

Information for School Administrators

Who we are...

- An Experienced Student Housing Management Team
 - Founded in 1997
 - Headquartered in Phoenix, AZ
- An Employer of 30+ Housing Professionals
- A Partner with 25 Educational Institutions including Career Education Corporation, Education Management Corporation, Kaplan Education Services, Corinthian Colleges, American Trades Institute and Lincoln Technical Institute
 - Represented in Seven States - AZ, CA, GA, FL, IL, NV, TX
 - Represented by Onsite Staff
- A Housing Provider for 3,000+ Students (and Growing)
- A Company with National Leasing Agreements (i.e., Equity, Camden, AIMCO, Archstone)
- A Bridge for Student Housing Barriers

What we do...

RnR partners with schools to provide a Comprehensive Student Housing Program. We manage all aspects of the housing program, including:

- Leasing Apartments within close proximity to the School
- Handling the Application Process
- Matching Students with Compatible Roommates
- Accepting direct rent payments through financial aid.
- Furnishing Apartments and Paying Utilities
- Coaching Students in Shared Living Citizenship
- Resolving Student Issues
- Providing this Service at No Cost to the Schools

We work closely with each school to offer a customized solution to fit the needs of the school and students.

Why do Schools need a Housing Program?

The main focus of schools is to provide education and training to students. Housing students is not the school's core business but is more of an auxiliary service that most independent schools do not provide because running a housing department diminishes resources and is not cost effective. However, having a Housing Program available to students is good business.

- It drives admissions and promotes school growth.
- It extends recruiting demographics.
- It improves retention rates.
- It reduces staffing requirements.
- It acts as a coordinating liaison for the school and students.
- It satisfies parents' concerns regarding safe housing.
- It provides a true college experience for their students.
- It gives them a competitive advantage over schools without this kind of program available.

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Why Students like our Housing Program...

- It's flexible and offers an inexpensive option to their housing needs.
- Minimum Income Requirements are waived.
- Leases are customized for the individual student.
- Rent may be paid through Financial Aid (if student qualifies).
- Pre-rented Apartments are ready for move in upon arrival.
 - Apartments are conveniently located near school.
 - Apartments are in upscale communities with many amenities.
- Apartments are fully furnished with utilities paid.
- It's a good way to meet and make friends with other students.
- Transfers are available.

How our program works...

Formula for Success

- Provide a Full Service Housing Program for Students Nationwide
- Offer Two Options in most states
 - Shared Housing (Shared & Private Rooms)
 - Independent Housing (Apartment Locator Service)
- Provide onsite RNR Employees
- Provide School with Reports
 - New Enrollments
 - Existing students
- Offer Housing Service at No Cost to Schools
 - FA released directly to RNR

Why we stand out from the rest...

- **Experienced**
Our experience in both the Real Estate Market and the Student Housing Market makes us a uniquely qualified, full-service housing provider.
- **Successful**
Our Proven Formula for housing students has succeeded where others have failed.
- **Available - National Outreach with Local Support**
Our ability to provide this service coast to coast, facilitated by our online presence, coupled with our onsite management makes us not only user friendly but represented by a human presence.
- **Student Friendly**
Our student contracts are designed with a great deal of flexibility, i.e., lowest late fees, lease breaks, and infractions. We have established protocol and procedures for student infractions, and our trained staff will work with individual student issues.
- **Customer Driven**
We realize that all schools do not operate exactly the same way and have different needs. We offer Customized Solutions, not *One Size Fits All* formulas, to meet individual requirements.
- **Secure**
Our \$5 million Liability Insurance assures our partners and customers that they are protected.

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School Partner Base

AZ, CA, GA, FL, IL, NV, TX...

- American Intercontinental University (Los Angeles, Atlanta (Buckhead and Dunwoody campuses))
- American Trades Institute (Dallas and Hurst, TX sites)
- Arizona Automotive Institute (Phoenix)
- Bauder College (Atlanta)
- Brooks Institute of Photography (Santa Barbara and Ventura, CA campuses)
- California Culinary Academy (San Francisco)
- Collins College (Tempe, AZ)
- Florida Culinary Institute (West Palm Beach, FL)
- Harrington College of Design (Chicago)
- International Academy of Design and Technology (Chicago and Orlando campuses)
- Keiser College (Ft. Lauderdale)
- Le Cordon Bleu College of Culinary Arts (Las Vegas)
- Lincoln Technical Institute (Arlington, TX)
- New England Tech (West Palm Beach, FL)

RNR Success Stories

We offer a turnkey Housing Program that:

- Drives Admissions
- Improves Retention
- Frees up School Staff Resources
- Provides a no-cost solution to Student Housing

The following are Sample Success Stories of how Schools implementing our Housing Program have benefited.

