



Magnolia



Welcome Home





Magnolia on Henderson - Dallas, TX

ABOUT US

MAGNOLIA PROPERTY COMPANY was established to develop and manage unique, boutique multi-family communities in the Dallas/Fort Worth market. Currently, we manage units across nine properties, valued at over \$150 million. By the end of 2017, we will have completed 13 developments throughout North Texas. Key to our success: deep expertise, outstanding custom service, an exceptional team and an understanding of what attracts long-term residents. We build communities in which people want to live.

OUR VISION is to expand our current business concept to include fee management for owners and investors who want the personal attention and customer service that may be missing from larger fee-management organizations. With the success we've had in creating smart apartments and taking a back-to-basics approach, we're also able to expand into due diligence and consulting services. We look forward to the opportunity to partner with you in your real estate endeavors.

MISSION STATEMENT

Provide management services to boutique and uniquely positioned owner-investors in a manner that delivers personalized customer service to our resident and client partners.



OUR APPROACH

WE'RE OWNERS TOO. We will align your investment strategy with the appropriate operating strategy to maximize the value of your asset. Our promise to you, is to operate your asset like it's our own. We will be your strategic partner focused on achieving financial results and boosting your competitive position in the market place. We will provide accurate and relevant financial reporting. We promise to go above and beyond the expectations of our clients by applying our expertise and providing world class customer service.

OUR PROMISE

THE MAGNOLIA DIFFERENCE is our promise to you - we always go above and beyond to create a high-quality experience for every tenant. Our job does not end once your property is leased. In fact, we believe the most significant part of value-creation and effective property management is the tenants' experiences after the leases are signed. Putting our focus on a select group of communities allows us to provide a personalized experience to you and your tenants. As our experts take care of the often-stressful leasing process and management role, you can put your energy into furthering your own passions, while knowing your property and tenants are being cared for.



Magnolia on Henderson - Dallas, TX



HIGHLIGHTS

Magnolia has successfully launched the development of nine owner-managed communities. While other developers focus on elaborate, extensive and often unused property amenity packages, Magnolia finds success in Randy Primrose's vision: build smart-apartments with limited amenities and a high community involvement strategy. Magnolia residents enjoy great locations, spacious floorplans, unique smart-apartment features and walkable community activities. All without paying excessive rental rates. Our executive and property management teams stay engaged with resident needs without the distractions of excessive reporting or amenity management.



Sylvan Thirty - Dallas, TX

OUR SERVICES

- Property Management
- Development
- Construction
- Brokerage
- Due Dilligence and Transisition
- Consulting



MARKETING:

At Magnolia, we understand how critical it is to have sound leasing and marketing strategies. That is why we employ a well-executed, community-based plan that consistently delivers qualified residents. We engage experienced leasing specialists who excel in their field. Then, with each new asset we acquire or develop, we tailor our marketing plan to meet our owner's goals.

Our leasing campaigns consist of conventional methods, such as captive signage, creative internet and social media strategies, MLS and apartment database listings. We then couple those activities with community-building techniques for proven results. For example, we partner with local businesses to create an amenity package that invites our tenants to fully enjoy their neighborhoods.

With the successful launch of Magnolia Property Company in 2011, we created a contact base of prospects and residents looking for our unique brand of living. Magnolia's proven development platform is invaluable to our lease-up and management efforts, providing a constant stream of potential residents.



Magnolia at Lakewood- Dallas, TX

EFFECTIVE MANAGEMENT AND CUSTOMER SERVICES

Occupancy and rent growth is paramount to asset performance. We minimize potential financial risk with our tireless attention to customer service. We work closely with potential residents to determine the floor plan best suited for their needs. After move-in, quick responses to our resident's questions and service requests keeps the focus on personalized attention. We believe that expert service, along with longevity in management and maintenance, foster residents' trust, which then extends their tenure. Magnolia residents are known by their names, not just their numbers.



