FirstService
RESIDENTIAL

Our Company, YOUR SOLUTION

FirstService Residential is the leading provider of professional management services to high-rise buildings, condominium and homeowner associations, large-scale communities and developing communities since 1980.

FirstService Residential is a full-service organization that offers a wide range of community management services, including physical, administrative, accounting and financial services, consulting services and insurance.

FirstService Residential provides your community unparalleled intellectual and financial resources, technology, best practices, oversight and a vision of the future of the community association management industry.

We provide additional value to communities like yours by incorporating unrivaled economies of scale and best practice sharing across our organization.

OUR PROMISE TO YOU:

- Deliver exceptional service
- Optimize operating budget
- Elevate safety and mitigate risk
- Improve resident lifestyle
- Enhance property values

FirstService Residential is proud to be one of the few full-service management companies in the country recognized as an Accredited Association Management Company by the Community Associations Institute (CAI).

To learn more about why your community should partner with FirstService Residential, visit **www.fsresidential.com.**

HIGH-RISE

FirstService
RESIDENTIAL

It takes experience to understand how a high-rise structure operates. As North America's residential property management leader, we have raised the bar.

We offer the personalized service found in smaller organizations, coupled with the extensive resources of a proven leader, to make FirstService Residential the first choice for high-rise management services.

From valet, concierge and engineering, to front desk and housekeeping staff, we've got it covered. Our strength comes from a focus on providing exceptional service and value to your building including cost containment strategies, cutting-edge technology, staffing analysis, and accounting and financial services.

Our team delivers service and manages your property in a way that demonstrates accountability and responsibility. We understand that high-rise management is more than just maintaining the physical components of the building — it's also making the most of what each unique building has to offer. We take vertical living to new heights!

WE SPECIALIZE IN PROVIDING:

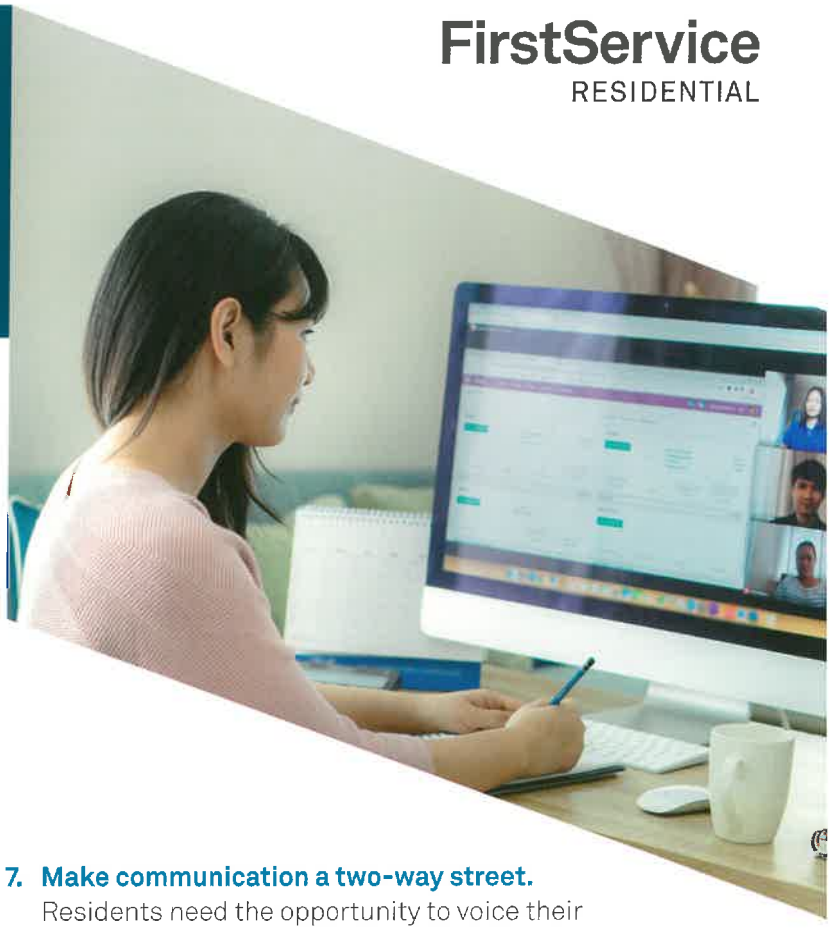
- Accounting services
- 24/7 Customer Care Center
- FirstService Residential Connect™ software, which includes package tracking, mass communication, visitor management and amenity reservations features
- Valet services
- Ongoing staff training
- Management of complex operational systems such as elevators, boilers, HVAC and more
- Preventive maintenance
- Custom emergency and asset manuals

