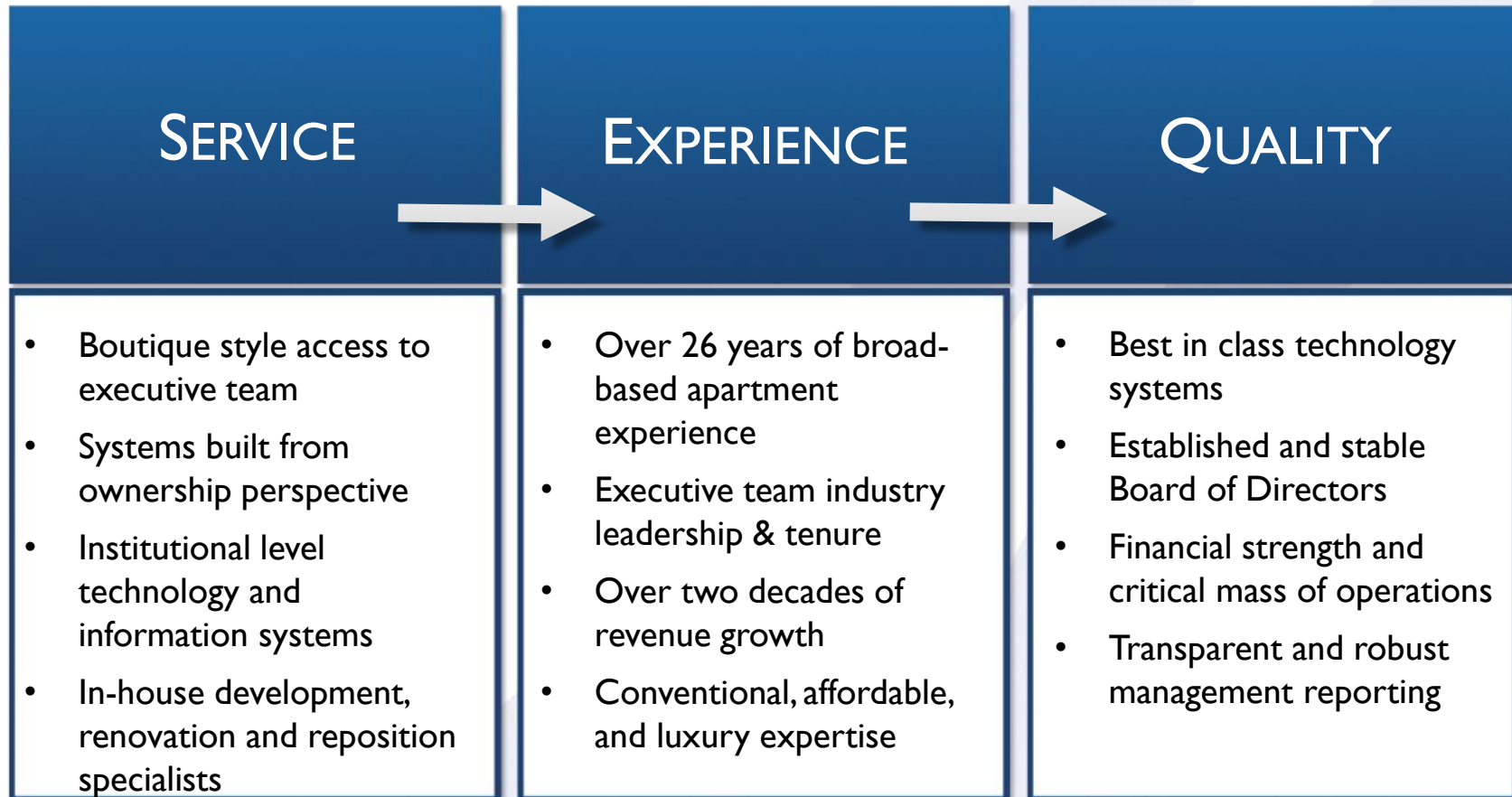


# WRH KEY DIFFERENTIATORS

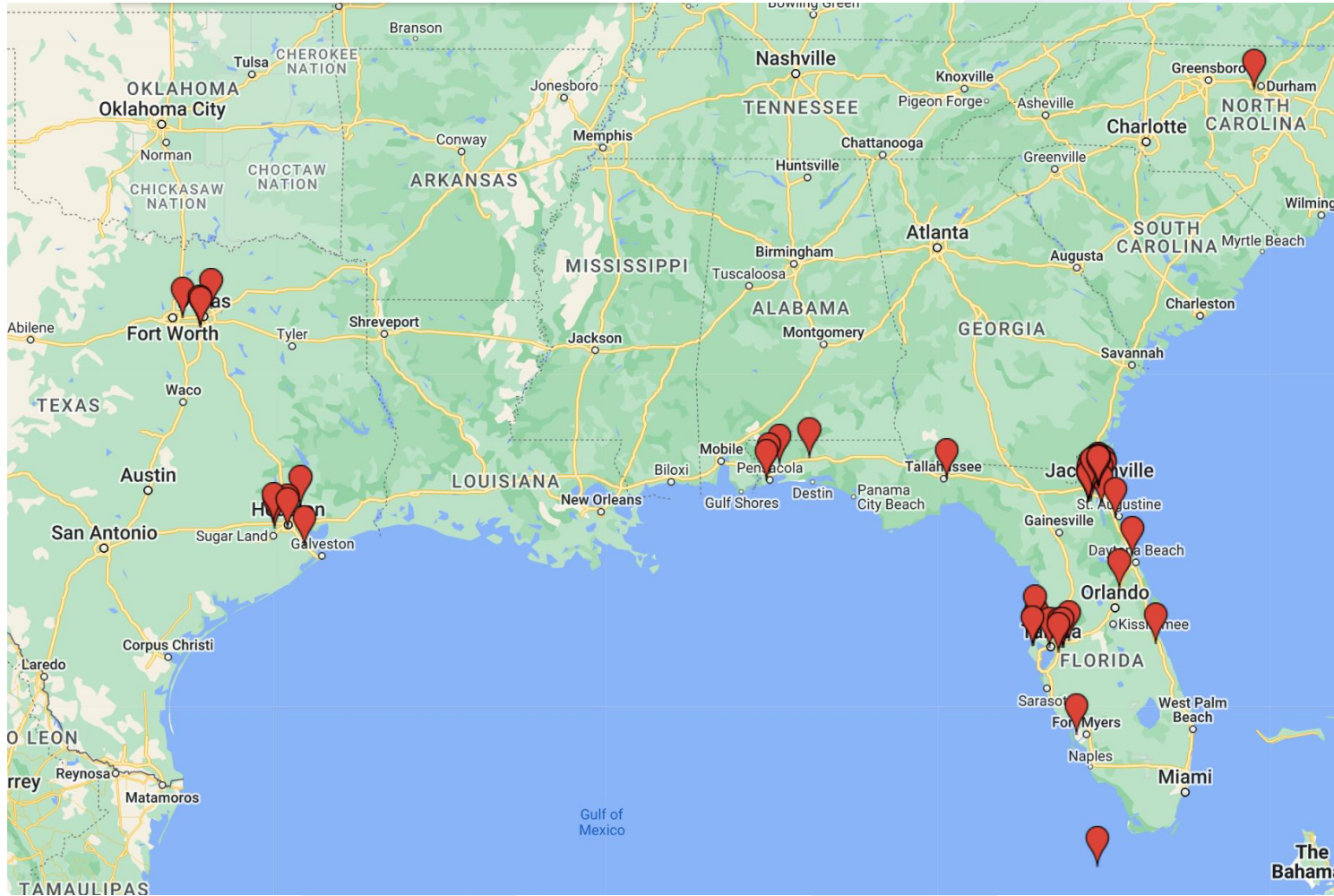




# THE WRH ADVANTAGE



# WRH REALTY PORTFOLIO



## WRH Realty Services Communities



# WRH REALTY PORTFOLIO

## Florida

Property	Location	Units	Property Type
11 East Forsyth	Jax - Downtown	127	Market
Abigail Court Senior	Port Richey	90	LIHTC
Addison Landing	Jax - Westside	289	Market
Andrew Landing	Riverview	108	LIHTC, CB
BC Tampa Properties	Tampa	132	Market
Carling	Jax - Downtown	100	Market
Caroline Oaks Senior	Jax - Downtown	82	LIHTC, SAIL, County Bond
Carter Crossing Senior	Milton	93	LIHTC
Cassie Gardens Senior	Orange Park	96	LIHTC
Ciel	Jax - Southside	400	Market
Coco Vista	Marathon	109	LIHTC/SAIL- Workforce
Coralina	Cape Coral	188	Market
Emery Cove	Tallahassee	90	LIHTC
Gavin Point	Jacksonville	105	LIHTC, CB
Katie Manor Senior	Crestview	102	LIHTC, Senior
Kelsey Cove	Brandon	108	LIHTC, IA
Landings at Boot Ranch	Palm Harbor	232	Market
Landon Preserve	Brandon	230	LIHTC, IA, MMRB
Lofts at Cathedral	Jax – Downtown	120	LIHTC, SAIL, SHIP, HOME
