REEP
EQUITY | RESIDENTIAL | DEVELOPMENT

24 Reasons **REEP** will SOAR in **2024**

REEP is set to soar in **2024**. Over the past **11** years, REEP has diligently prepared for this moment and is poised to thrive not just this year, but well into the future

We've rounded up **24** of our favorite reasons why REEP stands out among the competition and continues to be a company people want to work with and work for.

1

We are **DEEP** in the Heart of Texas

With the **9th** largest economy in the world and experiencing unprecedented growth. REEP proudly owns **23** properties in the Texas Triangle- a booming region stretching from DFW to Austin to San Antonio and down to Houston.

2

We Acquire the Right Properties

Our expertise lies in identifying underperforming properties in prime locations. From asset identification to property disposition, we take pride in creating a portfolio that offers consistent cash flow, equity upside, and income-producing multifamily investment opportunities. Our comprehensive strategy includes identifying potential properties, implementing renovations and value-add initiatives, and ultimately positioning the portfolio for success.

3

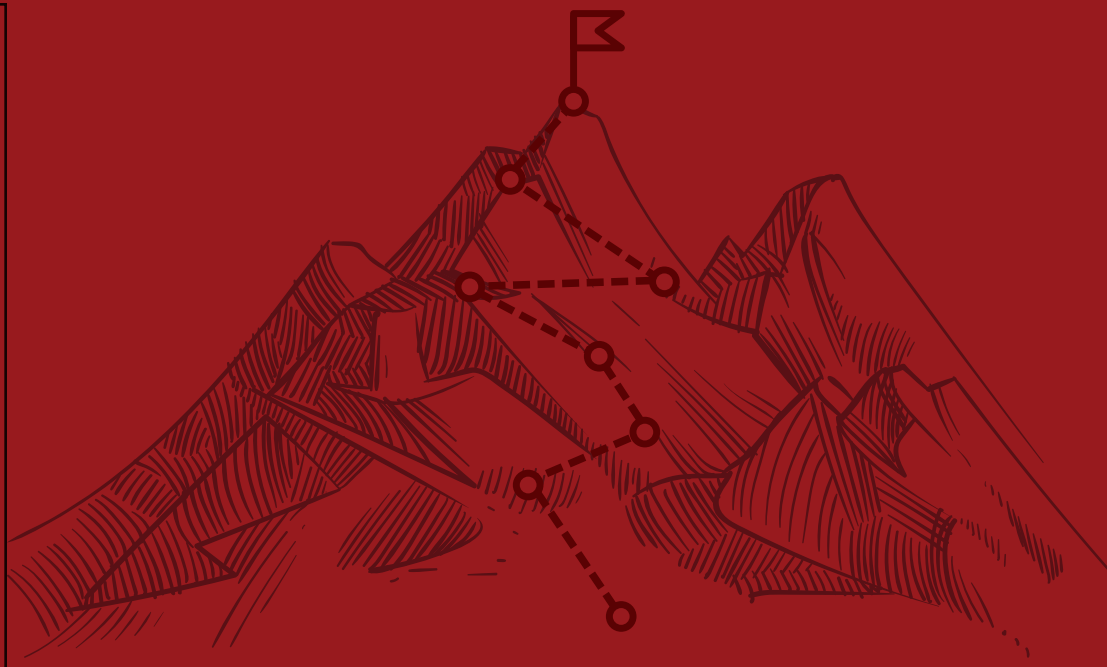
We Leverage Our In-House Management Company

Unlike other real estate companies, we have our own in-house management company called REEP Residential. This allows us to maintain complete control over the management process, from executing the initial business plan to overseeing the sale of the property. By having our own dedicated management team, we can ensure seamless communication and efficient execution, resulting in superior service for our tenants.

4

We Make Prudent Decisions for Faster Returns

At REEP, we've optimized our decision-making and execution processes by handling everything in-house. This means our investors enjoy faster turnarounds on their investments, allowing them to see results sooner.



5

We Provide Passive Income to Our Investors

Our investors receive distributions from rental income, granting them a consistent source of passive income. Moreover, when a property is sold, they also benefit from sharing in its increased value.

6

We Operate with Transparency and Over-communication

We ensure our investors are always up to date through personalized outreach and a dedicated investor portal. Investors can access monthly financial reporting and attend monthly webinars to share progress updates on renovations, and new amenities, and highlight value-add enhancements.

7

We Have Strong Economic Fundamentals

We carefully analyze job numbers and population for the city and consider the location of major employers in relation to the properties we acquire. Moreover, we assess the planned job growth for both the submarket and surrounding communities. By understanding these factors, we make informed decisions that align with long-term economic stability and growth.

8

Thorough Due Diligence by Our Acquisition Team

Before closing on a property, our acquisitions and operations teams dedicate extensive time and effort to planning for the property's vision. They meticulously evaluate every aspect, including roofs, plumbing, AC units, foundations, and landscaping. They also coordinate with vendors for in-depth inspections to identify potential costs for necessary improvements. This thorough due diligence ensures that we are well-prepared to enhance the property and provide a superior living experience for our residents.

