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Investment

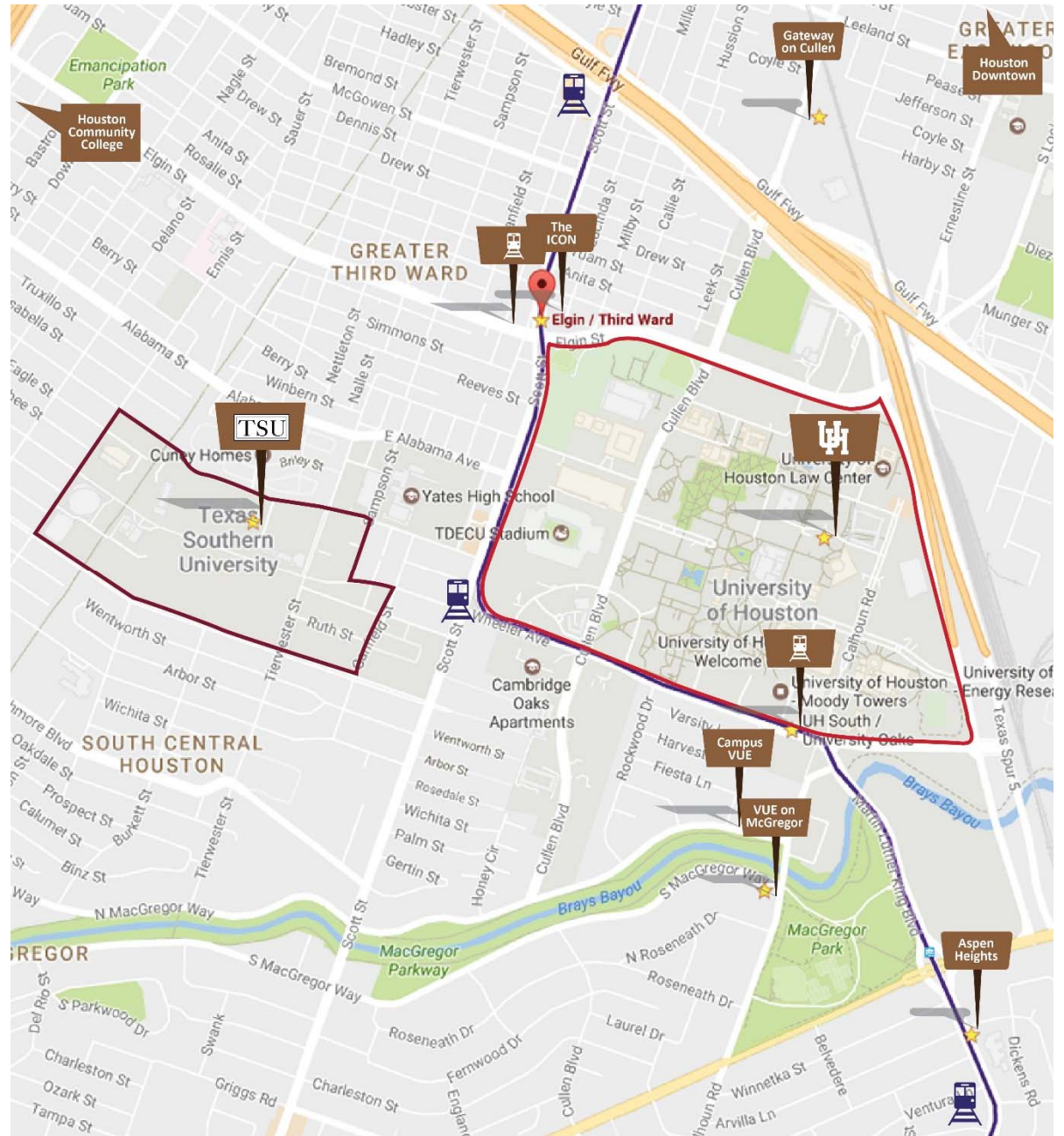
Houston, Texas



Market Study

Higher Education in Houston

The Greater Houston area has 14 major institutions of higher learning, more than 315,000 students are enrolled in more than 500 degree and certification programs at 100-plus colleges, community colleges, technical and trade schools.





