



MULTIFAMILY POINT 2026

**Full Scope.
Every Market.
One Team.**

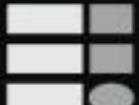
WHO WE ARE

The partner the industry already trusts with their renovation programs.

- National multifamily renovation contractor
- Interiors, exteriors, and roofing, coast to coast
- 25,000+ units renovated
- From acquisition to completion and everything in between

TRUSTED BY

GREYSTAR[™]

 **Equity Residential**

 **IRVINE COMPANY**

 **UDR**

CORE
SPACES

URC

Urban
Renovation
Company

Presents



HOW TO PLAY



Groups of 2–3. Mix it up: sit with someone from a different company.



Write your number on your card. Everyone reveals at the same time.



If every bid is over, the closest one takes the round.

Round 1 = 1 point · Round 2 = 1 point · Round 3 = 1 point · The Showcase = 2 points





Round 1

CLOSEST WITHOUT GOING OVER

Using the national average for a 2x2 unit, what is the loss to lease when a unit is offline for renovations?



Bid in dollars per day, per unit. Reveal together on the count of three.

1

Round 1

LOCK IN YOUR BID



**The clock
is running**

Write your bid. Pens down at zero.

THE ANSWER

\$62.16

Every day a unit is offline costs you \$62.16

\$435.12

per week offline

\$1,864.80

per 30 days offline

\$497.28

back per unit at 8 days faster

• 2

Round 2

CLOSEST WITHOUT GOING OVER

**How many unit
renovations has
URC completed?**

?

Write your bid. Reveal together on the count of three.

• 2

Round 2

LOCK IN YOUR BID



**The clock
is running**

Write your bid. Pens down at zero.

