McCAFFERY
Property Management
COMMERCIAL | MULTI-FAMILY

A LEGACY OF WELL-MANAGED PROPERTIES

McCaffery is an award-winning property management company with a proven ability to build and maintain thriving and inspired communities. Property owners choose us because we provide the expertise, inspiration, and creativity needed to effectively manage operations for and enhance the value of their multi-family and commercial assets.

As a full-service real estate firm, McCaffery offers comprehensive services to ensure the seamless operation of any asset. We honor the trust that investors place in us and look forward to serving you on your next project.

ENCORE
Pittsburgh, PA

ENSURING PROFITABILITY

McCaffery manages every property to our partner's highest expectations to maintain market-leading value.

As Property Managers, McCaffery excels in optimizing top-line revenue and increasing an asset's profitability without compromising quality in a highly competitive market.

Our expertise lies in expertly marketing your property, driving qualified traffic, and securing and retaining well-matched customers, commercial tenants and residents. Simultaneously, we create meaningful onsite and in-building experiences that enhance engagement and increase retention.

ASSET TYPES WE MANAGE

MULTI-FAMILY
Urban Infill
High-rise
Suburban
Garden-style
Mid-rise

COMMERCIAL
Office
Retail
Mixed-use
Shopping Mall
University Portfolio

OUR EXPERTISE

Lease-up & New Construction
Repositioning & Rebranding
Value-add Renovations
Pre-acquisition Due Diligence
Pre-development Consulting
Affordable Housing Compliance
Property & Portfolio Transitions
Tenant Satisfaction Initiatives
Proactive Operations / Maintenance Planning
Budgeting & Reporting
Accounting & Lease Administration
Value-add Renovations
Receivership

FLAIR TOWER
Chicago, IL

MULTI-FAMILY MANAGEMENT

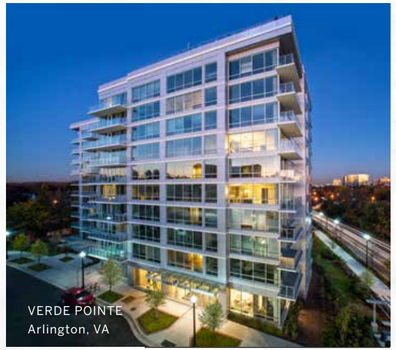
Creating Inspired Communities that Thrive

McCaffery has a well-established track record of consistent, proforma-busting asset performance. We credit our achievements to hiring, training and retaining exceptional management teams. Our site staff foster superior resident experiences by delivering meaningful in-building programming. This ongoing commitment keeps McCaffery's retention rates above industry standards.

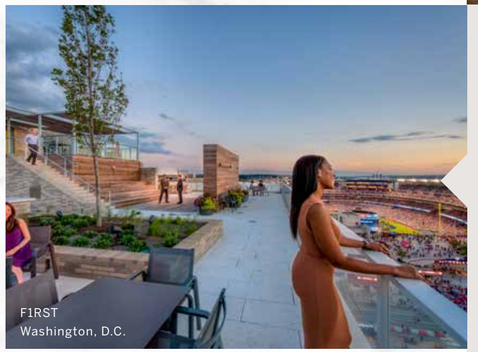
As property managers,we take our commitment to maintaining the building seriously. We enhance the long-term value of your asset through quality preventative maintenance, strategic capital improvements, and the thoughtful management of every dollar to your bottom line.

> "We have found the relationship to be productive bringing together marketing, maintenance and overall operations. McCaffery supports a team approach to managing and we have formed an excellent working relationship."

— TROY KINGSLEY
Senior Vice President, Property Management
Windsor Communities / GID