Profile of UH and TSU Students (2016)

School	# Total Students	# of Freshmen/ Sophomore	% of total student population	# of Out of State/ International	% of total student population
University of Houston	43,774	13,062	30%	4,195	10%
Texas Southern University	8861	3,581	40%	1,602	18%

Housing Trends: Total number of beds available over 5 year - 2012 to 2016

School	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	
University of Houston	6,048	8,008	8,008	8,008	8,008	
Texas Southern University	1,144	1,144	1,144	1,514	1,514	308 Private Housing

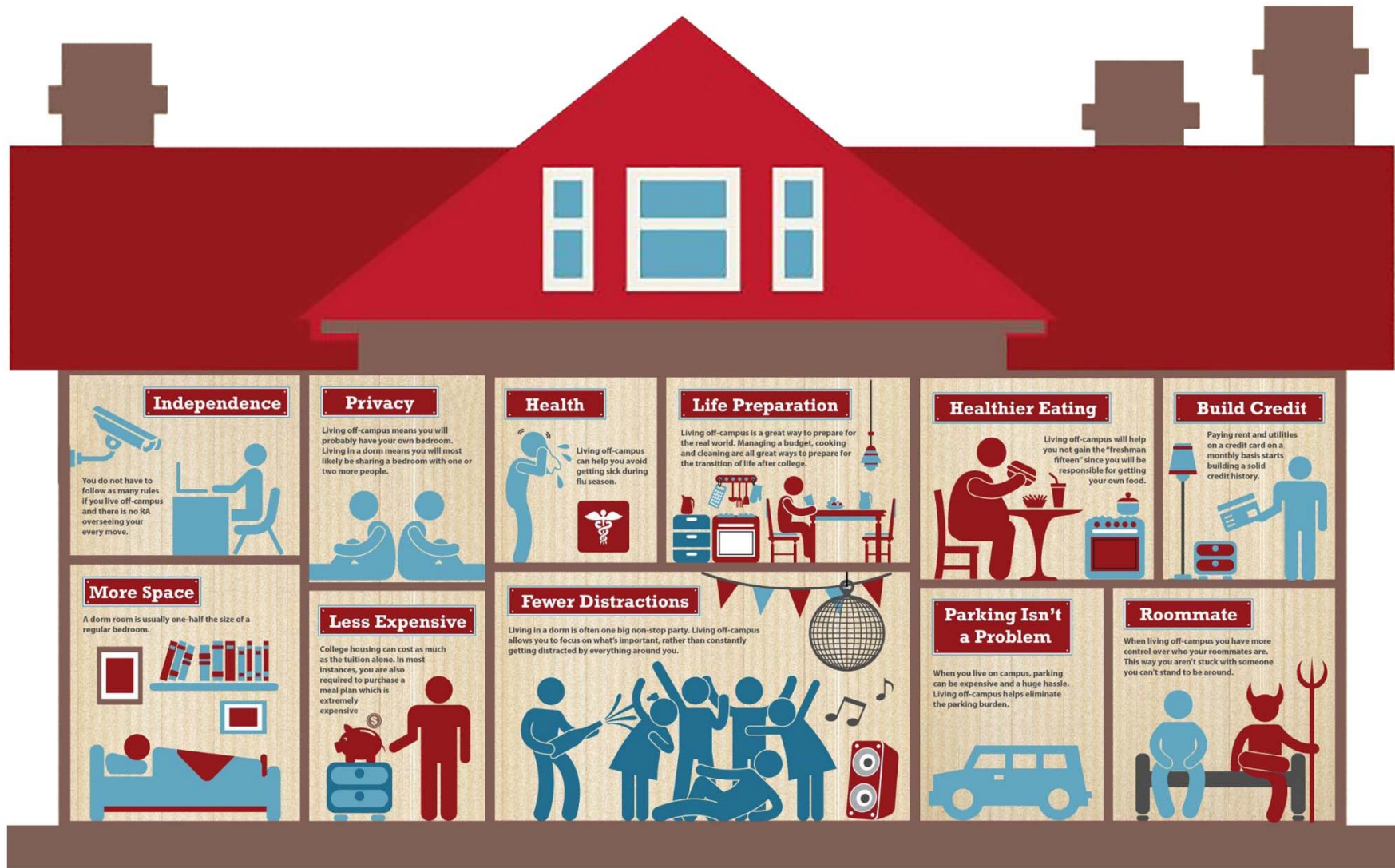
Profile of UH and TSU Housing (2016)

School	# of Total Bed available	% of bed compare to total population	% of bed compare to Freshmen/ Sophomore	% of bed compare to Out of State/ International
University of Houston	8,008	18%	61%	191%
Texas Southern University	1,822	21%	51%	114%

Where do rest of the student live?

