

ART.

THE ART OF THE APARTMENT

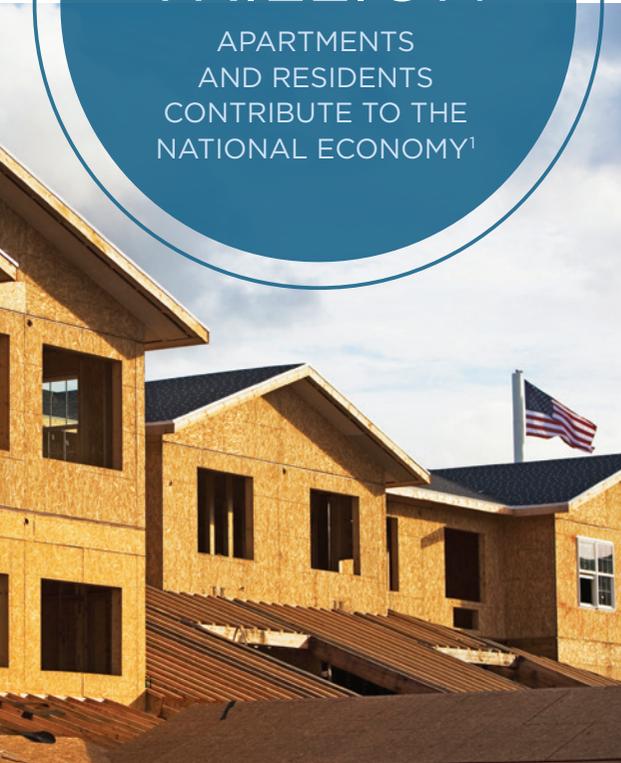
A PALETTE OF ECONOMIC IMPACT, REWARDING CAREERS,
HOUSING CHOICE AND GIVING BACK



THE ART OF ECONOMIC IMPACT

i contribute more than a trillion dollars to the economy.

\$1.1 TRILLION
APARTMENTS AND RESIDENTS CONTRIBUTE TO THE NATIONAL ECONOMY¹



The apartment industry paints a vibrant canvas.

Its robust economic engine drove a **\$1.1 trillion contribution to the national economy** and supported **25.4 million jobs** in 2011,² despite the worst economy in a generation. But this combined economic impact of apartment construction, property operations and resident spending shows only a partial picture of the apartment industry's dynamic, diverse landscape.

Enriching career opportunities abound. Americans hold approximately 2.3 million jobs (direct and indirect)³ in the apartment sector. They work in exciting, portable careers for companies that support a wide variety of other businesses — purchasing goods and services from everything from cable and Internet services to pool maintenance.

Apartments also offer housing choice and flexibility. Today nearly **35 million Americans call apartments “home”⁴** — and more are

in line to move in. As many as seven million new renter households are expected this decade⁵. And local businesses are hanging out welcome signs — apartment residents spend, on average, 18 percent more of their disposable income than homeowners on retail and consumer goods within the local economy.

Just as important in the apartment industry's palette is the spirit of giving by both industry professionals and apartment residents. Together they regularly give back to society — volunteering their time, effort and expertise to help the less fortunate, whether providing the medically ill with an apartment “home away from home,” giving homeless families an apartment home of their very own, or rallying apartment residents to support local food drives, Toys for Tots or Red Cross blood drives.

Join us on the following pages as we show how apartments are a significant, positive force in communities and whose hue only grows brighter.

big time spending power

In 2011, apartments and their residents generated a **\$1.1 trillion** contribution to the national economy and supported **25.4 million** jobs.⁶

NEW APARTMENT
CONSTRUCTION
\$42.5
BILLION

EXISTING APARTMENT
OPERATIONS
\$182.6
BILLION

RESIDENT
SPENDING ACTIVITY
\$885.2
BILLION

MY APARTMENT COMMUNITY SUPPORTS LOCAL BUSINESSES

- Cable/Internet/Telephone
- Pool Maintenance
- Fitness/Home Spa Services
- HVAC (Heating, Ventilation & Air Conditioning)
- Pest Control
- Utility Billing, Screening & Other Office Services
- Laundry Services
- Advertising/Marketing
- Landscape Design and Maintenance
- Plumbing Services
- Elevator Repair & Maintenance
- Security Systems
- Trash & Recycling Services
- Financial Services
- Software/IT
- Furniture Rentals

MY SPENDING SUPPORTS LOCAL BUSINESSES



RESIDENT SPENDING
ACTIVITY CREATES
22.8
MILLION JOBS⁷



THE ART OF REWARDING CAREERS

my career is in the apartment industry

As the nation's economy strengthens, the apartment industry's role will expand — leading to **more jobs constructing, operating and maintaining** these new apartments. Many will be homes to the two fastest growing population segments driving the demand for apartments — young adults in their 20s and empty nesters in their 50s or older.