Lofts at Brooklyn Station	Jax – Downtown	133	LIHTC, IA, MKT
Lofts at Jefferson	Jax - Downtown	133	LIHTC

## Florida (Continued)

Property	Location	Units	Property Type
Lofts at LaVilla	Jax – Downtown	130	LIHTC
Lofts at Monroe	Jax – Downtown	108	LIHTC
Lofts at Murray Hill	Jacksonville	117	LIHTC, IA, MKT
Lofts at San Marco East	Jax - Downtown	172	LIHTC, CB
Lucas Creek Senior	Panama City	93	LIHTC, Senior
Longleaf at St. Johns	Jacksonville	335	Market
Macie Creek	Middleburg	96	LIHTC
Madison Palms	Jacksonville	240	LIHTC/ JHFA
Madalyn Landing	Palm Bay	304	Market
Mary Eaves Senior	Jax – Downtown	80	LIHTC, HOME, MMRB
Macie Creek	Middleburg	96	LIHTC
Melissa Grove	Jacksonville	90	LIHTC/ JHFA
Molly Crossing Senior	Middleburg	90	LIHTC
Monroe Place	Sanford	80	Senior
Nathan Ridge	Middleburg	192	LIHTC, CB, SAIL
Olive Grove Senior	Ormond Beach	88	LIHTC, SHIP, Senior
Palms of Clearwater	Clearwater	200	Market
Peyton Ridge	Jax – Arlington	123	LIHTC, Senior
Pines at Warrington	Pensacola	160	LIHTC, SHIP
Pine Berry Senior	Clearwater	85	LIHTC, HOME, SHIP

