

CASE STUDY: OVERTON PLACE

ECONOMIES OF SCALE

When a group of investors purchased a number of residential rental properties in early 2008 in Midtown Memphis, they couldn't have foreseen the near collapse of the financial market and the stagnant economy that would persist to this day. The group purchased a total of 145 units spread across three different apartment buildings and a number of rental homes. Overall occupancy rates were

low. Understanding that property management was not their expertise, they saw the potential benefits of hiring a professional property management group. It wasn't a tough choice. MRG was already managing one of the apartment properties they had purchased and occupancy rates at that property were significantly higher than at the two other apartment buildings. Could MRG have the same success with the other properties, despite a tough economy?

The statistics speak for themselves. Investors have seen significant revenue growth as a result of MRG making select improvements, repositioning the properties as a collective called "The Overton Place Communities" and managing them through a single information and rental center. They've also benefited from the economies of scale that can only come from working with a professional multi-family real estate company with more than 6,000 units under management.

Property	Occupancy 6/08	Occupancy 12/10	Revenue Change
Gardens at Overton Place*	92.3%*	93.4%*	+12%*
Victorians at Overton Place	73%	92.4%	+69%
Studios at Overton Place	79%	92%	+69%

*Property was already under management with MRG as of 6/08.