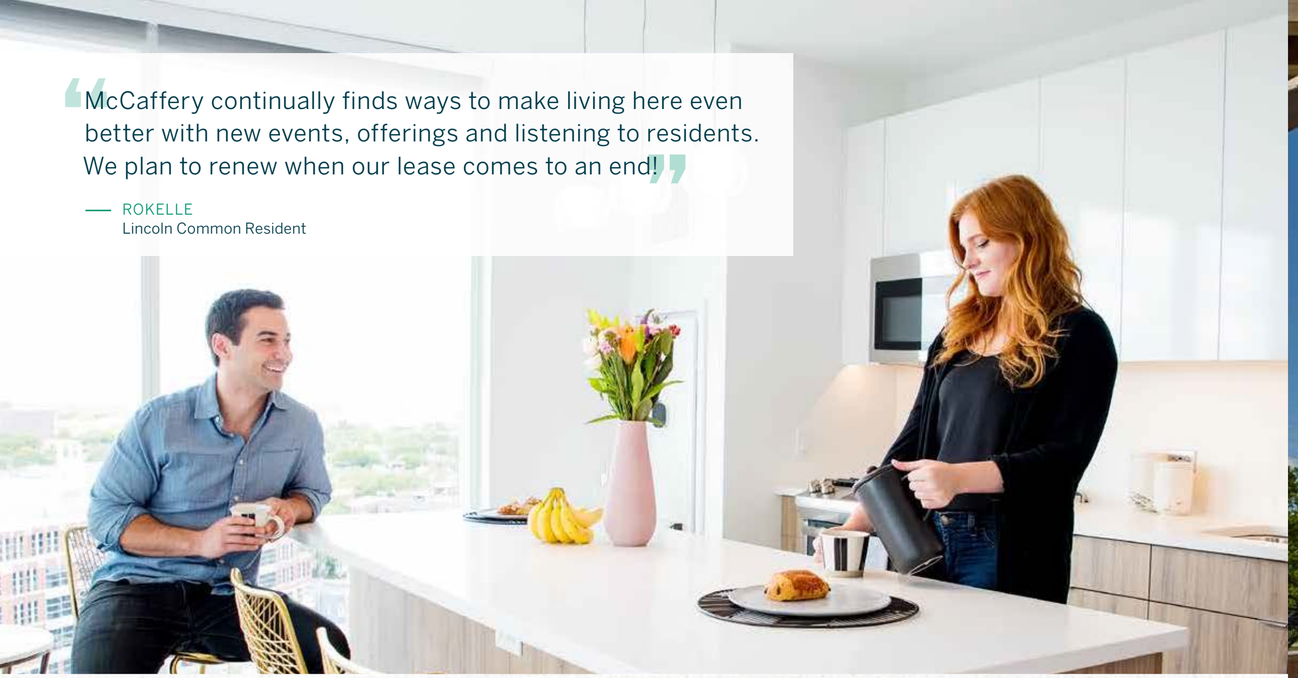
VERDE POINTE
Arlington, VA



F1RST
Washington, D.C.

Within one year of opening, **F1RST** reached 92% residential occupancy and was heralded by The Washington Post as the *Best New Apartment Building in D.C.*

LINCOLN COMMON
Chicago, IL



> McCaffery continually finds ways to make living here even better with new events, offerings and listening to residents. We plan to renew when our lease comes to an end!
>
> — ROKELLE
> Lincoln Common Resident

RESIDENT RETENTION

Renewals – We Take a Team Approach

McCaffery's property management teams work collaboratively to foster superior resident experiences. We provide our communities with exceptional, white-glove customer service, timely responses to maintenance requests, and engaging resident programming. McCaffery's ongoing commitment to resident satisfaction is what keeps our retention rates above industry standards year after year.

AWARD-WINNING MANAGEMENT

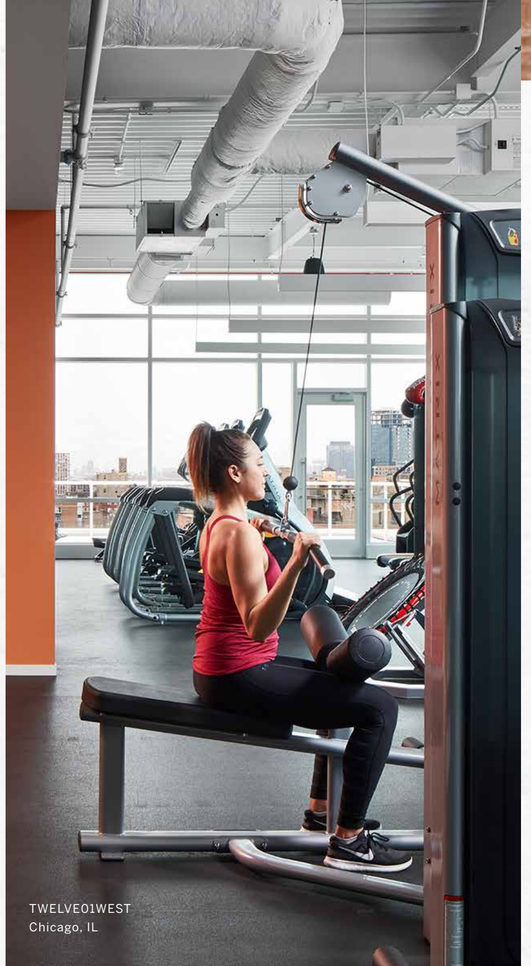
McCaffery is an award-winning management company recognized by industry organizations and consumer publications. We've taken home honors and certifications for tenant satisfaction, building wellness initiatives, lease-up pace, advertising and marketing initiatives, curb appeal and landscaping excellence, sustainability, and even local "Best Of The Neighborhood"-type awards.