# WRH REALTY PORTFOLIO

## Florida (Continued)

Property	Location	Units	Property Type
Residences at Barnett	Jax - Downtown	107	Market
San Marco Heights	St. Augustine	132	LIHTC, CB, CDBG-DR
Sydney Trace	Jacksonville	192	LIHTC
The Quarry I	Key West	92	LIHTC
The Quarry II	Key West	112	LIHTC
The Quarry III	Key West	57	LIHTC
Townsgate	Plant City	264	Market
Valrico Station	Valrico	368	Market
Woodlake Park	Jacksonville	256	Market
<b>Total Units: 7,430</b>			

## Texas

Property	Location	Units	Property Type
Allure Hermann Park	Houston, TX	396	Market
Bahia Cove	Houston, TX	248	Market
Harbor Cove	Kingwood, TX	300	Market
Hilton Head	Dallas-TX	380	Market
Horizons at Sunridge	Fort Worth-TX	272	Market
Horizons at Sunridge II	Fort Worth-TX	160	Market
Mount Vernon	Desoto-TX	432	Market
Parque at Bellaire	Houston-TX	201	Market
Skyline at Midtown	Houston-TX	269	Market
Vista at Park Row	Houston-TX	342	Market
Wintergreen Place	Desoto-TX	256	Market
<b>Total Units: 3,256</b>			

## North Carolina

Property	Location	Units	Property Type
Dobbins Hill	Chapel Hill	87	LIHTC
<b>Total Units: 87</b>			



# LEASE-UP EXPERIENCE

Property	Unit Count	Location
11 East	127	Jacksonville, FL
Abigail Court	90	Port Richey, FL
Bella Vista	328	St. Augustine, FL
Boggy Creek	396	Kissimmee, FL
Camri Green	184	Jacksonville, FL
Caroline Oaks	82	Jacksonville, FL
Carter Crossing	93	Milton, FL
Cassie Gardens	96	Orange Park, FL
Charleston on 66 <sup>th</sup>	258	Largo, FL
Ciel	400	Jacksonville, FL
Cortona South Tampa	300	Tampa, FL
Courtney Manor	360	Jacksonville, FL
Deer Meadow	200	Jacksonville, FL
Grande Court Blanding	252	Jacksonville, FL
Grande Court North Port	128	North Port, FL
Gregory Cove	288	Jacksonville, FL
Groves at Victoria Park	122	Sebring, FL
Holly Cove	202	Orange Park, FL
Jordan Cove	248	Dickinson City, TX
Katie Manor	102	Crestview, FL
Kelsey Cove	108	Brandon, FL
Kendall Court	360	Jacksonville, FL
Landon Preserve	230	Brandon, FL
Leigh Meadows	304	Jacksonville, FL
Lofts at Brooklyn	133	Jacksonville, FL
Lofts at Jefferson Station	133	Jacksonville, FL
Lofts at LaVilla	130	Jacksonville, FL
Lofts at Monroe	108	Jacksonville, FL

Property	Unit Count	Location
Lofts at Murray Hill	117	Jacksonville, FL
Logan Heights	360	Sanford, FL
Lucas Creek	93	Pensacola, FL
Macie Creek	96	Middleburg, FL
Madalyn Landing	336	Palm Bay, FL
Mary Eaves	80	Jacksonville, FL
Molly Crossing	90	Middleburg, FL
Mount Vernon	432	DeSoto, TX
Nathan Ridge	192	Middleburg, FL
Noah's Landing	320	Naples, FL
Oaks at Normandy	312	Jacksonville, FL
Peyton Ridge	123	Jacksonville, FL
Portofino	320	Jacksonville, FL
Riley Chase	304	North Port, FL
Ryan Oaks	132	Jacksonville, FL
Sydney Trace	192	Orange Park, FL
The Boulevard	260	Largo, FL
The Carling	100	Jacksonville, FL
The Oaks at Cherry	81	Charlotte, NC
The Quarry	265	Key West, FL
Thomas Chase	268	Jacksonville, FL
Tivoli	400	Jacksonville, FL
Travini	488	Sarasota, FL
Valrico Station	308	Valrico, FL
Villa Nova	312	Orlando, FL
Westridge	312	Jacksonville, FL
Whitney Place	60	Clearwater, FL
Wrecker's Cay	280	Key West, FL
<b>Total Units Leased Up: 11,630</b>		



