



BTR Turnaround

-  Charlotte, NC
-  55-unit dedicated BTR townhome community
-  Leasing, delinquency, operations, and revenue improvements



Stabilizing a struggling BTR community in just 6 months

Challenge: This BTR community originally launched with a top-tier multi-family operator but quickly faced issues with resident satisfaction, delinquency, and retention. Occupancy slipped, unqualified residents created instability, and rents lagged the market.

Solution: Mynd stepped in 12 months post-stabilization with a comprehensive turnaround plan. We optimized the staffing model, tightened resident screening, addressed capital improvement needs, and implemented operational efficiencies to restore stability and unlock growth.

	BEFORE	AFTER
DELINQUENCY	35%	9%
RENTS	Flat	Up \$100/mo (avg)
TOTAL INCOME	Flat	Up 13% in 6 mos
NOI	Declining	Up 25% in 6 mos
RESIDENT CSAT	3.6	4.4

Key win: Mynd delivered targeted upgrades to enhance curb appeal and community upkeep while improving resident satisfaction and retention through amenity-based pricing, cost savings, and expanded marketing exposure.