To learn more about effectively managing your high-rise, visit **www.fsresidential.com.**

GREAT COMMUNICATION:
The key to healthy communities

FirstService
RESIDENTIAL

A community association has a lot of moving parts. To keep all those parts functioning smoothly, the board of directors must keep the lines of communication open. You can improve the way you communicate by following these 9 strategies:



1. **Plan each communication.** Planning out your message up front will ultimately save you time and prevent potential issues. Determine what your communication needs to accomplish and how far in advance to send it out. Stick to a single topic. Keep it brief, but provide some background or context based on residents' current knowledge of the issue.

2. **Prioritize your communications.** Ideally, you want members of your community to be informed about everything that's affecting them. However, if you have limited time or resources, focus on your high-priority items first. This includes legally mandated notices, financial information and policy-related communications.

3. **Be transparent.** Open communication establishes trust, encourages participation and helps facilitate compliance. Residents will accept the news better if they know you are being open and honest with them.

4. **Communicate regularly.** Without hearing from you consistently, residents may fill voids with misinformation and rumors. Get help from a committee or your property manager if needed.

5. **Be factual.** In an effort to communicate quickly, some boards make the mistake of sharing inaccurate information; it's more important to be accurate than fast.

6. **Use multiple channels.** This might include email, your community website and newsletter, text messages, phone calls, flyers, bulletin board announcements and board meetings.

7. **Make communication a two-way street.** Residents need the opportunity to voice their concerns and share their opinions. Reserve time for open discussions at board meetings and send out surveys to find out what's important to them.

8. **Communicate equally with renters.** Any communication you send to homeowners should go out to renters as well. Give renters access to your governing documents — don't assume that their landlord keeps them informed — and make sure they know your emergency procedures. Today's renter could become tomorrow's homeowner.

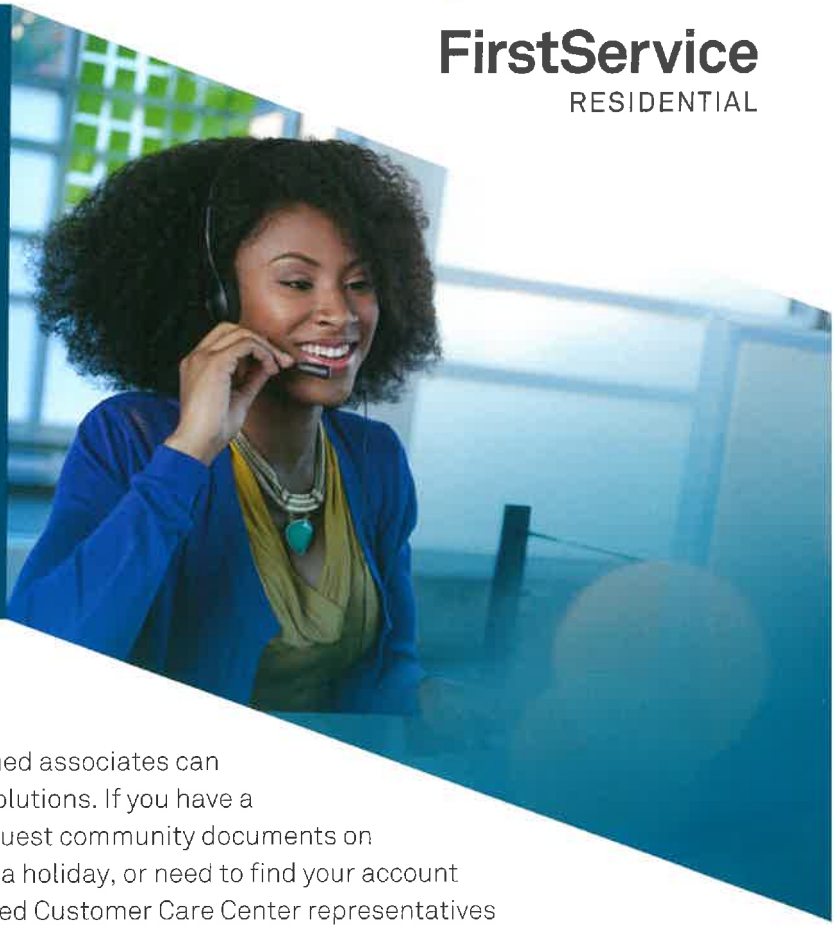
9. **Look for a property management company that values communication.** Your management company should be able to relieve you of the task of developing and sending out resident communications. However, it should always inform you before sending out anything on your behalf. Good communication should also include 24/7 customer care support and easy access to information residents need.