# WRH LEADERSHIP

## EXECUTIVE TEAM



**J. Mark Rutledge, CPM**  
President & Chief Executive Officer  
St. Petersburg, Florida



**Brian Davies, CPM**  
Chief Operating Officer  
Jacksonville, Florida



**Cynthia Haines, CPM**  
Chief Business Development  
Officer  
Jacksonville, Florida



**John G. Withers**  
Executive Vice President  
St. Petersburg, Florida



**Jon K. Taylor, CPA**  
EVP & Chief Financial Officer  
St. Petersburg, Florida



**Ken Furtaw**  
Regional Vice President  
Jacksonville, Florida

## SUPPORT



**Angela Taylor, SPHR**  
Vice President of Human Resources  
St. Petersburg, Florida



**Dan Buschlen**  
Vice President of Finance  
St. Petersburg, Florida



**Michelle Cutillo, HCCP, COS, SHCM**  
Vice President of Compliance  
Jacksonville, Florida



**Kaley Vaughan**  
Director of Marketing  
Jacksonville, Florida



**Katie Wrenn**  
Director of Training & Development  
Jacksonville, Florida



**Clive Bamford**  
Director of Construction Services  
St. Petersburg, Florida



# REGION SUPPORT

## REGIONAL VICE PRESIDENT



**Ken Furtaw**  
Regional Vice President  
Jacksonville, Florida

## REGIONAL DIRECTORS



**Stephanie Treto, CPM**  
Regional Director  
Tampa, Florida



**Shannon Gregory**  
Regional Director  
Jacksonville, Florida



**Tammy Burgett**  
Regional Director  
Jacksonville, Florida



**Rene Curry**  
Regional Director  
Dallas, Texas



**Shelia Barcia**  
Regional Director  
Jacksonville, Florida



**Michelle Long**  
Regional Director  
Jacksonville, Florida



**Angela Tevebaugh**  
District Manager  
Houston, Texas



**Pam Floyd**  
District Manager  
Jacksonville, Florida

## SUPPORT



**Lee Caudill**  
Regional Maintenance Director  
Jacksonville, Florida

# LEADERSHIP TEAM

## **J. MARK RUTLEDGE, CPM** **PRESIDENT & CHIEF EXECUTIVE OFFICER**



Mark Rutledge is the President and Chief Executive Officer of WRH Realty Services, LLC. and is responsible for initiating and directing WRH and its associates. As President of WRH, he is responsible for the overall direction and performance of the company including directing new business initiatives. He also serves as President of WRH Income Properties Inc., WRH Properties, Inc., and WRH Mortgage, Inc., and serves on the Board of Directors for each entity.

Mark has been with the firm since 1991 during its formation and previously served as Vice President of each entity wherein he was responsible for loan and property acquisitions, as well as asset management and numerous property repositions. He also was a member of the acquisition team on several bank acquisitions including the acquisition of Republic Bank.

Mark holds a Bachelor's degree in Finance and Marketing as well as a Master's degree with a concentration in Finance, both from Florida State University. He has earned the Certified Property Manager (CPM) designation from the Institute of Real Estate Management (IREM) and previously held a NASD Series 7 license and Florida Mortgage Broker license. Mark also has served as a board member of the St. Anthony's Hospital Foundation and as a board member. He is on the Board of Directors for the YMCA of Greater St. Petersburg currently serving on the executive team as Secretary and prior to that Chairman of the Business Development Committee. Mark also serves on the Board of Directors for the Bay Area Apartment Association and is the Co-Chair of the Legislative Committee. In 2023 Mark received the Distinguished Citizen Award from the Greater Tampa Bay Area Council of the Boy Scouts of America and was inducted to The Order of Salvador for the Dali Museum.



# LEADERSHIP TEAM



## **BRIAN T. DAVIES, CPM | CHIEF OPERATING OFFICER**

As the Chief Operating Officer of WRH, Brian is responsible for all aspects of operations in the property management portfolio as well as the marketing and compliance departments. Brian has served WRH for over 16 years as a Regional Vice President overseeing and managing multi-million-dollar assets, including both market and tax credit multifamily communities, encompassing new construction and stabilized properties.

Brian is a past President and Director Emeritus of the First Coast Apartment Association (FCAA) and a past President of the Institute of Real Estate Management (IREM) North Florida Chapter. He received his bachelor's degree from the University of North Florida and earned the Certified Property Manager (CPM) designation from the Institute of Real Estate Management (IREM).



## **JON K. TAYLOR, CPA | EXECUTIVE VICE PRESIDENT & CHIEF FINANCIAL OFFICER**

Jon Taylor joined WRH Realty Services, LLC in 2018 and serves as Executive Vice President, Chief Financial Officer, and Treasurer for the parent WRH Income Properties, Inc., and all affiliated entities. Jon is responsible for the leadership of accounting, finance, human resources, training, risk management and information technology. Jon has more than 25 years of experience in the financial industry. Prior to WRH, he served in financial and operational leadership roles with leading companies including GE Capital, Franchise Finance Corporation of America, and EMF Broadcasting, in addition to MC Companies, a similar multifamily organization, and global private equity firms. He also has served large education and healthcare nonprofit organizations.

Jon earned his Bachelor of Science degree in Accounting from the University of Arizona and is a Certified Public Accountant (CPA).

# LEADERSHIP TEAM



## **CYNTHIA HAINES, CPM | CHIEF BUSINESS DEVELOPMENT OFFICER**

As the Chief Business Development Officer of WRH, Cynthia will be growing the WRH multifamily portfolio and related business services by leveraging her institutional knowledge and relationships with her 25 years of multifamily real estate experience. This includes her prior role as the Chief Operating Officer for WRH Realty Services for over 16 years.