MAGNOLIA'S OPERATING STRATEGIES

REPORTING We pride ourselves in effective financial and management reporting packages to meet owner needs. We accomplish this by integrating sophisticated property management software capable of generating a multitude of reports for leasing and occupancy necessary to maintain a competitive advantage in the market place.

MARKET ANALYSIS The key to optimizing property operations begins with revenue management. This strategy encompasses several aspects: Rent Adjustments, Premium Pricing, Concession Management, Lease Expiration Management, Utility Reimbursements, and maximizing Other Income.

RISK MANAGEMENT We seek to identify potential risks and liabilities that may adversely impact the financial and physical condition of the assets. We review owner's insurance programs, manage and document claims, and coordinate insurance matters if necessary.

TECHNOLOGY INTEGRATION We design our communities with remote property management technology in mind. This proven strategy enables us to maintain a virtual presence equal to an onsite staff. This includes systems that allow our residents to pay rent, report maintenance problems and access various other services. We also implement a series of video cameras that aid in security and allow real-time viewing and management of onsite vendors. Using keyless entry and smart phones, we also monitor utility usage in the units during lease-up, and streamline operations by reducing the number of keys needed. Technology also allows us to remotely operate the irrigation control system, the onsite call box and fob-entry pedestrian gates. We can integrate our proven technology practices where applicable with our partner assets.

Magnolia on Gilbert - Dallas, TX



ATTENTIVE BUILDING MAINTENANCE

Magnolia takes a proactive stance when it comes to the integrity of our assets. Aggressive preventative measures are taken at all the communities we manage. In winter and spring months we assess all the HVAC and life safety systems, make repairs and schedule replacements. We also ensure compliance with city and state regulations.



Magnolia on Eastern - Dallas, TX



OUR EXPERIENCE

SOMETHING NEW - We created a new kind of management company with the integration of technology and industry leading talent. We have assembled a remarkably skilled team that is institutionally minded with a main street perspective making all our tenants feel at home.



Magnolia Lofts on Vickery - Fort Worth, TX

OUR TEAM

DECADES OF EXPERIENCE - Our team has extensive institutional backgrounds with a comprehensive knowledge of operating a multitude of product types including multifamily high-rise, mid-rise, garden-style product, as well as commercial and mixed-use properties ranging in size from boutique to over 1,300 apartment homes on one property in both urban and suburban locations across the country. With over 100 years collectively, our team excels in the areas of expertise including construction and development, lease up, renovation, value-add, acquisition, disposition, underwriting, due diligence, budgeting and forecasting, utility analysis and technology integration.





RANDY PRIMROSE

Principal

Randy founded Magnolia in August 2011. Previously, Randy was responsible for developing and designing nearly 3,500 apartments for UDR, an S&P 400 apartment real estate investment trust. Prior to UDR, Randy worked in acquisitions, sales and construction management at Shea Homes. Randy has also built numerous multimillion-dollar custom homes in the University Park and Highland Park areas of Dallas. Currently, Randy oversees all development activity for Magnolia.



TAYLOR FARDEN

Vice President

Taylor joined the Magnolia team in 2013 and is involved in a multitude of development and property management activities, including operations, financial analysis and acquisitions. Taylor earned a Bachelor of Business Administration from Baylor University in 2003, his MEd from Lamar University in 2010 and has a Texas Real Estate License.



LORI FALL

Vice President

Lori began her career with Post Properties. In her 27 years of experience, she had 5000+ units under management in Dallas, Houston and Austin. She has been responsible for a Class A portfolio for one of the largest real estate investment trusts in the country. Currently, Lori oversees Magnolia's Property Management team as the Vice President of Property Management.

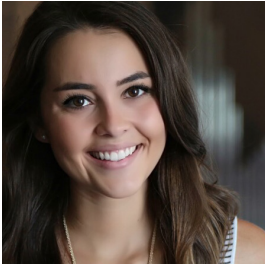


ORLALA ICENBERGER

Director of Business Development

Orjala has over 25 years of multi-family and national corporate housing experience with extensive background in client development and relations. She most recently held the title of Area Vice President. She received her Bachelor of Arts from Mississippi Baptist College. Orjala specializes in the development and implementation of effective business plans, asset management, marketing and team building. Orjala oversees our new business development and client services.





