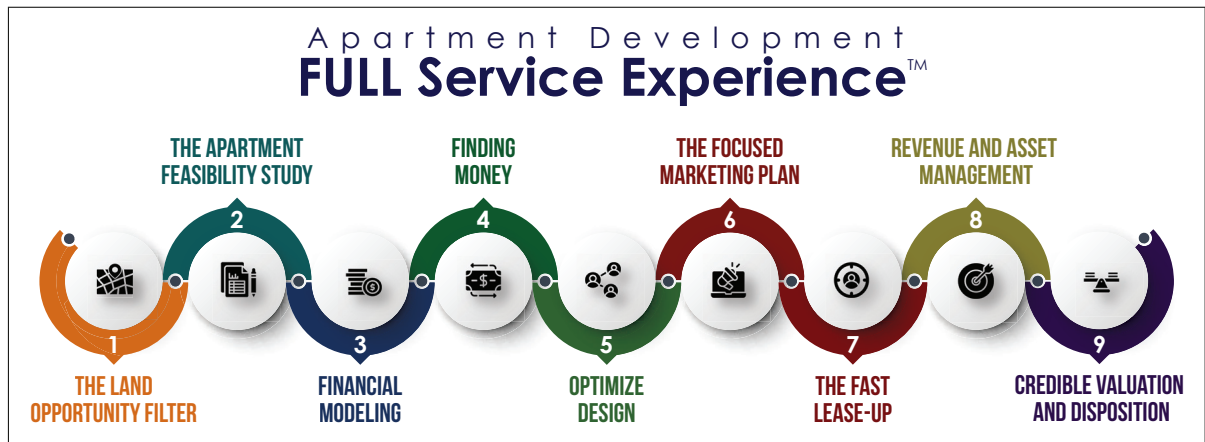


Welcome to the Apartment Development FULL Service Experience™

The **Apartment Development FULL Service Experience™** spans the whole development project timeline and we assist our clients through the entire journey! Regardless of where you are in your project path, we can add value by bringing over 35 years of relationships, insight, expertise, and business strategy. Our services utilize a variety of unique methods, custom reports, connecting clients to key partners, coaching, and brokerage.



Our in-house capabilities make this possible, which is why our relationships typically span generations. This is what makes us unique and why we serve developers end-to-end, from the beginning of a new apartment construction project all the way to the end — which could be the sale or the set-up of ongoing asset management.

Welcome to SVN Rock Advisors



We pride ourselves on not being a typical brokerage firm. Right from the outset, our founder Derek Lobo, created a business that was singularly focused on the apartment industry.

Today, after decades of business, SVN Rock Advisors has become known as the FULL service company to the apartment developer fraternity. We don't take that moniker lightly, which is why we continue to create relationships, address the critical issues in the marketplace, develop strategic collaborations, deploy new technology and content to help apartment developers, and provide industry-leading value to our clients and their teams.

It's been quite a journey to date, but we're even more excited for the anticipation of a ground-breaking 2022!

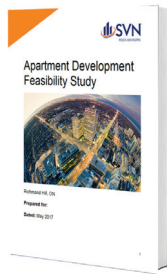
DEREK LOBO
CEO and Broker of Record

Welcome to the Apartment Development FULL Service Experience™

What We Do

Now that you've been introduced to our **Apartment Development FULL Service Experience™** it's time to share some of the typical deliverables we've been providing to our clients.

These deliverables come in the form of reports, audits, coaching, tools, assets, and education. Each is customized to the specific needs of the client and their development project.



DELIVERABLES CAPABILITIES:

- ☒ Feasibility Study
- ☒ Floor Plan Audit
- ☒ Detailed Rent Roll
- ☒ Parking Plan Audit
- ☒ Utilities System Audit
- ☒ Complete Financial Model
- ☒ Detailed Target Renter Profile
- ☒ Referrals to Lenders, Sub-Metering, Architects, Marketing, CMS Platforms
- ☒ Financial Analysis Coaching
- ☒ Hiring & Training Leasing Staff
- ☒ Marketing Budget Coaching
- ☒ Revenue Management Coaching
- ☒ Property Management Coaching
- ☒ Brokerage

The Future is Now!

coming soon...

A key ingredient in helping to provide value to our new and existing clients, is the creation of new tools aimed specifically at apartment developers. As the author of 18 books to date, Derek Lobo continues his progress forward by creating **Apartment University** - the premier apartment development online learning platform.

This online learning portal has both a free and annual membership section, featuring online self-learning content coupled with personal coaching components. The courses are delivered in a variety of mediums including presentations, videos, eBooks, downloads, tools & assets, quizzes, and coaching.

What are the benefits of **Apartment University**?

- ➔ Timely - Immediate access to information you need now
- ➔ Topical - Ongoing updates address current industry issues
- ➔ Interactive - Take a quiz at the end of each video lesson
- ➔ Comprehensive - Complete set of 13 eBooks to download
- ➔ Personalized - Engage in the individualized coaching sessions



derek-lobo.com
The Apartment Development
ONLINE LEARNING PLATFORM