A growing industry brings with it increased need for talented, creative and passionate individuals to lead and support it. **There has never been a better time to consider a career in the apartment industry.** It's a robust, dynamic and highly professional field, dedicated to helping people choose

and enjoy the housing lifestyle that's right for them.

The average apartment community employs six on-site staff members, including a manager and assistant manager, leasing consultants and maintenance technicians. Apartment careers offer competitive salaries and great benefits, as well as training opportunities and excellent room for growth because the apartment industry has a history of promoting from within. And unlike many occupations, careers in the apartment industry are portable; the skills and experience gained working in an apartment community can easily be transferred to another community in another city.

DEMAND FOR
TALENT
IS OUTPACING SUPPLY, MAKING
THE APARTMENT INDUSTRY A
POWERFUL CAREER CHOICE

2.3
MILLION
JOBS⁸

DIRECTLY
686,000

INDIRECTLY
1,650,000



THE ART OF REWARDING CAREERS

a profession that's right for me...

CAREER TRACK

LEASING

MAINTENANCE

MANAGEMENT

ANNUAL COMPENSATION⁹

\$26,300 - \$47,100

\$27,300 - \$52,900

\$36,900 - \$74,700

ADDITIONAL EARNINGS

bonus pay for meeting sales goals

overtime pay

bonus pay

BENEFITS

health / life / retirement / tuition

health / life / retirement / tuition

health / life / retirement / tuition

TRAINING OPPORTUNITIES

continuing ed / professional designations

continuing ed / professional designations

continuing ed / professional designations

RENT BENEFITS¹⁰

20%+ reduction

20% - 100% reduction

20%+ reduction

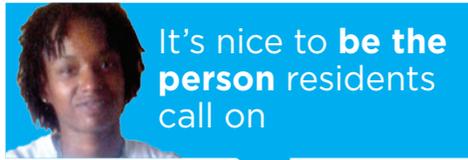
WORK HOURS

🕒 full-time/part-time

🕒 full-time

🕒 full-time

...where i love what i do



It's nice to **be the person** residents call on

Whitney Clark enjoys a rewarding career as a maintenance engineer with an affordable housing community in Georgia. A former member of the National Guard who served her country for several years in Afghanistan, Clark was one of 24 veterans participating in a recent Certificate for

Apartment Maintenance Technicians (CAMT) program, offered for free to Atlanta-area military veterans by the National Apartment Association Education Institute (NAAEI), the Georgia Apartment Industry Education Foundation (GAIEF) and the National Guard Association of Georgia.

This comprehensive program teaches students all aspects of apartment maintenance; Clark has recently earned her CAMT certificate and loves being able to assist residents — whether it's fixing something in their apartment or explaining safety issues to them. "It's nice to be

the person residents call on to help with maintenance tasks," she notes.

Clark also appreciates serving as a role model for the children at her community — many of whom aren't used to seeing a woman in a job often associated with men. "I hope they see that they can be whatever they want when they grow up."

WHITNEY CLARK, CAMT

Maintenance Technician
Housing Authority of the City of McRae
McRae, GA



You never stop **learning**

National Apartment Leasing Professional (NALP) of the Year 2010, Jeremy Lawson has been involved in the apartment industry for 10 years, starting as an Assistant Manager at a property and slowly learning more about the field through experience and dedication. "I took the keys and ran with them!" he laughs. Lawson realized very early that his passion lay with the leasing side of the profession and for creating communications that make communities more visible.

Lawson travels extensively in his role, helping newly acquired Fogelman apartment communities across the nation boost their occupancy rate. "I specialize in properties with challenges," Lawson notes. He's also taken the initiative to lead Fogelman's reputation management initiatives, assisting and developing leasing and marketing plans and managing the group's social presence — all in an effort to raise awareness about Fogelman to prospective renters. It's hard work, but Lawson has enjoyed every minute of it. "I didn't realize how much fun it would be," he says.