Cynthia graduated with honors from the University of North Florida, where she earned a Bachelor's Degree in Business Administration with an emphasis in Real Estate Analysis and Urban Land Economics. She also earned the Certified Property Manager (CPM) designation from the Institute of Real Estate Management (IREM). Cynthia served on the Business Advisory Council for the Coggin College of Business at the University of North Florida. She is Past President of the Northeast Florida Chapter of the Institute of Real Estate Management and chaired their legislative committee. She is also Past President of the First Coast Apartment Association (FCAA) and is the past legislative chair. Cynthia was also recognized by the Jacksonville Business Journal as a Woman of Influence in 2004, 2014 and 2016.



## **JOHN G. WITHERS | EXECUTIVE VICE PRESIDENT**

John Withers leads the acquisition and asset management team for WRH and is responsible for managing the multifamily investments owned by WRH Realty Services, LLC as well as identifying, underwriting and acquiring new multifamily properties for the company's portfolio. He also oversees WRH's financial monitoring line of business, which provides performance monitoring and reporting services for apartment projects that are financed by tax-exempt, multifamily revenue bonds. John has been with WRH since 1998 and has been involved in the management of the company's commercial and multifamily real estate and loan portfolios, including numerous property repositions. John has over 25 years of real estate experience.

Prior to joining WRH, John was a consultant with Real Estate Research Consultants, Inc., specializing in market and feasibility studies for commercial and residential real estate projects, market analysis and revenue projections for tax increment bonds, and economic and fiscal impact studies. Prior to that, he worked as a commercial real estate appraiser in west central Florida. John started his career as a Real Estate Analyst with L.J. Hooker Development. John holds a Master of Science in Real Estate degree from Georgia State University and a Bachelor of Science in Management degree from Tulane University. John is a licensed Florida Real Estate Salesman.

# LEADERSHIP TEAM



## **ANGELA TAYLOR | VICE PRESIDENT OF HUMAN RESOURCES**

Angela Taylor joined WRH Realty Services in 2005 as the Director of Human Resources. She has over 28 years of human resource management experience with over half specialized in the multi-family arena. Angela provides strategic human resources leadership and oversight of all company-wide activities related to recruiting, retention, employee relations, compensation and benefits, leadership development, state and federal law compliance and all human resources initiatives. Prior to joining WRH she spent 13+ years as an HR leader in the manufacturing industry where she also held a dual role as Director of Safety.

Angela Taylor holds her Professional in Human Resources Certification (PHR) from HRCI. Ms. Taylor participates in a variety of professional organizations. She is a member of the American Payroll Association (APA), the Association for Talent Development (ATD), National Human Resources Association (NHRA) and the National Society for Human Resource Management (SHRM) as well as the local Tampa SHRM chapter.



## **DAN BUSCHLEN | VICE PRESIDENT OF FINANCE**

Dan Buschlen is the Vice President of Finance at WRH Realty Services, Inc, where he oversees the company's financial operations and strategy.

Dan joined WRH Realty Services, Inc in 2008 and has been instrumental in driving innovation and stability to his department and organization. He is responsible for managing the Accounting team, financial reporting and monitoring, overseeing budgeting and forecasting, and ensuring regulatory compliance.

Dan earned his Bachelor's degree in Accounting from the University of South Florida.



# LEADERSHIP TEAM



## **MICHELLE CUTILLO, HCCP, COS, SHCM | VICE PRESIDENT OF COMPLIANCE**

Michelle Cutillo joined WRH Realty Services, Inc in 2007 and currently serves as the Director of Compliance and Operations. Michelle is responsible for overseeing affordable compliance, screening policies, application fraud identification, and creating best practices within the management portfolio.

Michelle has over 17 years of experience in the affordable housing industry. Michelle has her bachelor's degree in Business Management in addition to a number of industry designations such as the Housing Credit Certified Professional (HCCP), the Certified Occupancy Specialist (COS), and the State Housing Credit Manager (SHCM).



## **KEN FURTAW | REGIONAL VICE PRESIDENT**

As Regional Vice President of WRH Realty Services, LLC, Ken Furtaw is responsible for the development and implementation of programs, initiatives and strategies that promote the achievement of optimum operational, financial and business performance by the properties managed by WRH.

Ken joined WRH in 2014 and has over 20 years' experience in managing multi-million-dollar assets, including both market and tax credit multifamily communities, encompassing new construction and stabilized properties.

Ken is the President of the First Coast Apartment Association (FCAA). He received his bachelor's degree from Northwood University and earned his master's degree in leadership from Central Michigan University.

# LEADERSHIP TEAM



## **KALEY VAUGHAN | DIRECTOR OF MARKETING**

Kaley Vaughan joined WRH Realty Services, LLC in 2013 as the Director of Marketing. Kaley is responsible for the execution of all advertising, digital marketing strategies, community relations, and public relations efforts for WRH and its communities across the portfolio. In addition, she is responsible for brand awareness, new product implementation, leveraging digital assets including website, marketing collateral, and social media platforms.

Kaley is a graduate of Stetson University where she earned a Bachelor of Business Administration with a Marketing emphasis. Kaley has over 15 years of experience in marketing and sales in the multifamily industry.