- At home with parents or family
- Rent room in a shared home
- Rent Apartment
- Lodgings where they share a home with the landlord
- Other arrangements

Advantages of Living Off Campus



Independence
You do not have to follow as many rules if you live off-campus and there is no RA overseeing your every move.

Privacy
Living off-campus means you will probably have your own bedroom. Living in a dorm means you will most likely be sharing a bedroom with one or two more people.

Health
Living off-campus can help you avoid getting sick during flu season.

Life Preparation
Living off-campus is a great way to prepare for the real world. Managing a budget, cooking and cleaning are all great ways to prepare for the transition of life after college.

Healthier Eating
Living off-campus will help you not gain the "freshman fifteen" since you will be responsible for getting your own food.

Build Credit
Paying rent and utilities on a credit card on a monthly basis starts building a solid credit history.

More Space
A dorm room is usually one-half the size of a regular bedroom.

Less Expensive
College housing can cost as much as the tuition alone. In most instances, you are also required to purchase a meal plan which is extremely expensive.

Fewer Distractions
Living in a dorm is often one big non-stop party. Living off-campus allows you to focus on what's important, rather than constantly getting distracted by everything around you.

Parking Isn't a Problem
When you live on campus, parking can be expensive and a huge hassle. Living off-campus helps eliminate the parking burden.

Roommate
When living off-campus you have more control over who your roommates are. This way you aren't stuck with someone you can't stand to be around.

Advantages of Living Off Campus

- **Less Expensive:** More than 90% TSU students are on financial aid and over 26% of received food stamps or other government assistance. They can use food stamps to purchase food to subsidy their cost of living. Students are NOT required to purchase a meal plan for off-campus housing.
- **Independence:** Married students, students with children like to pay their own bills and need more space and privacy. Although the date for % of students that are married or with children are not available, it can be assumed that they are not the right fit for on-campus housing.
- **Healthier Eating:** Students who are opt for healthier living or have dietary restrictions (ex. Muslim students eat only Halal), having access to kitchen amenities is preferred.
- **Adult life experience:** Mature undergraduate students, graduate students and professional students might opt for off-campus housing as more responsible option.
- **Roommate:** Roommate issues sometimes will force a student to move out of on-campus housing and they have no options available other than breaking their lease and move out.

Advantages of Living Off Campus

- **Parking:** Parking can be expensive and a distance. Living off-campus helps eliminate that parking burden.
- **Off-campus jobs:** Students with off -campus jobs or late hour shifts might be better off if they live off-campus for security, convenience and to comply with campus restrictions.
- **All year lease:** Off campus housing is available throughout the year including summer. That might be preferred options for some students who want to include the summer housing since financial aid for summer is limited
- **More space:** A dorm room is usually on-half the size of a regular bedroom.
- **Health:** Living off-campus can help some students to avoid getting sick during flu season or other diseases.
- **Sense of community:** Living off campus gives students an option to be a part of a greater community and get to enrich the experience of the neighborhood.

Changes in UH Tier 1

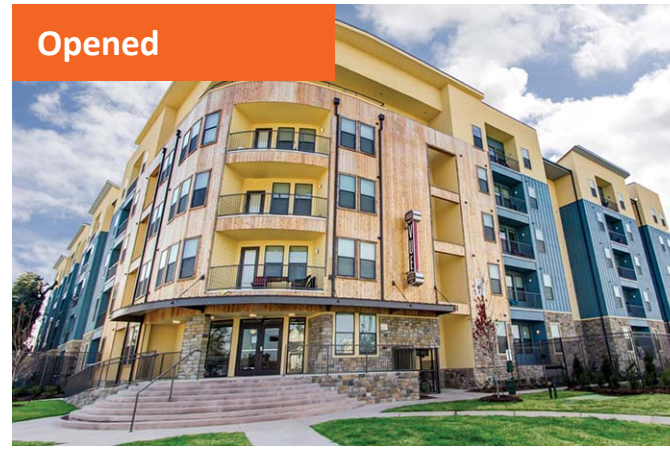
The University of Houston is a Carnegie-designated Tier-One public research university recognized throughout the world as a leader in energy research, law, business and environmental education. UH serves the globally competitive Houston and Gulf Coast region by providing world-class faculty, experiential learning, strategic industry partnerships and state-of-the-art facilities such as the interdisciplinary Energy Research Park and the Nanofabrication Facility.