JEREMY LAWSON, NALP

National Leasing & Marketing Specialist
Fogelman Management Group
Memphis, TN



There are endless **possibilities**

Felicia Neeley is one of the first graduates of the Military Personnel Trainee Program, a structured, six-week program launched by Equity Residential to provide veterans with real-life exposure to the property management industry. These trainee positions are paid, full-time and benefits-eligible and successful completion of the program results in a position at Equity.

After leaving the military, Neeley initially found it difficult to find a job in a challenging economy. She learned of Equity's training program through the Employer Partnership of the Armed Services. "I had never thought about a career in real estate, but I'm so glad I was introduced to it," she says.

Not knowing anything about the industry, she was hesitant at first. Neeley notes that the support of her new colleagues inspired her to learn — and to build confidence. "Don't worry about not having experience," Neeley advises. "Come in with an open mind, ready to absorb everything. There is room for growth in all departments, and the sky is the limit."

FELICIA NEELEY

Community Administrator
Equity Residential
Jersey City, NJ



So many different **options** and career paths

Kelly Tabolt's career in the apartment industry was more of a happy coincidence than the result of a specific plan. A graduate of the State University of New York at Geneseo, she started as a leasing professional in 2006, not long after graduation. "I was not sure where I would end up, with my degree in theater," she says. "I never imagined myself going into the industry. If someone had told me that it was such a great option, I would have made it my dedicated career even sooner."

Today, Tabolt is the Property Manager at a Winn Residential apartment community at Peterson Air Force Base; she enjoys building relationships with her staff and with apartment residents. She also enjoys a continuing education offered by the NAA Education Institute that her company encourages her to take.

Most of all, Tabolt appreciates the many different opportunities that a career in the apartment industry offers. These opportunities extend beyond leasing and property management and maintenance; they include marketing, design and business planning — career choices to suit every personality.

KELLY TABOLT

Property Manager
Winn Residential
Colorado Springs, CO

i choose to live in an apartment

Thirty-five million people live in rental apartment communities. That includes young professionals beginning their careers, families and retirees. And these numbers continue to grow, as more people discover the **convenience, community** and **flexibility** that apartment living offers.

Apartment renters enjoy the **convenience** of choosing from a wide range of community sizes, styles and environments — from garden-style buildings in smaller neighborhoods to multi-level luxury high rises in the heart of the city. They benefit tremendously from the amenities that most communities offer, including fitness centers, outdoor play areas, and community social events. And many apartment buildings are located within walking distance of restaurants, shops and public transportation — promoting a healthier work-life balance for their residents.

Apartment living fosters **community** in every sense of the word. It brings people together in a way that no other type of housing can and puts the opportunity to meet and interact with a diverse group of individuals and families literally at one's doorstep. These active populations are engaged with their communities through political, civic, volunteer and social action. Without the responsibility of property maintenance, renters are able to focus on friends, family and other pursuits.

Perhaps best of all is the **flexibility** that apartment living offers. With no mortgage or homeownership obligations, renters have the freedom to explore different places, experiences and opportunities more easily.



UP TO
HALF

OF ALL NEW
HOUSEHOLDS THIS
DECADE WILL RENT¹¹

35
MILLION

AMERICANS
(AND GROWING)
ARE RENTERS¹²



i contribute

The apartment industry is committed to the community and harnessing the power of residents to have real impact and make a real difference.

TOYS FOR TOTS

Making Christmas Merrier for Children in Need

For nearly 10 years, the Apartment Association of Greater Dallas (AAGD) and the Apartment Association of Tarrant County (AATC) have participated in the Toys for Tots Program, in partnership with the U.S. Marine Corps Reserves. Working directly with the Marines — an honor in and of itself — association members volunteer to

collect, wrap and distribute new toys to needy children in the Dallas/Fort Worth region every Christmas. Starting in October, dozens of association members also visit apartment communities across the area, facilitating onsite toy drives and encouraging residents to contribute to the program.

To date, 350 apartment properties within the two associations are active participants in the program. More than 15,000 toys collected every year are donated by members and residents within the AAGD and the AATC — the largest single contribution to Toys for Tots of any group in the Dallas/Fort Worth region.