9

Day One Difference

When we acquire a new property, we immediately embark on a comprehensive rebranding journey. This includes giving the property a fresh name, revamping its online presence, installing eye-catching signage, enhancing the landscaping, and thoroughly power washing the premises. By making these impactful changes from the start, we create an enhanced living experience for our tenants and the community. This swift implementation of positive improvements significantly boosts resident satisfaction.

10

Focus on Tenant Amenities

We prioritize offering a wide range of desirable amenities for our tenants. Features such as garages, in-unit washer-dryers, covered parking, smart technology, and storage lockers are in high demand among renters. If a property lacks these amenities, we proactively look for opportunities to add them, creating new value for our tenants and additional income streams for our investments.

11

Our Technology is Smart

Our commitment to technology extends beyond tenant amenities. We incorporate smart technology into various aspects, including gate locks, thermostats, and lighting. This enables our residents to conveniently manage their preferences through their smartphones with just a touch of a button.

12

Embracing Sustainability

We prioritize environmentally friendly practices by implementing online applications, virtual work orders, online payments, and automated collections. These initiatives streamline processes, reduce paper waste, and promote a more sustainable approach to property management.

13

Speed of Maintenance Service

We have dedicated maintenance teams on site who are skilled, able and are committed to making repairs in-house, far faster and less expensive than outsourcing services required.

14

We Turn Vision Into a Reality

At REEP, we have a passion for transforming properties. We turn vision into reality by implementing strategic design plans, executing renovations, and managing capital expenditure projects. By investing in the enhancement and improvement of our properties, we create inviting living spaces that meet the evolving needs of our tenants.

15

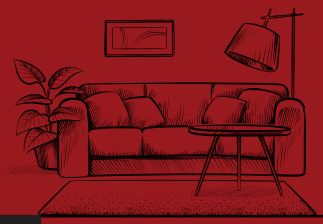
We Love Our Furry Friends

We understand the importance of pets in our residents' lives. That's why we offer pet perks, such as designated pet-friendly areas, pet washing station, and pet amenities. By creating a welcoming environment for furry friends, we strive to make our properties a place where both tenants and their pets feel at home.

16

We are Team Players

At REEP, we foster a culture of teamwork and collaboration. Our teams across different properties work together, sharing resources and knowledge to ensure scalability and operational efficiency. Through cross-training and mentoring programs, we empower our employees to excel in their roles and deliver exceptional service to our tenants.



17

We Offer Self-Guided Tours

To provide flexibility and convenience for potential tenants, we offer self-guided tours. This allows individuals to explore our properties at their own pace, without the need for a scheduled appointment. By embracing technology and providing detailed information, we ensure that prospective residents have a seamless and personalized touring experience on their time.

18

We Build Communities

At REEP, we believe in fostering a sense of community within our properties. We organize events and activities that bring residents together, creating opportunities for social interaction and connection. From community barbecues and movie nights to fitness classes and workshops, we strive to create a vibrant and inclusive community where residents can enjoy a fulfilling living experience.

19

We Give Back

As part of our commitment to social responsibility, we actively engage in volunteer efforts and support various causes. Our initiatives include participating in pack the bus back-to-school drives, holiday toy drives, blood drives, and food drives. By giving back to our local communities, we aim to make a positive impact and contribute to the well-being of those in need.

20

We are Committed to Our Team

The physical and emotional well-being of our team members are of utmost importance. We take proactive measures to ensure their security by providing 911 panic buttons for emergencies. Additionally, we prioritize the comfort of our employees by equipping them with cooling vests during hot weather and offering ways to stay warm during colder seasons. By prioritizing their safety and comfort, we create a conducive work environment that promotes productivity and employee satisfaction.

21

Flex Payments

We understand that financial challenges can arise, and we are committed to helping our tenants navigate through them. Through our flex payment option, we provide paths to financial relief by allowing tenants to split their monthly rent into two payments. This flexibility helps alleviate financial burdens and ensures that our tenants can maintain their housing stability.

22

We Offer Great Benefits

At REEP, we value the well-being and professional growth of our team members. We provide a comprehensive benefits package that includes health insurance, retirement plans, and other perks to support their overall well-being. Additionally, we prioritize continued education and offer opportunities for professional development to help our employees thrive in their careers.

23

We Celebrate Remarkable Contributions

At REEP, we recognize and appreciate exceptional contributions made by our team members. We celebrate their achievements through various recognition programs, such as employee of the month awards and annual appreciation events. By acknowledging their remarkable efforts, we foster a positive and motivating work environment.

24

We Stay On the Same Page

To ensure effective communication and alignment, we hold all-hands company meetings three times a year. These gatherings provide an opportunity for all employees to come together, share updates, discuss goals, and foster a sense of unity and common purpose. By staying on the same page, we promote transparency, collaboration, and a strong organizational culture.

Are You Ready to Elevate Your Career?

You've Come to the Right Place.
Join Our Team.

Are You Looking to Invest with the Best in Multifamily?

Join Our Investor Network.