THE ANSWER

25,000+

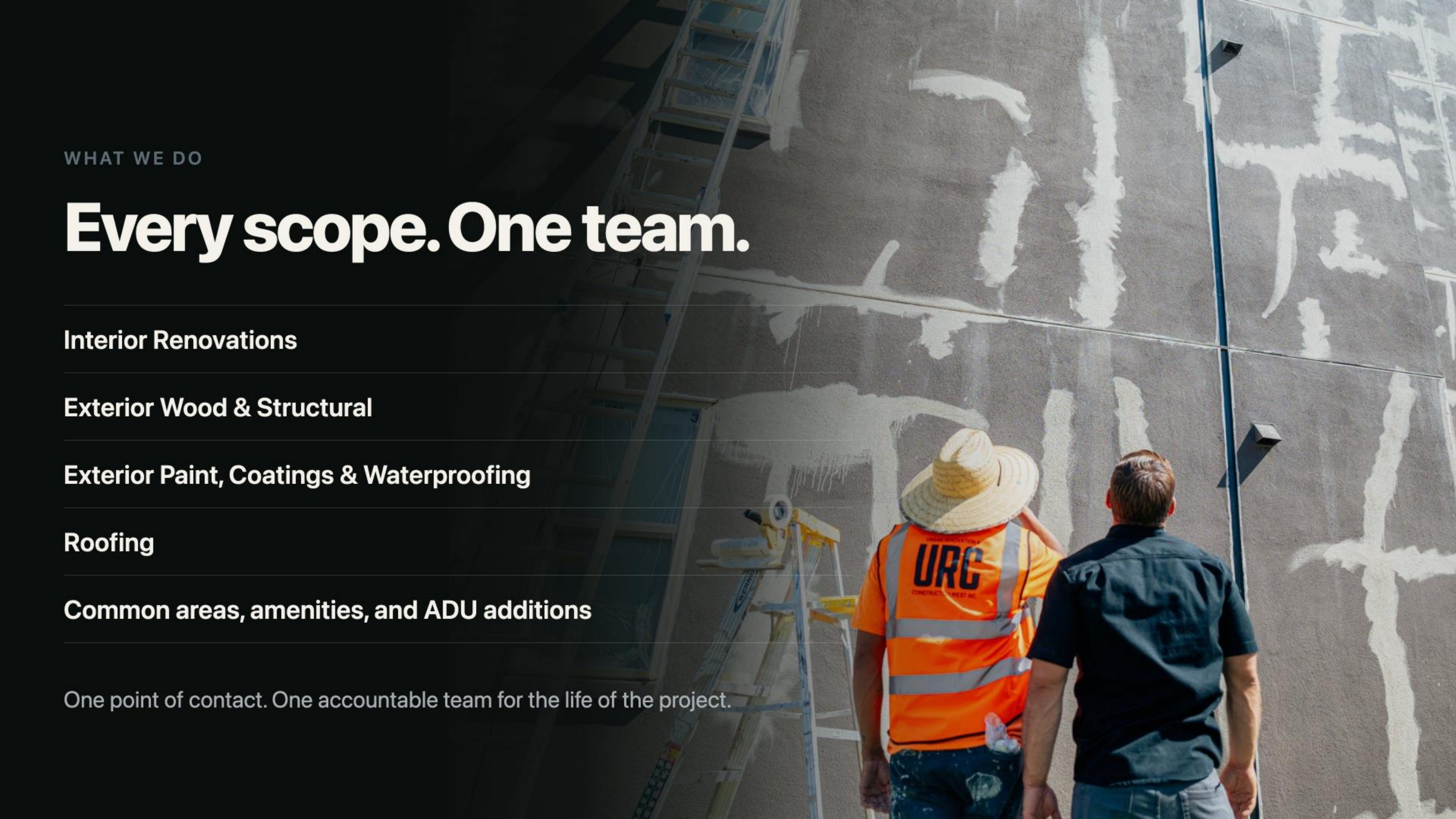
unit renovations completed

Apartments

Student housing

Hospitality

Senior living



WHAT WE DO

Every scope. One team.

Interior Renovations

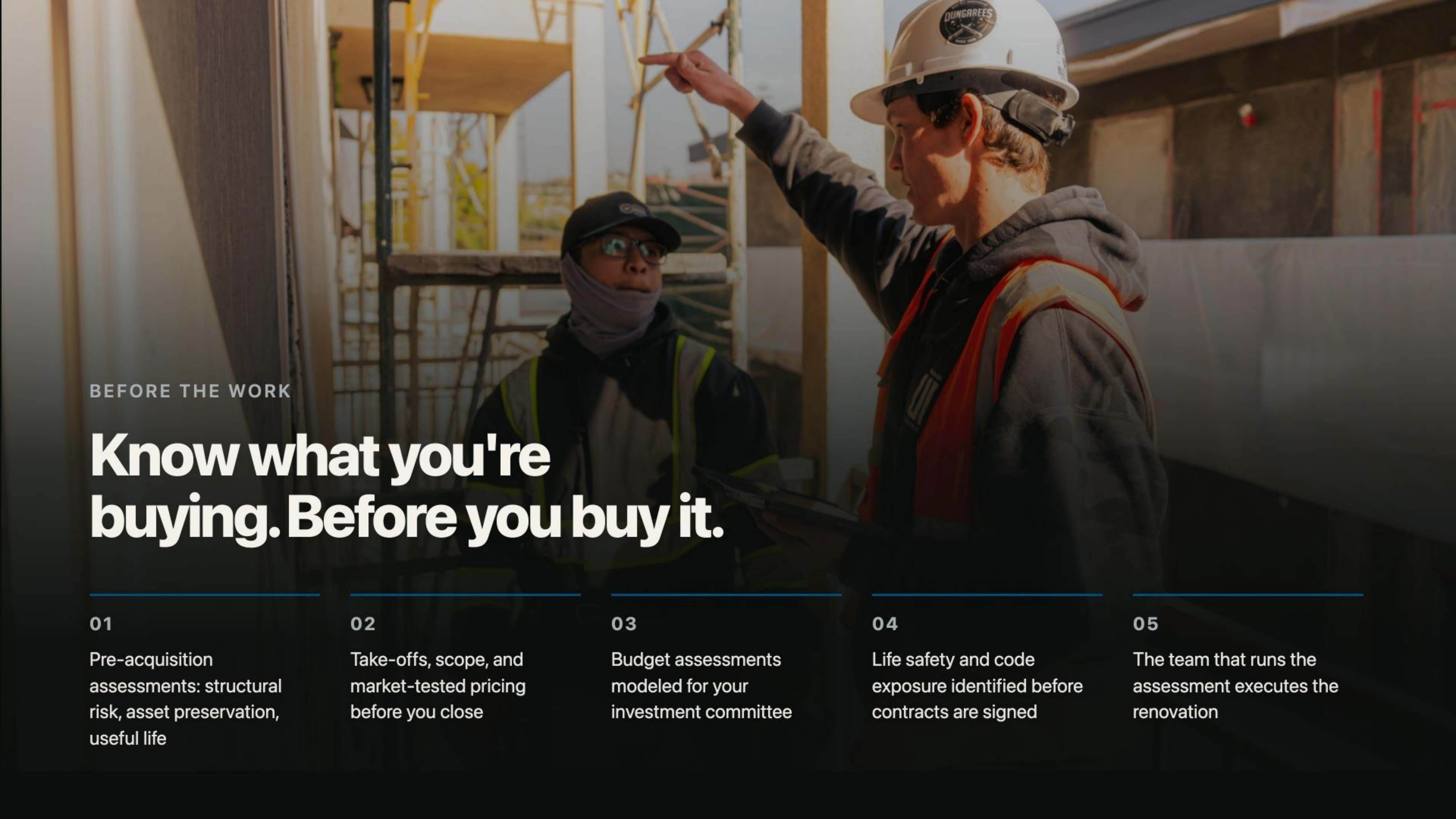
Exterior Wood & Structural

Exterior Paint, Coatings & Waterproofing

Roofing

Common areas, amenities, and ADU additions

One point of contact. One accountable team for the life of the project.