TOYS FOR TOTS



FOOD-A-THON AND THE CAN CAN BALL



NEW MOVES PARTNERSHIP



OPEN ARMS FOUNDATION

FOOD-A-THON AND THE CAN CAN BALL

Fighting Hunger in Atlanta for More Than 25 Years

The Atlanta Apartment Association (AAA) joins together every year with the Atlanta Community Food Bank to provide food to more than 240,000 Atlanta area residents living below the poverty line. The AAA's annual Food-A-Thon collects food to be distributed to more than 700 charitable agencies — including day care programs, nursing homes and shelters — providing much-needed nutrition to families and senior citizens across metro Atlanta and north Georgia.

In addition to the Food-A-Thon, the AAA organizes an annual black-tie event, the Can Can Ball, which raises money through corporate sponsorships, donations and a silent auction. In 2012 the Can Can Ball raised more than \$200,000 — funds that, in addition with the proceeds from the Food-A-Thon, were used to provide 55 million meals to the hungry in north Georgia. Thanks to the hard work and generosity of AAA members, the Food-A-Thon and the Can Can Ball have combined to become one of the largest food drives in the country.

NEW MOVES PARTNERSHIP

Changing Lives, One Family at a Time

Based in Florida and supported by several National Apartment Association affiliated associations, numerous property management companies and industry suppliers, the New Moves Partnership works with charitable organizations to identify and assist the “incidental homeless”: individuals and families who, through job loss, illness, domestic violence or other misfortune, do not have a place to live.

These families are looking for “a hand up, not a hand out” which is provided by securing apartment housing and furnishings for them at the program’s participating rental communities. Property managers at these communities help the families with move-in costs, offer reduced rent, and provide credit forgiveness to allow people to get back on their feet. The program also partners with other charities to provide families with food, clothing, employment and counseling.

The New Moves Partnership has helped more than 237 families since its inception in 2011; it’s enjoyed a 90 percent success rate, with the majority of families renewing their

leases at regular rental prices. The program is in the process of expanding beyond Florida, with the aim of making a difference in communities across the country.

OPEN ARMS FOUNDATION

A Home Away from Home for Those Facing Medical Crisis

The Open Arms Foundation is the corporate charity of Mid-America Apartment Communities (MAA); overseen by an MAA employee and run entirely by volunteers, the program provides fully furnished, two-bedroom, accessible apartments free of charge for individuals and families who must travel in order to receive medical treatment. The average length of stay in an Open Arms apartment is one to two years; those participating in the program can focus entirely on their treatment, without the emotional burden and financial expense of paying for a second residence.

The Open Arms program is currently available in 43 apartments across 11 states, with the goal of continuing to grow each year. MAA works with hospitals including St. Jude Children’s Hospital in Memphis, Tenn, MD Anderson Cancer Center in Houston, Texas and the Mayo Clinic in Jacksonville, Fla.

GET THE BROAD BRUSH STROKES AND FINE DETAILS

FINDING AN APARTMENT CAREER: www.ApartmentCareerHQ.org

FEDERAL, STATE OR LOCAL APARTMENT INDUSTRY POLICY ISSUES: www.naahq.org/governmentaffairs

THE APARTMENT INDUSTRY'S ECONOMIC IMPACT: www.weareapartments.org

APARTMENT INDUSTRY ADVOCACY: www.naahq.org/learn/advocacy

NOTES

- 1 National Apartment Association and National Multi Housing Council, "The Trillion Dollar Apartment Industry," February 2013
- 2 National Apartment Association and National Multi Housing Council, "The Trillion Dollar Apartment Industry," February 2013
- 3 National Apartment Association and National Multi Housing Council, "The Trillion Dollar Apartment Industry," February 2013
- 4 U.S. Census Bureau
- 5 National Multi Housing Council and Harvard Joint Center for Housing Studies
- 6 National Apartment Association and National Multi Housing Council, "The Trillion Dollar Apartment Industry," February 2013
- 7 National Apartment Association and National Multi Housing Council, "The Trillion Dollar Apartment Industry," February 2013
- 8 National Apartment Association and National Multi Housing Council, "The Trillion Dollar Apartment Industry," February 2013
9. 2012 national salary range for on-site positions; does not reflect regional differences
- 10 Not all companies offer rent benefits
- 11 National Multi Housing Council and Harvard Joint Center for Housing Studies
- 12 U.S. Census Bureau



NATIONAL APARTMENT ASSOCIATION & NAA EDUCATION INSTITUTE

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