UH has historically been a commuter school, with over 80% of students living off-campus. Planned student housing close to the campus was always much needed. Recent addition of the Metro Rail Line around the campus offers tremendous access and walkability to campus from any property close to the line.

Recent Housing development close to UH and TSU



Campus VUE | Total Beds - 422



VUE on McGregor | Total Beds - 347



Aspen Heights | Total Beds - 739



The ICON | Total Beds – 400
Phase II – 600 Bed



Gateway on Cullen | Total Beds - 531

Student Housing – Room Type

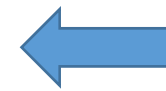
Single Occupancy (1 bed per room, private/shared bathroom) -



1 Bedroom /1 Bathroom



2 Bedrooms/ 2 Bathrooms



Single Occupancy, 1 and 2 bedrooms are Most Popular

Double/multiple Occupancy (2/more beds per room, shared bathroom) -



1 Bedroom /1 Bathroom



2 Bedrooms/ 2 Bathrooms



University of Houston

SINGLE OCCUPANCY (1 bed per room, private/shared bathroom) Price and Meal plan

Residential Hall	Room Type	Fall 2017 – Spring 2018	9 Month Total with Meal Plan	Cost/per Month with Meal Plan	Cost/per Month without Meal Plan
Cougar Village I	2 bedroom Single*	\$8,072	\$12,276	\$1,364	\$897
Cougar Village II	2 bedroom Single*	\$8,072	\$12,276	\$1,364	\$897
Moody Towers	Super Single*	\$6,934	\$11,138	\$1,238	\$770
Calhoun Lofts	Efficiency Unfurnished	\$9,568	\$13,772	\$1,530	\$1,063
Calhoun Lofts	Efficiency Furnished	\$9,814	\$14,018	\$1,558	\$1,090
Calhoun Lofts	1-Bed/1-Bath Unfurnished	\$11,764	\$15,968	\$1,774	\$1,307
Calhoun Lofts	1-Bed/1-Bath Furnished	\$12,114	\$16,318	\$1,813	\$1,346
Cougar Place	4-Bed/1Bath*	\$7,398	\$11,602	\$1,289	\$822
Cougar Place	1-Bed/1-Bath*	\$8,296	\$12,500	\$1,389	\$922

*Required Meal Plan
 Utilities paid
 Meal Plan - \$2,102/ Semester



Texas Southern University

SINGLE OCCUPANCY (1 bed per room, private/shared bathroom) Price and Meal plan

Residential Hall	Fall 2017 – Spring 2018	9 Month Total with Meal Plan	Cost/per Month with Meal Plan	Cost/per Month without Meal Plan
University Courtyard – 4 Bedrooms/ 2 bathrooms	\$6,417	\$9,903	\$1,100	\$713
Tierwester Oaks - 4 Bedrooms/ 2 bathrooms	\$6,417	\$9,903	\$1,100	\$713
Tierwester Oaks - 2 Bedrooms/ 2 bathrooms	\$7,371	\$10,857	\$1,206	\$819
Urban Academic Village - 1 Bed/1 Bath Large	\$8,632	\$12,118	\$1,346	\$959
Urban Academic Village - 1 Bed/1 Bath Small	\$8,182	\$11,668	\$1,296	\$909
Urban Academic Village - 2 Bed/2 Bath	\$6,832	\$10,318	\$1,146	\$759
Urban Academic Village - 3 Bed/2 Bath (Private)	\$6,498	\$9,984	\$1,109	\$722
Urban Academic Village - 3 Bed/2 Bath (Private 2 Large)	\$7,146	\$10,632	\$1,181	\$794
Urban Academic Village - 3 Bed/2 Bath (Private 2)	\$6,498	\$9,984	\$1,109	\$722
Urban Academic Village - Efficiency (Private)	\$7,280	\$10,766	\$1,196	\$809

Mandatory for New and Transfer Freshmen
 Utilities Paid
 Meal Plan - \$1,743/ Semester



