



Differences from the Industry

Our goal is simply to be the best. Here are just a few ways we're different from the industry:

Overall Productivity

Revenue per employee industry-wide is \$271,000. In 2008, our associates averaged \$441,000.

Lowest Cost Producer

The Connor Group averages at least 20% less per unit in controllable expenses than prior ownership.

Dramatically Increase Revenue

- 1) **Rental Rates:** In 2007, the industry average to raise rental rates was 2.5% per year. The Connor Group averaged 6.5%.
- 2) **Ancillary Income:** The Connor Group on average increases ancillary income (pet fees, deposits, late fees, etc.) approximately 40% over prior ownership within the first two years after an acquisition.

Bottom Line Improvement

The Connor Group averaged a 53% increase in Net Operating Income on the last 10 properties sold.

Improve Customer Satisfaction

In 1995, we were the first apartment operator to scientifically measure customer satisfaction in conjunction with the Gallup Organization. Every property is measured twice annually.