## **KATIE WRENN | DIRECTOR OF TRAINING AND DEVELOPMENT**

Katie Wrenn joined WRH Realty Services, LLC in 2018 and serves as the Director of Training and Development. Katie has more than 17 years of experience in the multifamily industry with 10+ years focusing on learning and development. During her multifamily tenure she has served as the President of the Florida Apartment Association as well as various committee and boards for the National Apartment Association. Katie is responsible for employee onboarding, career development, system and process implementations and support services.

Katie earned her Master of Business Administration (MBA) from Jacksonville University and her Bachelor of Arts in Business Management from Ursuline College and holds the (CAPS) Certified Apartment Portfolio Supervisor designation from the National Apartment Association.

# CONSTRUCTION SERVICES

WRH Realty Services, LLC has a full-service construction management department and has served as the construction manager for a wide variety of clients in a variety of projects from new development to significant renovations. We deliver superior results by understanding our client's objectives combined with a hands-on approach, with the expertise and knowledge of professionals. By maintaining a consistent and dedicated construction management team, we can provide clients with an unmatched competitive advantage on every project from concept to completion.



## Construction management services include:

- Scope of Work Development
- Bid Package Development
- Contract Administration
- Preventative Maintenance Programs
- Physical Condition Reports
- Contract Development and Negotiation
- Maintenance Programs
- Safety Programs
- Energy Conservation
- Value Engineering



# CONSTRUCTION SERVICES TEAM



**CLIVE BAMFORD**  
**DIRECTOR OF CONSTRUCTION SERVICES**

Clive Bamford joined WRH Realty Services in 2012 as the Director of Construction Services. He is responsible for overseeing construction and renovation activities throughout the southeast United States. Clive's responsibilities include supervision of three Project Managers for capital improvements and new development. This includes development of scopes, specifications, budgeting, contract negotiations, scheduling, quality control and contract administration. His primary focus is to provide management with support to preserve the WRH portfolio, and to provide clients with resources to conduct capital improvements. Clive has also overseen new apartment developments and recently completed a \$46 million development in Jacksonville, Florida. Prior to joining WRH, Clive served as Senior Project Manager with REIT's and management companies. Clive comes to WRH with over 30 years of new development and rehab construction experience from Florida to the United Kingdom. He currently holds a Florida General Contractor's License.



**PATRICK GUY**  
**PROJECT MANAGER/NATIONAL ACCOUNTS**

Patrick Guy joined WRH Realty Services in 2016 as the Manager of Construction Services. Patrick is responsible for overseeing interior and exterior construction projects throughout the entire WRH portfolio. Patrick has more than 17 years of project management experience having served as Project Manager for OneSource General Contracting, LLC, Redwood Construction, and owned and operated 5Guys Contracting, LLC from 2009 to 2015. Patrick earned his Associate's degree in architectural drafting from Gaston College. He holds a CPSI (National Certified Playground Safety Inspector) certification and is a certified installer for pre-engineered polygon steel structures. Patrick also holds 10 OSHA Certifications.

# CONSTRUCTION SERVICES TEAM



## **ALEPH STURMS** **PROJECT MANAGER**

Aleph Sturms joined WRH Realty Services in 2016 as a Project Manager. In his role, Aleph is responsible for overseeing interior and exterior renovations to ensure that projects are completed on time and within budget. Aleph has more than 12 years of experience as a project manager, and previously served as a project manager for The Renovation Group, Holiday Builders, and Matrix Field Services. Aleph holds a Bachelor of Science degree in safety management from Central Missouri State University, and a Master of Science degree from Central Missouri State University.



## **DAVID WEST** **PROJECT MANAGER**

David West joined WRH Realty Services in 2021 as a Project Manager. David is responsible for overseeing interior and exterior renovations to ensure projects are completed within the forecasted time frame, and within budget. David has more than 5 years of project management and project estimating experience. He has estimated and overseen projects valued from 100k to 10 million dollars.

David holds his Bachelor of Science degree in Business Administration from Texas A&M University – Commerce.

# SERVICE & SUPPORT



ACCOUNTING



INFORMATION  
TECHNOLOGY



MARKETING



AFFORDABLE  
HOUSING &  
COMPLIANCE



HUMAN  
RESOURCES



LEARNING &  
DEVELOPMENT



RISK  
MANAGEMENT



PURCHASING



CONSTRUCTION  
SERVICES



CONSULTING



# INDUSTRY PARTNERS



UTILITY SERVICES  
CONSERVICE



PAYABLES  
YARDI PROCURE  
TO PAY



SCREENING  
YARDI SCREENING



PERFORMANCE  
ANALYTICS  
YARDI BI



COLLECTIONS/RECEIVABLES  
TSI



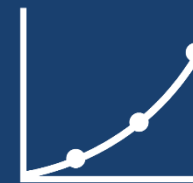
MANAGEMENT  
SOFTWARE  
YARDI



BANKING  
WELLS FARGO



RESIDENT INSURANCE  
ePREMIUM



RESIDENT SURVEYS  
SATISFACTS



TALENT ACQUISITION  
ICIMS

# MARKETING OVERVIEW

## PROPERTY WEBSITE

RESPONSIVE WEBSITE DESIGN  
FULLY INTEGRATED WITH YARDI  
RESIDENT & APPLICANT PORTALS  
SEO SOLUTIONS  
CAMPAIGN MANAGEMENT  
EMAIL MANAGEMENT  
24/7 TRAINING  
VIDEO & 360 TOURS  
ILS DATA SYNDICATION  
AI VIRTUAL LEASING ASSISTANT