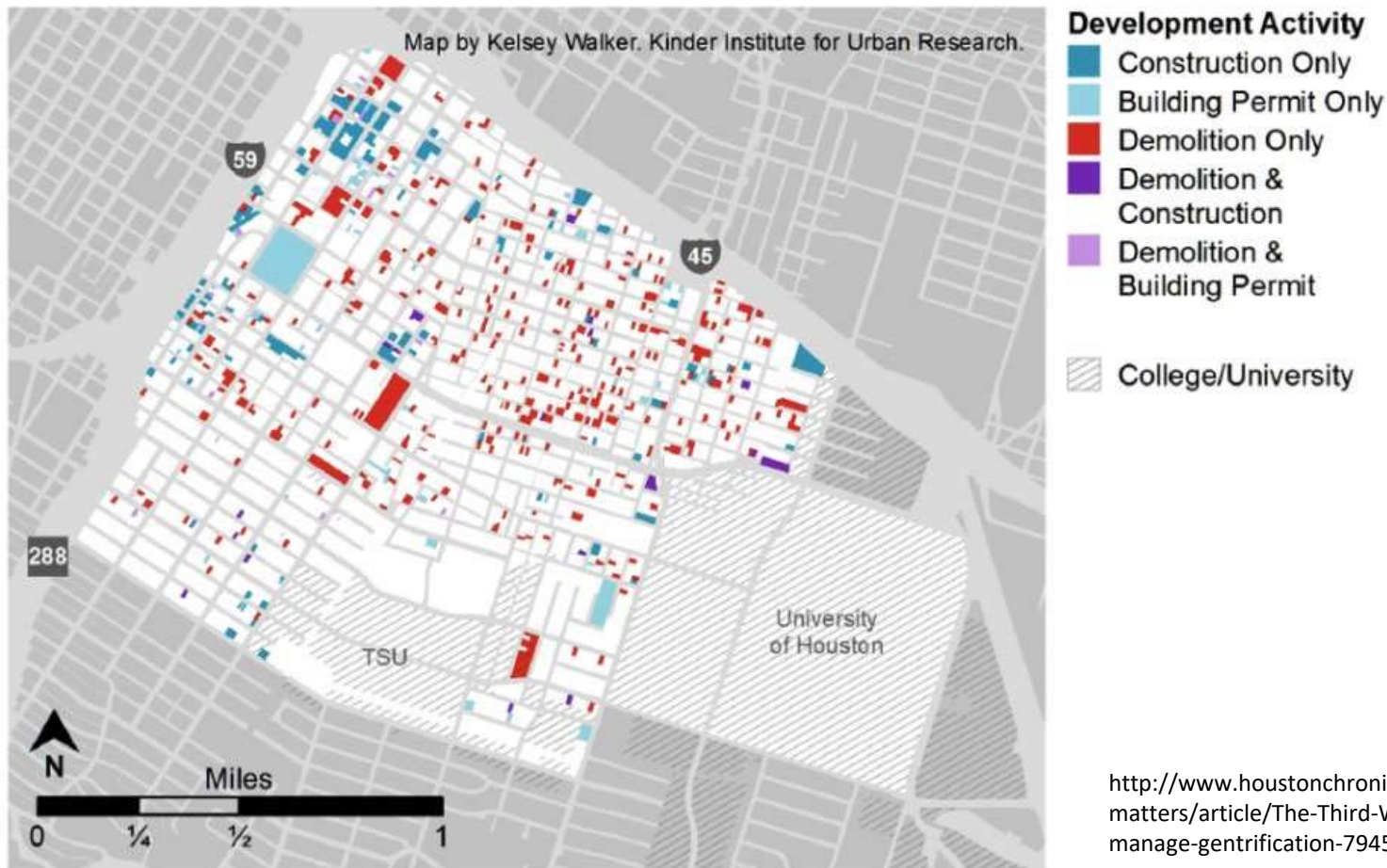
Off Campus Student Housing

SINGLE OCCUPANCY (1 bed per room, private bathroom)