COMMERCIAL MANAGEMENT

Exceeding Ownership Expectations

McCaffery transforms properties to their finest operating status by streamlining management processes, providing innovative strategies and support, and making asset improvements that are in alignment with ownership goals. We provide the highest level of comprehensive services to achieve the asset's maximum value, including lease and contract negotiation, rent collection, lease administration, hiring and management of building staff, payment processing, and frequent reporting to property ownership.

F1RST
Washington, D.C.



TWELVE01WEST
Chicago, IL

HARPER COURT,
THE UNIVERSITY OF CHICAGO
Chicago, IL

"With a proven track record of portfolio management and property services, we're confident McCaffery will ensure the University meets the needs of the local community and contributes to our vibrant commercial corridor."

— JIM HENNESSY
Former Associate VP, Commercial Real Estate Operations,
The University of Chicago

ROOSEVELT
COLLECTION
Chicago, IL

OUR MARKETING SERVICES INCLUDE

- Strategic marketing planning
- Media buying
- Collateral design
- Public relations
- Local community engagement
- Website management
- Social media marketing and monitoring
- Event coordination and execution

McCaffery digital campaigns garner search **click through rates 85% higher** than the industry average.[1]

COLLATERAL DESIGN

MARKETING

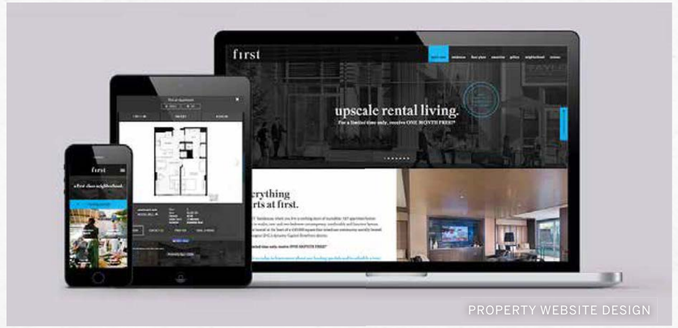
Driving Traffic to Your Property

McCaffery's full-service marketing department is exceptionally qualified to conceive and implement campaigns that target the right audience and maintain your project's relevance in the market.

Our in-house marketing team executes targeted, fully integrated communications plans that strategically and successfully drive awareness and generate leads to meet ownership sales goals.

PUBLIC RELATIONS

[1]Google's average PPC real estate industry click through rate in 2019 was 3.71%. McCaffery's average PPC click through rate for in 2019 was 9.25%. (Source: Wordstream).



PROPERTY WEBSITE DESIGN

GROUNDBREAKING CEREMONY

IMPACTFUL EVENTS

LEASING GALLERY WITH INTERACTIVE TOUCHSCREEN TOOL

PROPERTY MARKETING
CARS AT LINCOLN COMMON

INSTITUTIONAL PARTNERS

AEW Capital Management

ASB Capital Management

BentallGreenOak

California Public Employees

Canyon Johnson Urban Funds

Colony Capital Advisors

Deutsche Bank/RREEF

Education Capital Solutions

Grosvenor Americas

Hartford Investment Management Company

Intercontinental

Ivanhoé Cambridge

Leucadia International

Lubert-Adler Partners

New York Life Real Estate Investors

Oxford Development Company

PGIM Real Estate

Principal Real Estate Investors

Skanska USA

Stockbridge Capital Group

TIAA-CREF

Workers Realty Trust II L.P.

CLIENTS

Avalon Bay

GID/Windsor Communities

Nord Anglia Education

The University of Chicago

OPERATING PARTNERS

Hines

Solera Senior Living

The Community Builders

LENDERS

Bank of America

BB&T

BMO

Citizens Financial

Eurohypo

JPMorgan Chase

M&T Bank

MB Financial

OCBC Bank

PNC

RBS

UBS

Union Labor Life Insurance Co.

United Bank

US Steel Corporation

Wintrust

ENHANCE THE QUALITY AND VALUE OF YOUR ASSET WHEN YOU PARTNER WITH McCAFFERY PROPERTY MANAGEMENT.

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