## MARKETING COLLATERAL

BROCHURE FLIPBOOKS  
BUSINESS CARDS  
DIRECT MAILERS  
QR CODE POST CARDS  
FLYERS  
LOCAL BUSINESS & EMPLOYER PIECES

## RESIDENT RETENTION

CRM  
WRH REFERRAL PROGRAM  
RESIDENT EVENTS  
RESIDENT NEWSLETTERS  
RESIDENT SATISFACTION SURVEYS

## ONLINE PRESENCE

GOOGLE ADWORDS  
SEM/SEO CAMPAIGNS  
GOOGLE BUSINESS PROFILE  
GEO-TARGETING  
CRAIGSLIST  
FACEBOOK MARKETPLACE  
ZILLOW  
YELP  
COSTAR/APARTMENTS.COM  
RENT PATH  
APARTMENT LIST

## SOCIAL MEDIA

FACEBOOK  
PINTEREST  
TWITTER  
INSTAGRAM  
YOUTUBE  
LINKEDIN  
TIK TOK

LEASE-UP  
TRACKING & ANALYSIS

## PUBLIC RELATIONS

PRESS RELEASES  
REPUTATION MANAGEMENT  
APARTMENT RATINGS  
SATISFACTS

## COMMUNITY IMAGE

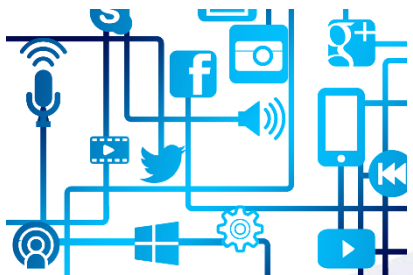
MODEL UNIT  
CLUBHOUSE  
CURB APPEAL  
SIGNS/FLAGS/BANNERS

## PROMOTIONS

BRANDED PROMOTIONAL ITEMS  
COLLATERAL MATERIAL  
PROFESSIONAL PHOTOGRAPHY

## OUTREACH MARKETING

MARKET ANALYSIS  
PREFERRED EMPLOYER PROGRAMS  
LOCAL AREA BUSINESSES  
HYPERLOCAL MARKETING



# EDUCATION METHODS





# COMMUNITY INVOLVEMENT



Charitable organizations we partner with:

- **The National Breast Cancer Foundation**
- **Ronald McDonald House Charities**
- **Disabled American Veterans**
- **Alzheimer's Foundation of America**
- **American Cancer Society**
- **American Heart Association**
- **YMCA of Greater St Petersburg**
- **Junior Achievement**

# AWARDS & ACCOLADES



# AWARDS & ACCOLADES

## **Accredited Management Organization (AMO®)**

- Accredited national designation through the Institute of Real Estate Management (IREM)

## **Accredited Management Organization of the Year**

Awarded by the IREM North Florida Chapter

- 2017, 2012, 2010, 2008

## **Property Management Company of the Year**

Awarded by the First Coast Apartment Association (FCAA)

- 2023, 2022, 2021, 2015, 2014, 2012, 2010, 2008, 2006,

## **ePIQ Company Grade: A**

Awarded by SatisFacts

- 96.00 Overall Score - #18 in rank

## **ePIQ Top 100 Management Company**

Awarded by SatisFacts

- 2024 - #3 in rank in USA
- 2023 - #6 in rank in USA
- 2022 - #6 in rank in USA
- 2021 - #1 in rank in USA
- 2020 - #53 in rank

## **Best Places to Work in Multifamily®**

Awarded by Multifamily Leadership

- 2025 - #23 in rank
- 2024 - #28 in rank
- 2023 - #34 in rank
- 2022 - #47 in rank
- 2021 - #46 in rank
- 2020 - #50 in rank

## **Best Places to Work in Multifamily for Women®**

Awarded by Multifamily Leadership

- 2024, 2023, 2022

## **NAA Best Places to Work**

- 2021 – Honorable Mention

## **Best Places to Work Award**

Awarded by the Jacksonville Business Journal

- 2018 – 6th in rank for large business
- 2017 – 7th in rank for large business

## **Best Places to Work Award**

Awarded by the Tampa Bay Business Journal

- 2017 – 14th in rank for “bigger” business
- 2016 – 13th in rank for “bigger” business

## **Best and Brightest Companies To Work For**

Awarded by National Best and Brightest Program

- 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016

## **Best and Brightest Companies To Work For**

Awarded by Dallas Best and Brightest Program

- 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016

## **Best and Brightest Companies To Work For**

Awarded by Houston Best and Brightest Program

- 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016

## **Best and Brightest Companies To Work For**

• Brilliance Award – 2024

• Brilliance Award – 2023

## **Community Service of the Year**

Awarded by the First Coast Apartment Association (FCAA)