Properties	Room Type	Person/ Bedroom	Cost/ per year	Cost/ per month
Aspen Heights	1 Bedroom/ 1 Bath	1	\$15,588	\$1,299
	2 Bedrooms/ 2 Baths	1	\$12,108	\$1,009
	3 Bedrooms/ 3 Baths	1	\$10,788	\$899
	4 Bedrooms/ 4 Baths	1	\$10,248	\$854
Vue on MacGregor	Studio /1Bath	1	\$12,888	\$1,074
	1 Bedroom/ 1 Bath	1	\$16,404	\$1,367
	2 Bedrooms/ 2 Baths	1	\$13,140	\$1,095
	3 Bedrooms/ 3 Baths	1	\$11,160	\$930
	4 Bedrooms/ 4 Baths	1	\$10,620	\$885
Campus Vue	4 Bedrooms/ 2 Baths	1	\$9,300	\$775
	Studio /1Bath	1	\$12,600	\$1,050
	1 Bedroom/ 1 Bath	1	\$17,520	\$1,460
	2 Bedrooms/ 2 Baths	1	\$12,720	\$1,060
	4 Bedrooms/ 4 Baths	1	\$10,260	\$855
Gateway on Cullen	4 Bedrooms/ 2 Baths	1	\$7,980	\$665
	Studio /1Bath	1	\$12,300	\$1,025
	1 Bedroom/ 1 Bath	1	\$16,500	\$1,375
	2 Bedrooms/ 2 Baths	1	\$12,600	\$1,050
	4 Bedrooms/ 4 Baths	1	\$10,260	\$855
The Icon	5 Bedrooms/ 5 Baths	1	\$9,900	\$825
	Studio /1Bath	1	Price Unknown	
	1 Bedroom/ 1 Bath	1		
	2 Bedrooms/ 2 Baths	1		
4 Bedrooms/ 4 Baths	1			

Redevelopment of 3rd Ward

[A study by Kyle Shelton and Kelsey Walker of the Kinder Institute for Urban Research](#) found that over the last decade, Third Ward buildings were being demolished at a higher rate than buildings county-wide. The study mapped all of the demolition and construction permits across Harris County, painting a picture of a period of change in Third Ward.

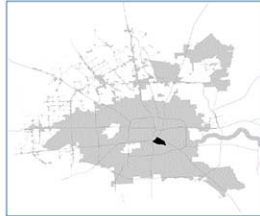


Redevelopment of 3rd Ward

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GREATER THIRD WARD

SUPER Neighborhood Resource Assessment



	Super Neighborhood		Houston	
Pop. characteristics	2000	2012	2000	2012
Total population	15,463	14,040	1,953,631	2,160,621*
Persons per sq. mile	5,351	4,858	3,166	3,249
Age of Population				
Under 5 years	7%	5%	8%	8%
5- 17 years	18%	12%	19%	18%
18- 64 years	64%	73%	64%	65%
65 and over	11%	10%	9%	9%
Ethnicity				
Non Hispanic Whites	7%	14%	31%	26%
Non Hispanic Blacks	79%	65%	25%	23%
Hispanics	10%	14%	37%	44%
Non Hispanic Asians	2%	5%	6%	6%
Non Hispanic Others	2%	1%	1%	1%
Income				
Under \$25,000	69%	54%	33%	28%
\$25,001 to \$50,000	20%	19%	31%	26%
\$50,001 to \$100,000	9%	15%	24%	26%
Over \$100,001	2%	12%	12%	19%
Median Household Income	\$14,493	\$38,936	\$36,616	\$44,648
Educational Status				
No Diploma	44%	27%	30%	25%
High School Diploma	27%	24%	20%	22%
Some College	17%	25%	23%	24%
Bachelor's or Higher	12%	25%	27%	29%
Housing and Households				
Total housing units	6,350	6,683	782,378	902,153
Occupied	82%	70%	92%	86%
Vacant	18%	30%	8%	14%
Total households	5,231	4,704	717,945	773,450
Family households	2,782	2,077	457,549	474,966

