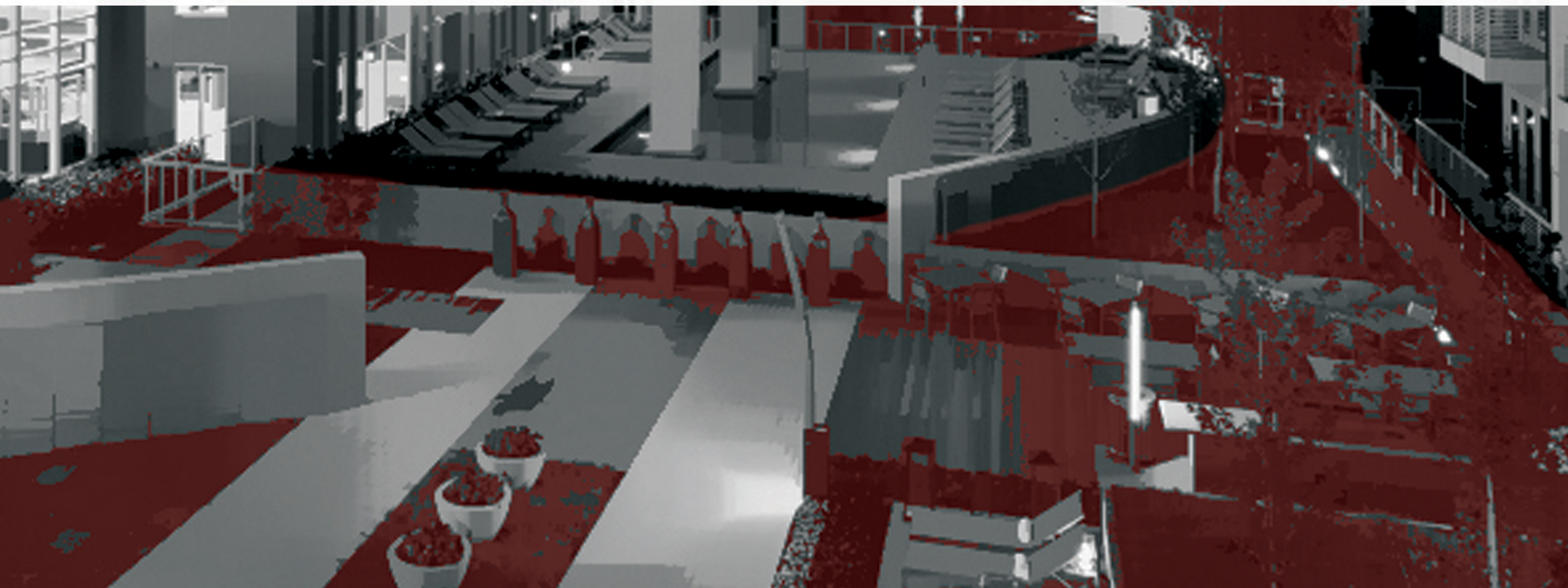




DEVELOP **DISTINCTIVE** COMMUNITIES

Over the years I have acquired extensive experience driving new, ultra-luxury developments and acquisitions from concept through stabilization. I design strategic programs combined with innovative design to help property management teams to achieve leasing goals and financial year over year targets.





LUXURY LIVING.

*It takes an expert in luxury
to **know** your customer.*

From knowing the quality details of the building, to understanding the expectations of customers who will pay top dollar to be a “renter by choice”, I have first-hand knowledge in developing and operating ultra-luxury apartment homes. I have strong experience in multiple US markets with properties that rent from \$1,200 to \$20,000 per month.

GOAL:

*To reach the **highest** revenue
& price per square foot.*

Let me help guide you to invest your capital dollars in the decisions that increase NOI. This fitness room renovation yielded a \$60 per month increase, in addition to a market rent lift of 8%. The result; this building has a competitive advantage and several years of double-digit consistent growth.





After



*Do you know what your customer **truly** wants in a home? I do!*

I will share proven case studies of what customers desire and will pay in additional rent premiums. You will benefit from my experience with user groups and various studies on differing target demographics.





*Interior amenities residents will
desire with the technology &
convenience they seek.*

Create unit amenities that prospects value and
desire. Distinguish your competitive advantage.

I can help you move the business forward.

*Building amenities that **dare** to
be different — stand out!*

I have new and proven ideas of what the “future” in
apartment living looks like. Build amenities that
customers desire now. Be the leader, not the follower.





*Are you making the right
operating decisions from the
beginning? Are efficiencies
short and long term?*

Do you build to hold or to flip? These are two very different operating models. I can guide you through the technology options, staffing models and overall building efficiencies to fit either strategy. Don't make the mistake of thinking your current strategy is the solution that fits all.





CREATE VALUE.

*Utilize my skills as a strategic operator with a pipeline of proven **best practices**.*

Payment solutions/electronic leases = lower cost staffing models. I have several proven operating programs and efficiencies. I can help you to leverage these through technology and/or best practices to lower operating costs.

*Is your 3 -5 year proforma
set up to sustain **successful**
operating margins?*

As a long time year over year operator, I give guidance to your team to develop business plans that will continue to create additional growth and expense savings, achieving returns each year.







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PRINCIPAL

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