BEFORE THE WORK

Know what you're buying. Before you buy it.

01

Pre-acquisition assessments: structural risk, asset preservation, useful life

02

Take-offs, scope, and market-tested pricing before you close

03

Budget assessments modeled for your investment committee

04

Life safety and code exposure identified before contracts are signed

05

The team that runs the assessment executes the renovation

DURING THE WORK

Consistency is the product.



Project management and superintendent oversight on every job



Senior leadership deploys personally into every new market



Local subcontractors qualified before we scale, not after



Same standard on the tenth project as the first



WHAT IT RETURNS

Speed you can underwrite.

10–17
days

Average interior cycle time, versus a
25–35 day industry norm

Equity Residential's contract calls for 12
days; we deliver in 10

\$1.3M

Every day faster is rent recovered, not
rent lost



• 3

Round 3

MULTIPLE CHOICE

What is the most underrated position on a property?

1 Property Manager

2 Leasing Agent

3 Maintenance Supervisor

4 Porter

Write 1, 2, 3 or 4. Reveal together on the count of three.

• 3

Round 3

LOCK IN YOUR BID



**The clock
is running**

Write your bid. Pens down at zero.

THE ANSWER

4

The Porter

Every tour a prospect takes starts in the parking lot, not the model unit.

Grounds, breezeways and trash set the first impression before anyone says a word.

Turn-ready means clean. A unit that is finished but filthy does not lease.

The porter is on every corner of the property daily and sees problems first.

Lowest on the org chart. Highest on the tour.

CASE STUDIES

Conventional Multifamily



CASE STUDY

Park Kiely Apartments

San Jose, California

944+ units

Full interior renovation program

Office, clubhouse and common area
renovations

Exterior redevelopment

Partner since 2014

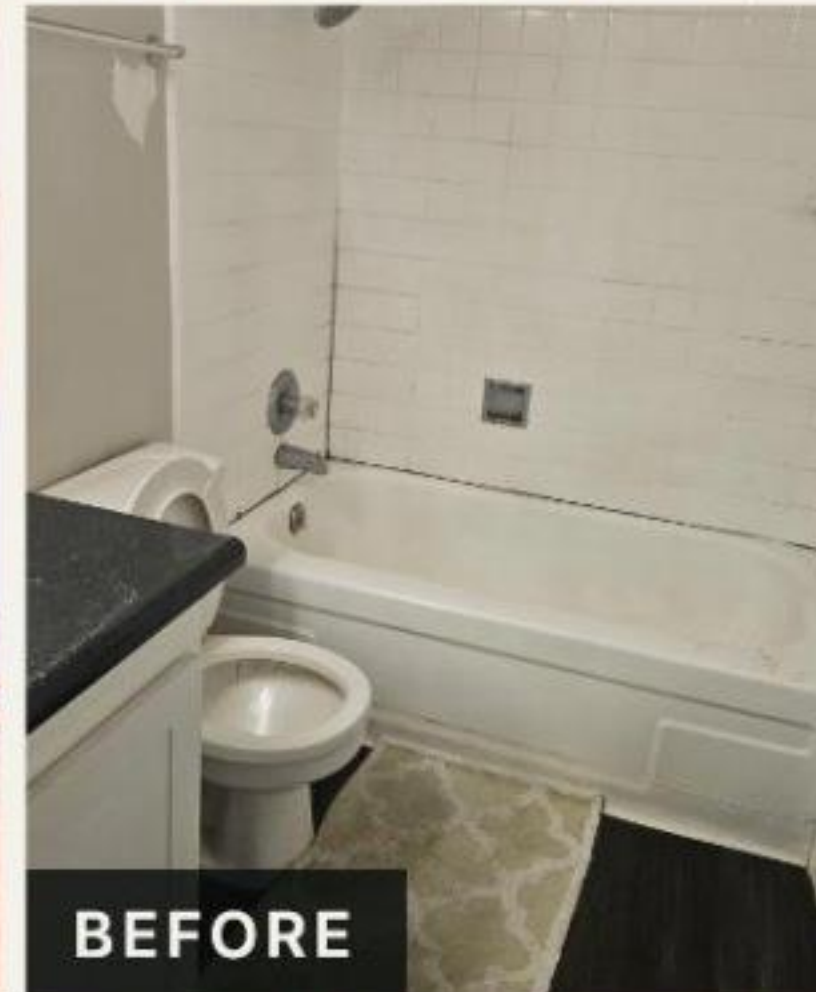
\$30M worth of work executed



BEFORE



AFTER



BEFORE



AFTER





CASE STUDY

Ashford Belmar

Lakewood, Colorado

292 units, 33 buildings

Exterior restoration and life safety

Wood repair, waterproofing, railings, paint

Emergency shoring, engineered structural rebuilds

Two phases, residents in place throughout

Upper phase, nine buildings: complete

Lower phase, 24 buildings: on track for November 2026





CASE STUDIES

Redevelopment

CASE STUDY

F&F Portfolio

San Diego, California

\$30M **39%**
contract unit growth

Six-asset portfolio, 12 months, one schedule

Full ACM abatement, new MEP systems throughout

Unit splits and ground-up ADU construction

Seismic retrofits and fire suppression

Interior finish packages and full building envelope

137 units in. 191 units out. One team.