Description

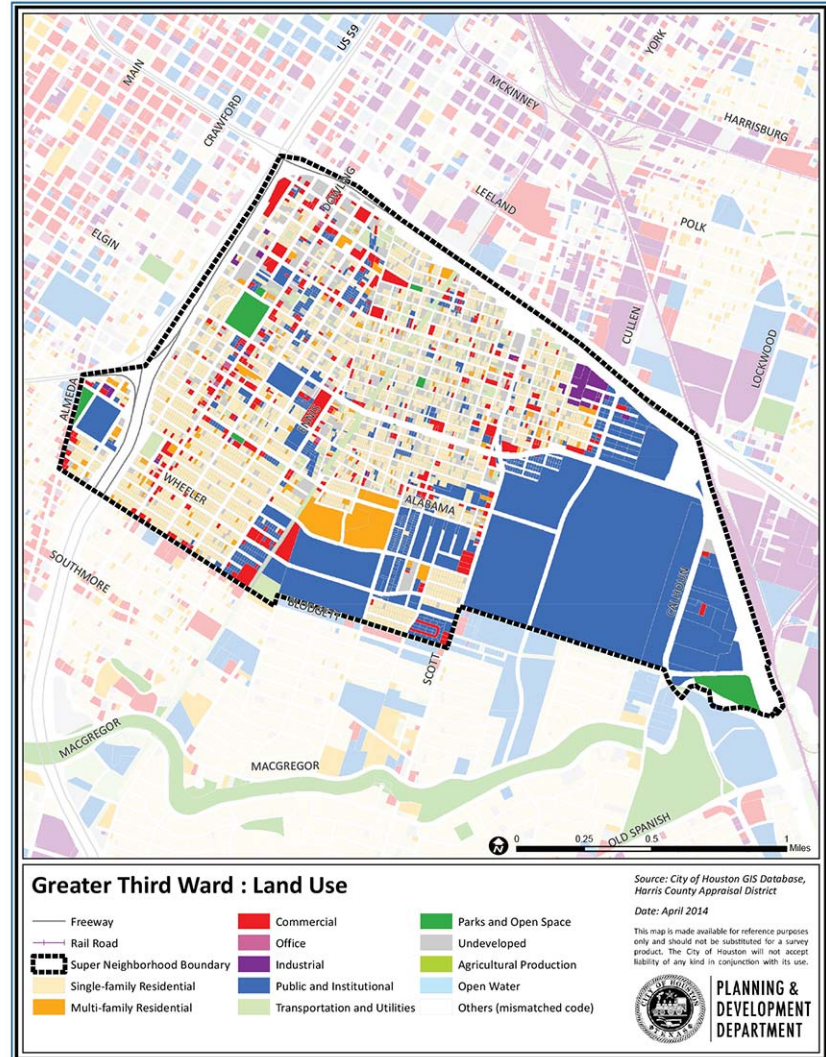
Greater Third Ward is the home of some of the most important institutions in Houston's African-American community, including Texas Southern University, Riverside Hospital, and dozens of prominent churches. Originally a small community of shotgun style houses and modest frame homes, over time the area called Third Ward expanded to the south into neighborhoods such as Washington Terrace. By the mid 1950s, the growing African-American middle class found more substantial brick homes and duplexes in areas formerly reserved for Whites. Neighborhood household income has not kept pace with the rest of the City; however, recently there has been some revival along Scott.

Highlights

- ✓ Houston City Council Districts D, I
- ✓ Houston Independent School District
- ✓ 8 Police beats (includes bordering beats)
- ✓ 1,851 acres (2.89 sq. miles)