Visit **www.fsresidential.com** to learn what good communication can do for your community.

CUSTOMER CARE CENTER

FirstService
RESIDENTIAL

Exceptional Service and Solutions, Every Day
As North America's property management leader, we know that responsive customer service is critical to supporting your community. We also know that emergencies don't always happen during regular business hours. That's why we have a dedicated Customer Care Center that is available to our clients 24 hours a day, 365 days a year. This is just one way we fulfill our commitment to deliver excellent service.



PROVIDING PEACE OF MIND

With a 74% first-call resolution rate, our highly trained associates can provide you with immediate answers and timely resolutions. If you have a flooding issue in the middle of the night, want to request community documents on a Sunday, need assistance creating a work order on a holiday, or need to find your account balance to make a payment at any time, our US-based Customer Care Center representatives are available to help. They do so by utilizing FirstService Residential Connect™, our proprietary property management software that includes detailed information about each community we manage, enabling them to quickly address issues and provide a positive experience for residents.

FirstService Residential's Customer Care Center receives more than 100,000 calls per month, and the majority are answered within 40 seconds or less. All of our representatives, not outsourced but rather employed by FirstService Residential, are supported by quality assurance coaches to ensure consistent service and responsiveness.

Customized Support
Would you rather speak to a representative in a language other than English? Our diverse team is fluent in more than 20 languages! We also partner with interpreters so all residents can get the right resolutions catered to their needs.

In addition to 24/7 live support, we also offer an interactive phone system that allows residents to use their keypads to make payments, get balance information and other details about recent transactions.

Find out all the ways FirstService Residential can support your community. Visit **www.fsresidential.com**.

Value ENGINEERING

Value Engineering is a massive cost-saving initiative that leverages our relationships as North America's property management leader on your behalf — and is arguably the most important service provided by FirstService Residential.

FirstService Residential's Value Engineers will conduct a line-by-line review of your financials, vendor contracts, utilities, service agreements — everything. They'll identify areas of opportunity and put our unmatched experience, resources and relationships to work for you — securing the right solutions at the most favorable costs and terms — maximizing dollars across the board.

We'll benchmark your spend — on everything from salaries to utilities — against communities similar to yours.

We'll forecast your cash flow and liquidity to help you plan for capital investments, predict and prepare for market changes, and avoid cash flow surprises.

We'll review your insurance policies to ensure your coverage is adequate and your policies are properly written.

Through our relationships with local and national financial institutions, we can help secure a higher yield on your operating and reserve accounts — with no banking fees.

Let the experts at FirstService Residential make your budget work harder for you.

FirstService
RESIDENTIAL

Visit www.fsresidential.com to learn why your community should partner with FirstService Residential.

FirstService
RESIDENTIAL

Responsive COMMUNICATION

YOUR MANAGER'S RESPONSIVENESS DEPENDS ON THE EFFECTIVENESS OF THE TOOLS THEY USE.

Technology should make it easy for them to respond to board members and residents, and to deliver mass communications about important events or emergency situations.

FirstService Residential Connect™, the proprietary property management platform developed by FirstService Residential, has tools to do just that! Your manager can notify the entire community, or segments of it, by text, email or automated phone call. To help ensure resident privacy, texting requires a double opt-in and residents are in control of the email address that is used.

Because Connect has mobile apps as well as a browser-based application, that communication can happen anywhere at any time, in the office or walking the property. Your manager and team are always available quickly thanks to Connect.

To learn more about how your community can benefit from FirstService Residential Connect, visit www.fsresidential.com today.

Available on the App Store

GET IT ON Google Play

FirstService Residential
CONNECT

FirstService
RESIDENTIAL

Exceptional MANAGEMENT

The right property management tools help the management team and on-site staff deliver exceptional service. **FirstService Residential Connect™**, the proprietary property management software platform created by FirstService Residential, allows managers and board members to quickly see the status of work orders, payments and violations, as well as view community documents, including financial summaries and policies.