CASE STUDIES

Student Housing





CASE STUDY

State

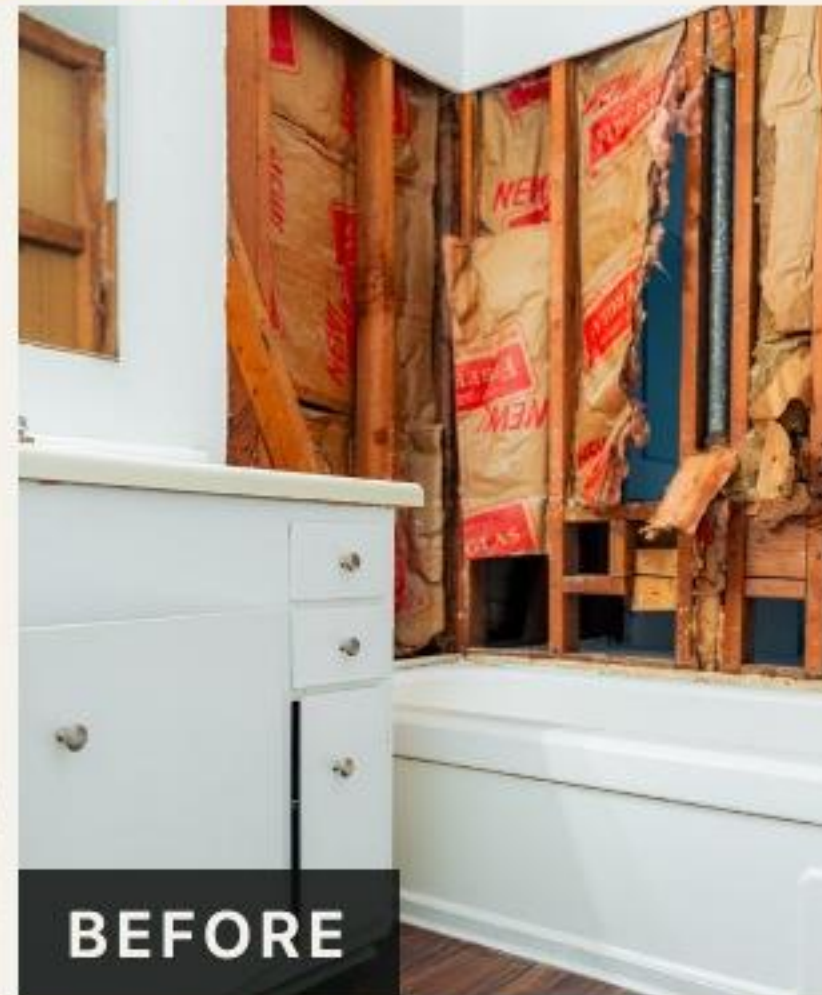
Isla Vista, California



BEFORE



AFTER



BEFORE



AFTER



\$21M worth of work executed

Full property redevelopment

231 units across 10 buildings

Interior renovations

Exterior renovation, cladding, and fencing

Full roof replacement across all buildings

Concrete, wood repair and life safety upgrades

Pool and common area redevelopment

CASE STUDY · STUDENT HOUSING

Turn-season renovation and repositioning

Eight programs across Maryland, California, and Florida. Occupied-to-ready unit turns and full site repositioning delivered inside the academic calendar.

1,684

TOTAL UNITS

1,100+

BEDS DELIVERED

45–60

DAY TURN WINDOWS

8

PROGRAMS

9

SITES

3

STATES



Student housing gives a contractor no flexibility on the finish date.

SCOPE DELIVERED

- Unit interiors — kitchens, baths, flooring, paint, casework, and finish packages
- MEP upgrades and unit-level mechanical, electrical, and plumbing work
- Common area and amenity buildout for repositioned assets
- Exterior and site work — envelope, paint, lighting, hardscape, and landscape
- Life-safety and code compliance work tied to certificate and move-in dates

HOW THESE PROGRAMS RUN

- Fixed move-in date.** Every turn schedule is built backward from student move-in, not from a construction calendar.
- Parallel crews.** Hundreds of units are sequenced in simultaneous stacks rather than one continuous path.
- Daily unit-level tracking.** Production is measured per unit per day so slippage is visible the same week.
- Single point of contact.** Ownership and property management get one team across multiple states.
- Occupied-site discipline.** Noise, access, and staging are managed around residents and campus operations.