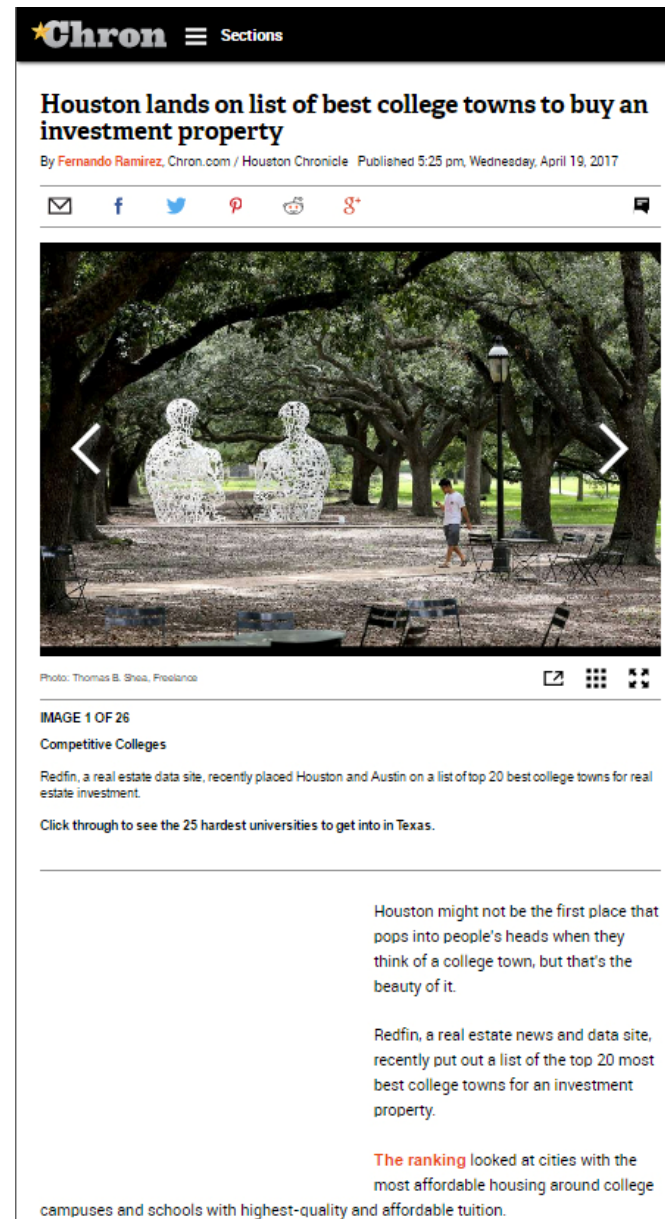


PLANNING & DEVELOPMENT DEPARTMENT



Houston Lands on the List of Best College Towns to buy an Investment Property

<http://www.chron.com/homes/article/Houston-lands-on-list-for-best-cheapest-college-11084492.php?cmpid=email-desktop#photo-6756370>



Chron Sections

Houston lands on list of best college towns to buy an investment property

By **Fernando Ramirez**, Chron.com / Houston Chronicle Published 5:25 pm, Wednesday, April 19, 2017

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Photo: Thomas B. Shea, Freelance

IMAGE 1 OF 26

Competitive Colleges

Redfin, a real estate data site, recently placed Houston and Austin on a list of top 20 best college towns for real estate investment.

Click through to see the 25 hardest universities to get into in Texas.

Houston might not be the first place that pops into people's heads when they think of a college town, but that's the beauty of it.

Redfin, a real estate news and data site, recently put out a list of the top 20 most best college towns for an investment property.

The ranking looked at cities with the most affordable housing around college campuses and schools with highest-quality and affordable tuition.

How Do I Get Involved?

1. Buy Existing house and rent out immediately
2. Buy lot with a structure and renovate for student housing
3. Buy empty land and build the student housing.

What We Offer

Knowledge/Experience

Through our experience, we are well versed about all aspects of the student housing. We have a firm grasp on all of the changing laws relating to property ownership, landlord/tenants and other real estate related regulations.

People Skills

We know our student, they are our highest priority. We build relationship with our existing clients and tenants, as well as potential new ones with a friendly, positive attitude, coupled with superior customer service skills. Our communication with them is always clear and concise, both in verbal and in written form.

Standard Operating Procedures

We have proven operational procedures, which have been developed through years of experience. We have standard practices they put into place for every community or building we serve. These operating procedures include preventive maintenance programs, a full audit of all contracts and vendors, a transparent financial system and budget, and solutions that enhance the value of our property, as well as the lifestyle of all the residents in it.

Vendor Relationships

We have strong, long-held partnerships with our quality service providers for a superior level of service with a competitive rates on regular maintenance.

What We Offer

State of the art Website

Our website has been developed in collaboration with students and many of the thought-leaders in off-campus student housing services. Site is designed to understand and meet the unique needs of each of our students need. Features include:

- **Property search:** Fully searchable database of our properties that allows students, parents, and guests to find off-campus housing that meets their needs.
- **Roommate Finder:** University community members post/search for roommates.
- **Custom Boards to Buy/Sell Furniture, etc.:** Students can post, search, and connect with other off-campus students within the off-campus housing site.
- **Educational Resource & Announcement Center:** Customizable sections to educate students with safety checklists, utility hookup information, sample leases, etc., and share important announcements about off-campus living and events.

Marketing through social media

Because technology is so important to today's students, we focus on popular social media outlets such as Facebook and Twitter to market to them. We realized that our target audience is a heavy user of social media and they response well to social media marketing.

Marketing Flyer

STUDENT HOUSING AT PALM

Leasing for
IMMEDIATE MOVE IN
Summer/Fall





Conveniently located to TSU
No hidden fee (everything included)
No meal plan
Semester & yearly lease available
Accept students on financial aid

For more information
Call or Txt 832-617-0020
Email: housing4edu@gmail.com

AMENITIES INCLUDED IN THESE APARTMENTS -

- | | | | |
|---|----------------------------|---|------------------------------|
|  | 2-bedroom shared apartment |  | Free gated parking |
|  | Semi-furnished |  | Coded entry into the complex |
|  | Full kitchen |  | Super Fast WiFi |
|  | Washer & dryer | | |

UTILITIES INCLUDES WITH RENT PER MONTH -

- | | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Electricity | Water | Internet | Cable | Laundry | Trash |

For more information
Call or Txt 832-617-0020
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Email & SMS Marketing Different Groups Using Financial Aid

EMAIL
MARKETING

