

HEDGEWOOD PLACE APARTMENTS



HIGHLIGHTS

Hedgewood Place Apartments, located in Midland, MI was acquired on April 15, 2022, for a purchase price of \$1.7 million. At the time of acquisition, the vacancy rate stood at 35% with an average rental rate of \$615 per month. Currently, there has been a significant increase in the average rental rate, reaching \$1,025 per month. Strategic property upgrades were implemented, including landscaping, structural repairs, and both exterior and interior renovations.

To streamline tenant communication and service requests, an interactive software system was installed, allowing residents to schedule work orders, process payments, and receive text communications. Tenant satisfaction surveys were distributed at move-in and after maintenance services to gather feedback. One maintenance technician was assigned as the "lead" tech for the property, ensuring consistency in service. Marketing strategies included investments in Zillow, synchronization with AppFolio, and promotions on Facebook. Initial rate increases and improvements led to a high tenant turnover rate. In response, tenant screening processes were enhanced, leading to more qualified tenants and justifying the raised rents. Essential upgrades, such as waterproofing basements and replacing water heaters and HVAC units, were also completed.

AT A GLANCE

- Increased value 37%
- 95% Occupancy Rate
- 0% Delinquency Rate
- 40% rent increase
- Increased tenant screening processes
- Upgraded water heaters and HVAC units