PROJECT RECORD

Nine sites, three states, one team

PROJECT	LOCATION	SCOPE	UNITS	BEDS	DURATION
University View	Maryland	Student housing unit renovation	507	1573	60 days
Iconic	California	Full site repositioning · active	320	1000	In progress
Breakpoint Coronado	California	Full site repositioning w/ units	151	450	60 days
Sweeps	California	Full site repositioning w/ units	166	1000	9 months
Hornet Commons	California	Full site repositioning w/ HVAC	284	1100	90 days
University Towers	California	Interior renovations	151	554	45 days
UC Fullerton	California	Student housing unit renovation	70	290	60 days
Clement Capital	California	Interior renovations	90	180	60 days
Clement Capital	Florida	Interior renovations	24	489	30 days
Total	MD / CA / FL	8 programs · 9 sites	1,684	1,100+	30 days – 9 months



CASE STUDIES

Senior Living

CASE STUDY

Atria Senior Living

California • Utah • Washington • Oregon •
Montana • Wyoming • Nevada • Arizona •
Idaho

1,200 units across 50 communities

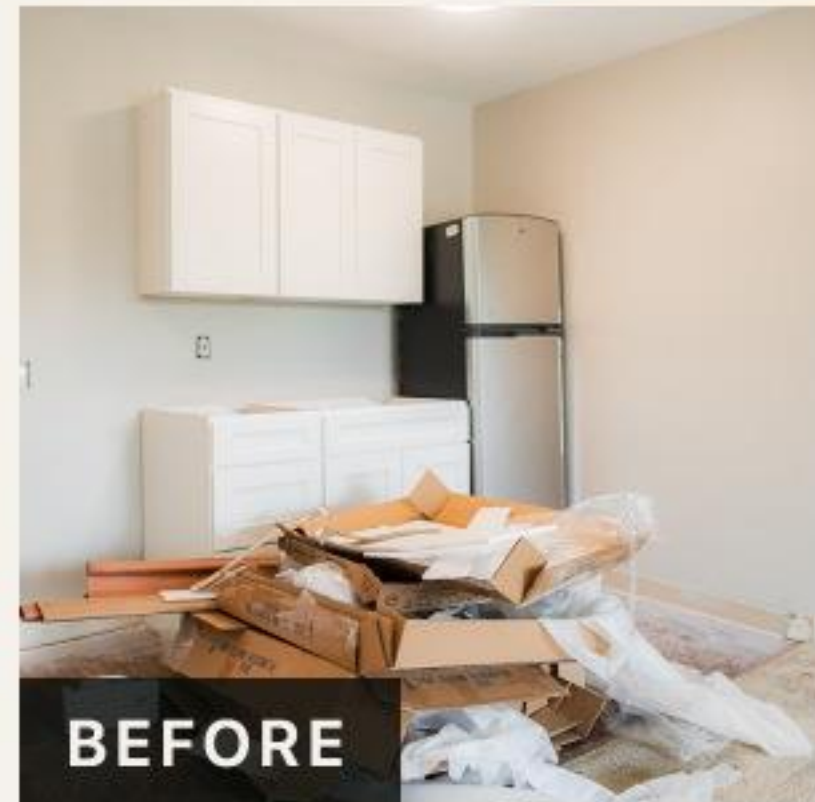
Onboarded in 30 days

Full-scope interior renovation

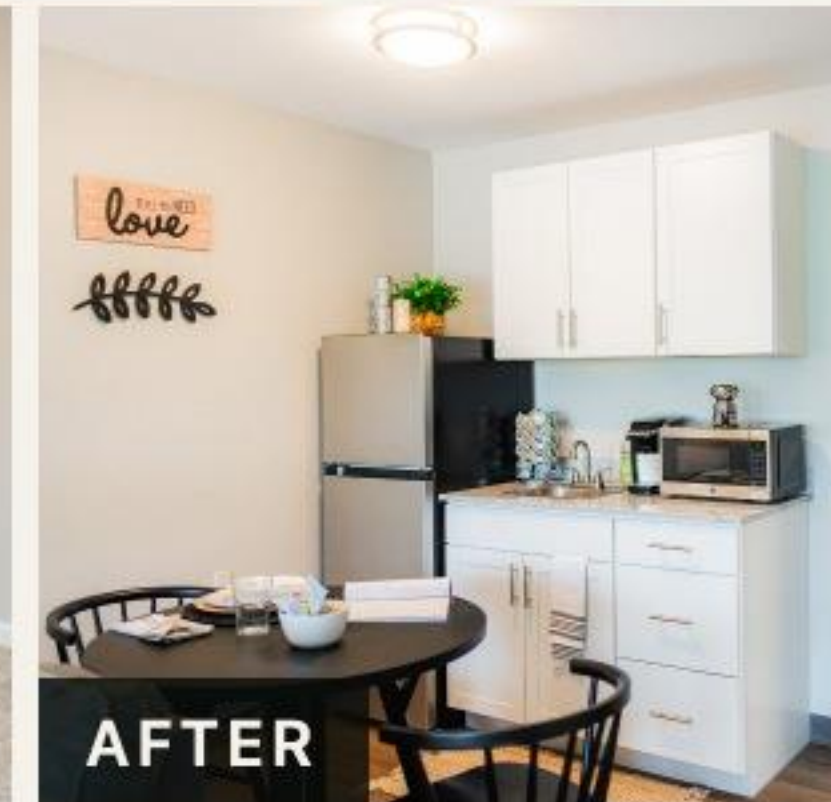
Kitchen remodels, flooring, paint, fixtures