- 2017, 2016, 2015, 2013, 2012, 2011, 2010, 2009

## **Top Philanthropic Organizations**

Awarded by the Tampa Bay Business Journal

- 2016, 2015

## **Gulf Coast Top 500**

Awarded by The Business Observer Florida

- 2020 – 123rd in rank
- 2019 – 138th in rank
- 2018 – 129th in rank

## **Best Use of Social Media**

Awarded by the First Coast Apartment Association (FCAA)

- 2021, 2019, 2018, 2017, 2013, 2012

## **ORA Power Ranking Top 10**

Awarded by Multifamily Executive

- 2023 - 10<sup>th</sup> in rank Division III
- 2022 – 12<sup>th</sup> in rank Division III
- 2021 – 9<sup>th</sup> in rank Division III

## **Top 25 Property Management Firms**

Awarded by the Tampa Bay Business Journal

- 2017, 2016, 2015, 2014, 2013, 2012

## **Top 100 Business**

Awarded by the Tampa Bay Business Journal

- 2021 – 56<sup>TH</sup> in rank
- 2020 – 81<sup>st</sup> in rank
- 2019 – 80<sup>th</sup> in rank
- 2018 – 81<sup>st</sup> in rank

## **Fastest Fifty Award**

Awarded by the Tampa Bay Business Journal

- 2015, 2010 – top 50 for fastest growing business

## **Book of Lists**

Awarded by the Jacksonville Business Journal

- 2021 – 10<sup>th</sup> in rank – Commercial Property Management
- 2020 – 8<sup>th</sup> in rank – Commercial Property Management
- 2019 – 6<sup>th</sup> in rank – Commercial Property Management
- 2018 – 5<sup>th</sup> in rank – Commercial Property Management

## **Affordable 100**

Awarded by the National Affordable Housing Management Association

- 2020 – 130<sup>th</sup> in rank, 2018 – 78<sup>th</sup> in rank

## **Top Property Management Company**

Awarded by Multi-Housing News (MHN)

- 2020 – Bronze level



# CLIENT REFERENCES

“We at BC Tampa have worked with WRH Realty for well over a decade and could not be happier with the service provided. WRH’s professionalism and organization continue to impress even after all of this time. In fact, I would argue that WRH’s best feature is their willingness to work closely with business owners in order to provide the best service possible, regardless of the size and complexity of the communities involved. Year after year, even in the recession, WRH has helped us hit our goals and steadily improve our portfolio. All in all, in every aspect of their real estate services, from management to construction to development, WRH has been outstanding. I would happily recommend their services.”

S. Patrick Christopher, Vice President of Development  
BC Tampa Properties

**BRIAN CHRISTOPHER, PRINCIPAL  
BC TAMPA PROPERTIES**

TAMPA, FLORIDA  
813.902.1600  
CLIENT SINCE: 2002

**STEVE MOORE, PRESIDENT  
VESTCOR DEVELOPMENT CORP.**

JACKSONVILLE, FLORIDA  
904.260.3030  
CLIENT SINCE: 2002

**MICHEAL OANA, PARTNER  
MERCANTILE PROPERTY GROUP, LLC**

TAMPA, FLORIDA  
813.373.2959  
CLIENT SINCE: 2014

**JOHN LUM,  
LIST DEVELOPERS**

TAMPA, FLORIDA  
813.610.6666  
CLIENT SINCE: 2018

“It is my privilege to have the opportunity to write a letter of recommendation for WRH Realty Services. They have been managing our properties since 2003 and we continue to be extremely pleased with their performance. Our communities continue to outperform the market whether it is a 24-year-old suburban community or a new lease up in an urban area. We have seen WRH perform through different economic cycles, and one thing that is consistent is that we can always be proud of our communities.

Most recently, WRH has exceeded our expectations, and our schedule, with their lease-up efforts on new communities we have delivered all over Florida. The effort and hard work displayed by everyone involved have allowed them to lease up each new community in record time. Almost as important, WRH has provided smooth, easy and organized transitions from lease up to operating.

WRH employees, from the Executive level through Regional Manager and onsite property staff, display a positive attitude, while providing a quality professional experience to our residents. In summary, WRH does an outstanding job exhibiting its slogan “You Matter!”

Steve Moore  
The Vestcor Companies

**MELODY POETZCH, VP  
AIG**

CHARLOTTE, NORTH CAROLINA  
704.553.5041  
PAST CLIENT: 2011 - 2021

**ADAM FORD, PRESIDENT  
CROSLAND**

CHARLOTTE, NORTH CAROLINA  
704.529.1166  
PAST CLIENT: 2011 - 2021

**ADAM STEIN, MANAGING DIRECTOR  
ALDEN TORCH FINANCIAL, LLC**

DENVER, COLORADO  
303.927.5376  
PAST CLIENT – 2018 CREATED THEIR OWN MGMT. CO.

**ELIAS VASSILAROS, PRESIDENT  
COURTELIS COMPANY**

NORTH & CENTRAL FLORIDA PORTFOLIO  
305.261.4330  
PAST CLIENT: 2007 - 2018

# PREMIER MULTIFAMILY SOLUTIONS

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President, Chief Executive Officer  
Direct 727.892.3005

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## **Cynthia A. Haines, CPM**

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Direct 904.562.7912

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