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RNR Success Stories		
School	Problems before RNR	RNR Solutions
International Academy of Design Technology (IADT) Chicago, Illinois	<p><u>Inconvenient Apartment Locations Negatively Impacted Student Retention.</u> IADT's former Student Housing Service housed students near O'Hare International Airport, far from and inconvenient to the IADT downtown Chicago campus. Commuting problems saw a decline in enrollment and retention.</p> <p><u>No Onsite Staff Available</u> The service was managed out of Indianapolis; little onsite assistance was available to resolve issues or handle immediate concerns.</p>	<p><u>Provide Housing Close to School</u> Housing students in beautiful downtown locations has improved student retention. Three-year contract extensions with RNR testify that if you make it more convenient and affordable to attend school, students will stick with the program.</p> <p><u>Provide Onsite Staff</u> RNR works with the school and students from a Chicago office. Staff are onsite at the school or the apartments to resolve any issues.</p>
Bauder College Atlanta, Georgia	<p><u>Running Own Housing Program Created Bad Publicity</u> Bauder College is an excellent educational institution that tried with limited success to run its own housing program. When students complained about the housing program, an Atlanta television crew did an up close and personal series of investigations, and the news was not flattering. Contracting with RNR changed all of that.</p>	<p><u>RNR Provides a Full-Service Management Team with Years of Experience</u> Since RNR's professional housing service has been launched at Bauder College, the housing enrollment has increased to 300 students, and School officials can concentrate on their core competency—education. New apartments with new furniture and dedicated RNR professionals have resulted in renewal of the initial contract and no 6 o'clock news blues.</p>
American Intercontinental University (AIU) Marina Del Rey, California	<p><u>Running Own Housing Program was Ineffective and Costly</u> When AIU ran its own housing program, they</p> <ul style="list-style-type: none"> • Had less than 40 students in housing • Had a high vacancy rate • Were losing money with their housing business 	<p><u>RNR's Onsite Management Saves School Money & Houses Six Times More Students.</u> Since AIU has partnered with RNR there are over 200 students housed in premier Marina Del Rey locations. Onsite RNR staff is available to handle all aspects of student housing. AIU just signed its second 3-year pact to continue RNR services.</p>

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Brooks Institute of Photography Santa Barbara, California	<u>Coastal Resort Town Has 0% Rental Vacancy</u> Santa Barbara is an upscale community that is accommodating to timeshare owners and vacation rental properties but lacks affordable housing suitable for students. Apartment landlords and management companies were very cautious about renting to students, and some students left because of no availability. It may be the toughest rental market in the U.S.	<u>RNR's Onsite Management and Liability Opens Doors to Student Housing</u> Because we offer experience and a housing program that has professional staff on hand to assure landlords that their properties are well managed, there are now 400 students enrolled in our housing program with Brooks Institute. Landlords willingly working with us. Their properties are not sitting vacant during low tourism seasons. It's a win/win for all parties.
Arizona Automotive Institute (AAI) Phoenix, Arizona	<u>Running Own Housing Program Created Headaches for School Administration</u> Running their own housing program seemed to be a sound idea because AAI's specialized training draws prospective students from all over the country. It became a difficult program to run, however, due to understaffing and fraught with complaining students, parents and landlords. It was obvious to the school president that there had to be a better solution. He said he was "tired of the scratches on my back from Student Housing."	<u>RNR's Onsite Management Team Partners with AAI</u> Since they partnered with us, AAI no longer has the burden of handling all the details that come with a Student Housing Program and can now focus on training and recruitment efforts with the confidence that their students will be placed in affordable housing. Things are running much smoother; students and parents are satisfied, landlords are more assured, and school administrators are happy with our management. Going on eight years, and no more scratches.
Collins College Phoenix, Arizona	<u>Using Busing instead of Student Housing was Costly and Narrowed the Market.</u> With most (if not all) of the apartment complexes surrounding the institute no longer willing to work with them, Collins College officials struggled to find housing, and some wasn't too close to the college. They resorted to busing students to and from school. At a cost of \$80,000 per year, the busing expenses weren't appreciated by corporate, and the students weren't happy with the time it took to get to and from school.	<u>RNR's Onsite Management Provides Affordable Student Housing Options.</u> Students from all over the country, plus those living right in Phoenix's back yard who want to live away from home, are now housed in apartments close to the Collins College campus. They are having a real college experience and are not caught up in a daily commute, which frees their time for homework or part time employment. The school can apply that \$80,000 to new programming and recruitment efforts.