One standardized program, adapted property
by property

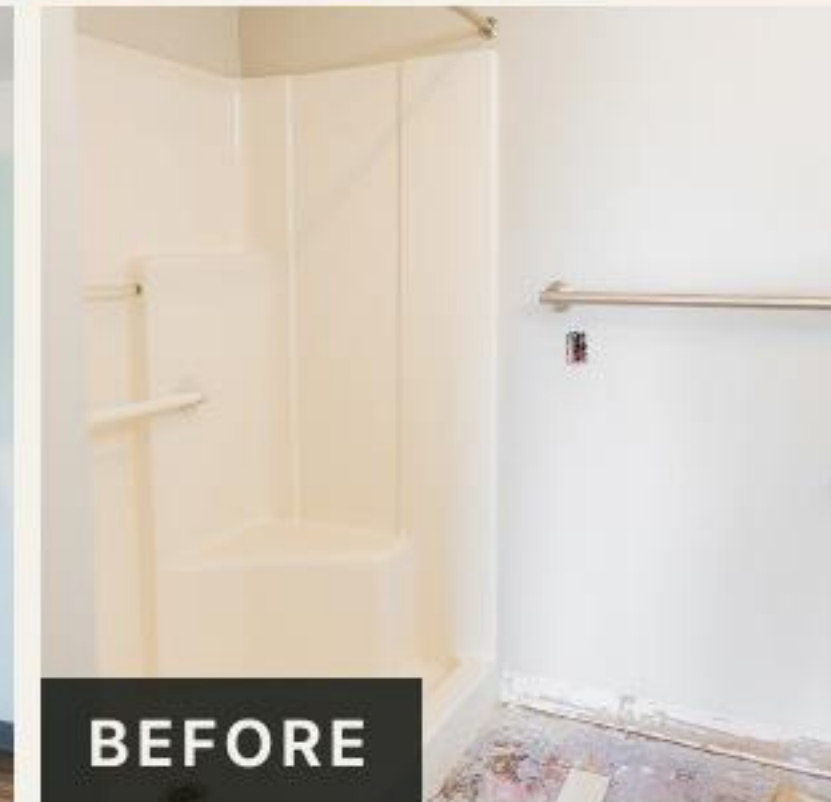
\$18M worth of work executed



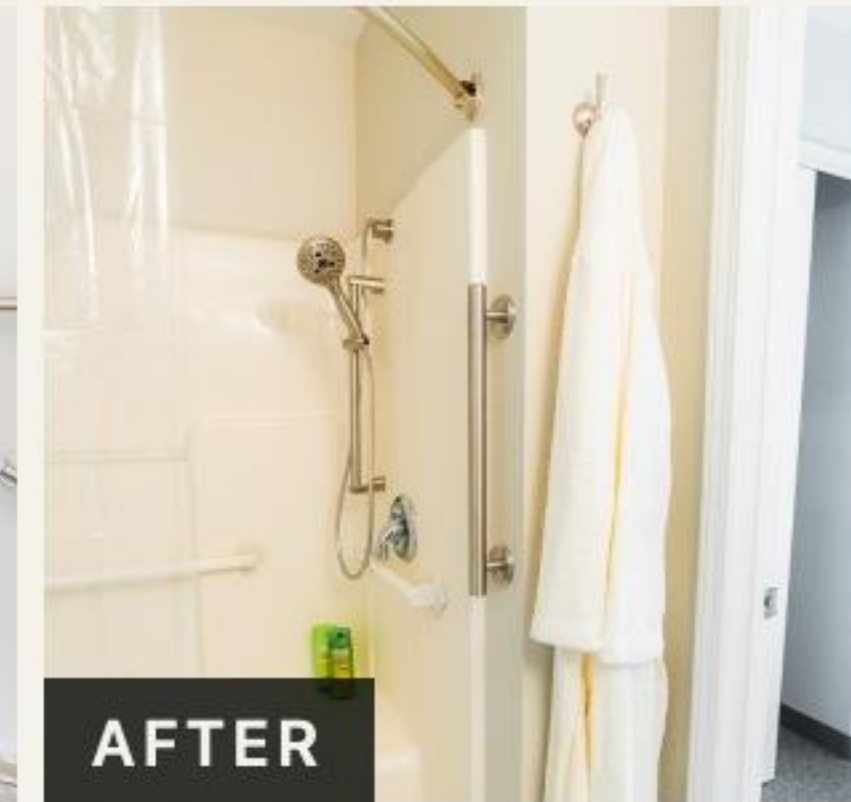
BEFORE



AFTER



BEFORE



AFTER



THE FINAL ROUND

2 POINTS

showcase

ESTIMATE THE COST OF A
TYPICAL UNIT RENOVATION

**We'll show you before and after photos of four
rooms. Then place one bid on the total.**

Kitchen

Bedroom

Living room

Bathroom