ASHLEY PATTERSON
Brand Marketing Manager

Ashley comes to Magnolia from Dallas Baptist University, where she graduated with a Bachelor of Arts in Communications Theory. Ashley is responsible for the oversight of branding, resident relations, website analytics targeting, content marketing and social media management.



ERIC LITTLE
President, Crimson Builders

Eric is the co-founder of Crimson Builders, our construction management firm. He has been involved in the construction industry since completing his tour of duty in the United States Marine Corps in 1998. Eric has extensive experience in all areas of commercial construction. He is has taken Crimson from a small start up into a major player in the Dallas/Fort Worth market.



HOUSE OF STICKS
Creative Marketing Agency

House of Sticks is our digital marketing agency. They are responsible for all of our media production, websites and photography. House of Sticks is a full service marketing company with in-house video production, web design and mobile app development. They work with some of the world's most recognizable brands to create marketing, advertising and enterprise solutions.



CURRENT ASSETS UNDER MANAGEMENT

Magnolia at Bishop Arts

801 & 908 N Bishop Avenue
Dallas, TX 75208
38 Units
www.liveatmagnolia.com

Magnolia at Inwood Village II

7518 Eastern Avenue
Dallas, TX 75209
21 Units
www.liveatmagnolia.com

Magnolia at Inwood Village

7606 Eastern Avenue
Dallas, TX 75209
38 Units
www.liveatmagnolia.com

Magnolia on Matilda

1965 Matilda Street
Dallas, TX 75206
43 Units
www.liveatmagnolia.com

Magnolia Park

2901 W 5th Street
Fort Worth, TX 76107
36 Units
www.liveatmagnolia.com

Magnolia Lofts on Vickery

801 W Vickery Boulevard
Fort Worth, TX 76104
38 Units
www.liveatmagnolia.com

Magnolia on Gilbert

4020 Gilbert Avenue
Dallas, TX 75219
31 Units
www.liveatmagnolia.com

Magnolia on Gilbert

4020 Gilbert Avenue
Dallas, TX 75219
31 Units
www.liveatmagnolia.com

Lofts at Sylvan Thirty

750 Fort Worth Avenue
Dallas, TX 75208
201 Units
www.sylvanthirty.com

Magnolia at Lakewood

2175 Tucker Street
Dallas, TX 75214
105 Units
www.liveatmagnolia.com

Magnolia at Inwood Village - Dallas, TX



ASSET MANAGEMENT EXPERIENCE

Addison Circle

5009 Addison Circle
Addison, TX 75001
1,334 Units

Vitruvian Park

3900 Vitruvian Way
Addison, TX 75002
1,130 Units

Post Rice

909 Texas Avenue
Houston, TX 77002
38 Units

Cirque

2500 N. Houston Street
Dallas, TX 75219
252 Units

Belmont

2500 Bennett Avenue
Dallas, TX 75206
492 Units

Eastside

1801 N Greenville Avenue, 300
Richardson, TX 75081
435 Units

Sierra

3200 Rifle Gap Road
Frisco, TX 75034
268 Units

510

510 Richmond Avenue
Houston, TX 77006
265 Units

Midtown Square

302 Gray Street
Houston, TX 77002
750 Units

West Austin

4330 Bull Creek Road
Austin, TX 78731
300 Units

Barton Creek

2001 South Mopac Expressway
Austin, TX 78746
150 Units

1900 McKinney

1900 McKinney Avenue
Dallas, TX 75201
278 Units

Park Mesa

5811 Mesa Drive
Austin, TX 78731
151 Units

Legacy

5741 Martin Road
Plano, TX 75024
384 Units