Thanks to FirstService Residential Connect's self-service options, residents and board members don't need to call the manager every time they need an update to their accounts or personal information. This frees up the manager and staff to attend to community matters such as logging violations, needed repairs or mass communication in real time.

FirstService Residential Connect also helps your on-site staff effectively manage the services that keep your residents happy: amenity reservations, concierge services, valet parking, visitor management and package tracking.

Through its self-service functionality, mobile apps and real-time information updates, FirstService Residential Connect helps your management team work more effectively and efficiently to provide the high levels of service you and your community deserve.

To learn more about how your community can benefit from FirstService Residential Connect, visit www.fsresidential.com today.

Available on the App Store

GET IT ON Google Play

FirstService Residential
CONNECT

FirstService
RESIDENTIAL

MANAGE YOUR COMMUNITY *on the go*

FirstService Residential
CONNECT

Connect with Your Community from Anywhere

We know that board members are dedicated volunteers, giving of their time and energy to make their communities better. FirstService Residential Connect™ Resident Portal will make that job easier. Use it to keep in touch with your community and on top of board business — any time, from any device.

Available on the App Store

GET IT ON Google Play

To learn more about how lifestyle services can enhance your community, visit www.fsresidential.com.

MANAGEMENT TOOLS THAT EMPOWER YOUR BOARD

- **Community Info**
  Review meeting minutes, budgets, monthly financial statements, collections, violations and other vital reports.
- **Community Calendar**
  View monthly events, meetings and celebrations.
- **Service, Amenity and Reservation Management**
  Monitor and manage tennis reservations, event space, visitors and package management to streamline processes and increase resident satisfaction.
- **Board View**
  Use these valuable resources to identify needed operational improvements, reduce costs and deliver better service to your residents.
- **Communications**
  Communicate securely with your property manager, other board members, committee members, residents and authorized vendors.

Conducting Community Business Has Never Been So Easy

Designed to meet the needs of your board, the customized dashboard lets you quickly manage community business, such as making payments, initiating work orders, tracking violations, accessing financial information and more. With advanced security and privacy features built in, you can feel confident in the safety of your community's information.

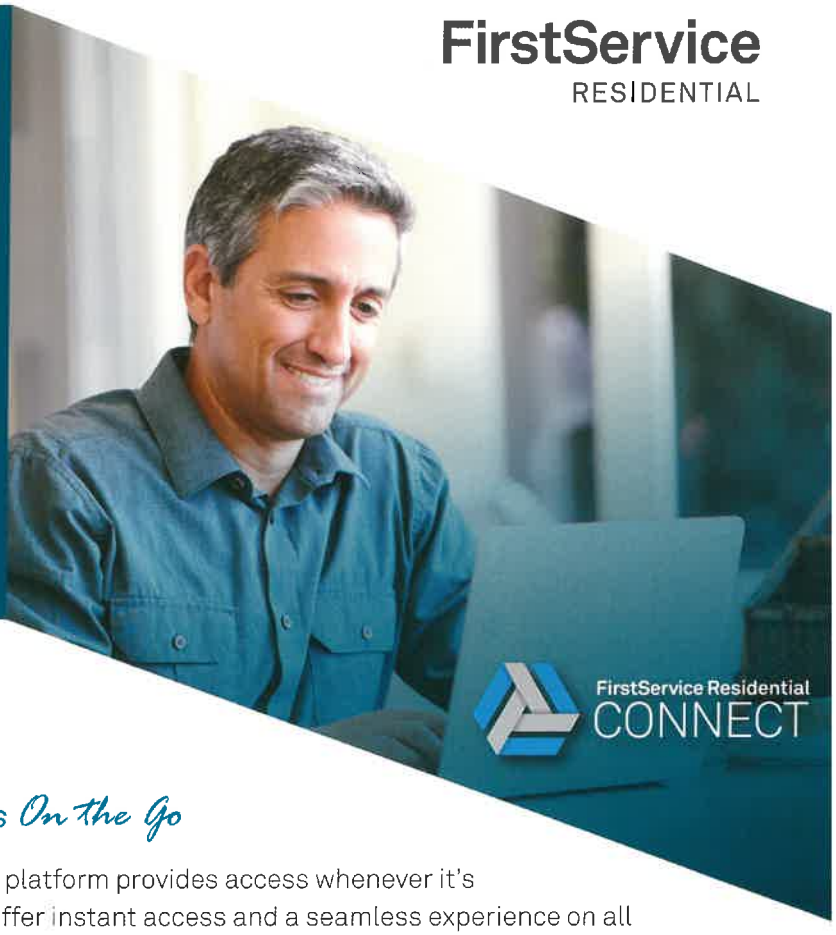
Making Management Easier

IMPROVING YOUR LIFESTYLE

FirstService RESIDENTIAL

FirstService Residential Connect™ lets residents stay connected to their community any time and from anywhere. With just a few clicks, they can communicate with their property manager, board members or neighbors; pay association fees; update account information and so much more.