The unit: 2 bed/ 1 bath · 790 sq ft

THE KITCHEN

BEFORE



AFTER



LOOK FOR: Cabinets · Countertops · Hardware · Flooring

THE BEDROOM

BEFORE



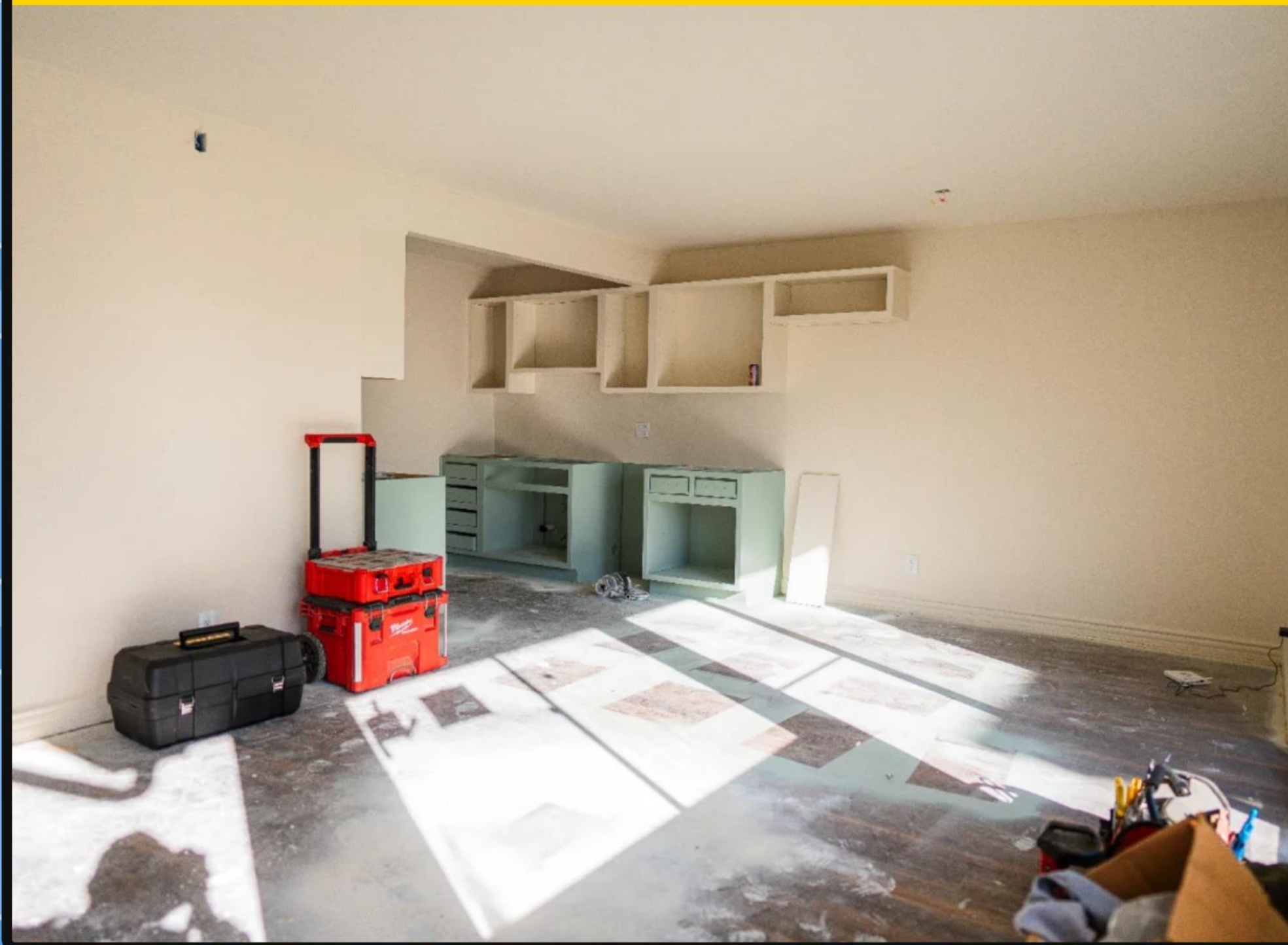
AFTER



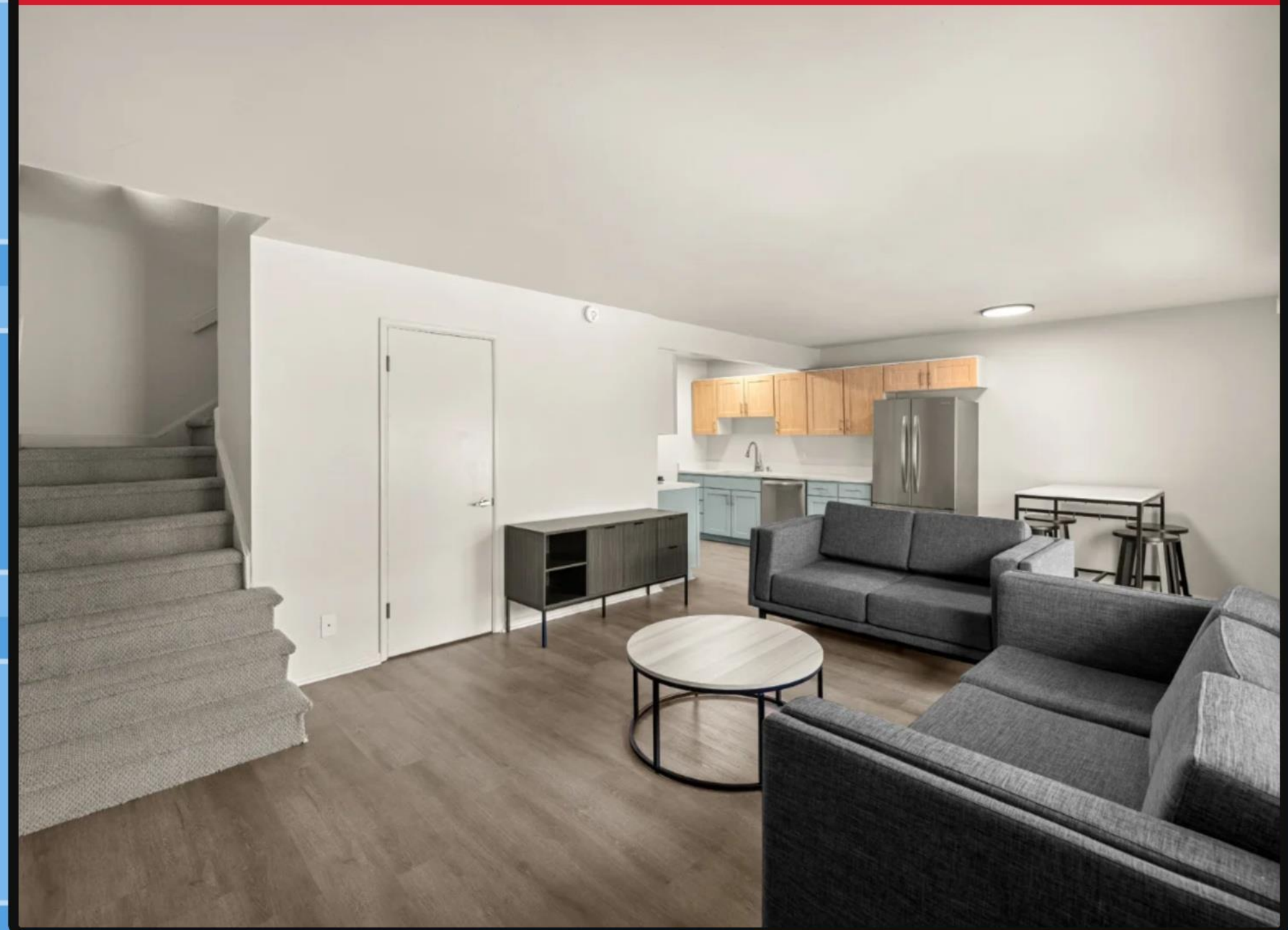
LOOK FOR: Flooring · Paint · Hardware · Lighting

THE LIVING ROOM

BEFORE



AFTER



LOOK FOR: Flooring · Paint · Trim · Lighting

THE BATHROOM

BEFORE



AFTER



LOOK FOR: Vanity · Tile · Fixtures · Flooring

Place
Your Bid

**What's the total cost of
the full unit renovation?**

Kitchen + bedroom + living room + bathroom



Closest without going over wins 2 points.

THE ACTUAL PRICE IS ...

\$15,500

for the complete unit renovation you just saw

Closest without going over wins the Showcase!



**The team you meet today is
the one that finishes the job.**

hello@urbanrenovation.com • urbanrenovation.com