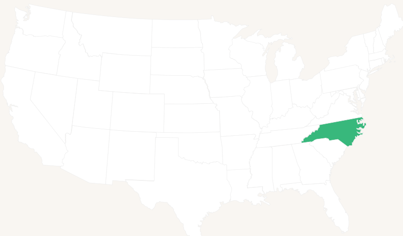
MYND
A ROOFSTOCK COMPANY



BTR Lease-Up + New Unit Onboarding

- Charlotte, NC
- 222-unit partially dedicated BTR community
- Leasing, delinquency, operations, and revenue improvements

mynd.co

CASE STUDY

From 17% to 95% leased in just 10 months

Challenge: This community was part of a master-planned development but was underperforming significantly with the prior manager. The community struggled with unqualified residents and had been open for more than a year while only 17% leased. Limited oversight and lack of on-site staffing left operations unstable, and ownership needed a partner to execute a disciplined lease-up while onboarding new units.

Solution: Mynd implemented a full stabilization strategy, including:

- COO inspections for a smooth handoff from GC to ownership
- Rigorous resident screening and operational controls
- Limited but targeted marketing to capture pent-up demand
- Efficient onboarding of new units and residents

	BEFORE	AFTER
OCCUPANCY	17%	95% (stabilized)
RETENTION	Below target	23%
RENTS	Flat	Up 7%
ONBOARDED UNITS	108	222 (stabilized)

Key win: Mynd achieved full stabilization in less than a year, dramatically improving performance and long-term revenue potential.