At FirstService Residential, our commitment is simple: to make a difference, every day. We developed FirstService Residential Connect to support that commitment. This powerful and secure tool can be customized for your community's priorities so you can easily manage your community instead of it managing you!



TOOLS THAT BENEFIT RESIDENTS

Connect Resident Portal – *FirstService Residential Community Access On the Go*

FirstService Residential Connect's 24/7 self-service platform provides access whenever it's convenient for residents. Apps for Android and iOS offer instant access and a seamless experience on all devices.

- **Communicate Directly**
  Contact the property manager, board members, neighbors, maintenance, security and front desk associates.
- **Get Community News and Information**
  Download, read and print forms, documents, meeting minutes, community news and other association materials. The board determines what information residents can access.
- **Community Calendar**
  Stay on top of what's going on in the community with a calendar of upcoming events and meetings.
- **Manage Accounts**
  Pay association fees, schedule recurring payments, check account balances and see any reported violations.
- **Search the Community Directory**
  Look up community members by name and specify what (if any) personal information to share with neighbors.
- **Request Services and Reservations**
  Request maintenance, reserve amenities, submit requests for architectural modifications or check on package deliveries.
- **Find Answers**
  Access the community's dedicated knowledge base to get answers to most common questions.

To learn more about how your community can benefit from FirstService Residential Connect, visit www.fsresidential.com today.

ENERGY MANAGEMENT *Services*

FirstService
RESIDENTIAL

Energy and water costs can comprise more than 30% of an association's budget — the largest controllable expense in a community. FirstService Energy was created specifically to help our customers understand energy and water usage and control costs while enhancing resident lifestyle.

ENERGY OPPORTUNITY ASSESSMENT

The team at FirstService Energy assesses buildings based on three aspects:

- Operations and Maintenance (O&M) Measures
- Utility Rate Analysis
- Energy Conservation Measures

Operations and maintenance measures include the services required to ensure that a building's systems perform per design and owner requirements. These low-cost measures can enhance overall building performance immediately and can save the association up to 20% on annual energy bills.

FirstService Energy's Utility Rate Analysis ensures that an association is paying the best rate possible for utilities based on the building type and usage patterns.

All of this information is compiled into an Energy Opportunity Assessment which includes recommended energy conservation measures. These are capital improvements that focus on the retrofit or replacement of specific systems — that are at or near the end of their useful life — with more efficient systems. These systems include electrical, HVAC, building envelope, domestic hot water and other systems.

FirstService Energy can recommend reputable and reliable contractors that have been vetted to provide the best energy-efficient solutions and that will add value to the association at a competitive price.

ENERGY REPORT CARD

FirstService Energy has developed a state-of-the-art system to record historical energy and water usage data for FirstService Residential properties. This data is analyzed to identify areas of peak demand throughout the year, as well as to estimate potential annual savings through improved energy efficiency.

This data is also used to benchmark energy costs, consumption and carbon emissions for comparison between similar buildings and over time. Comparison data is shown graphically to ensure clients understand it at a glance. This information is used to create a customized FirstService Energy Report Card for each building.

Visit **www.fsresidential.com** to learn how FirstService Residential's energy management services can add value to your community.

CASH MANAGEMENT *Solutions*

FirstService
RESIDENTIAL

STREAMLINING YOUR ACCOUNTS AND SAFELY MAXIMIZING YOUR INVESTMENTS

How your association's money is managed has a tremendous impact on the success of your community. As a FirstService Residential client, your community gets exclusive access to the cash management solutions available through our affiliate, FirstService Financial. Highly trained financial professionals will help you navigate the complex association banking landscape to find the best combination of solutions for your unique needs.

SERVICES INCLUDE:

- **Bank account establishment and maintenance.** Cash management experts will open accounts in your community's name, keeping reserve and operational funds separate. They'll also review those accounts to ensure accuracy and operational efficiency.
- **Simplified payables and receivables.** Issue and approve vendor payments. We customize receivables management to meet your community's needs and enable residents to pay their association fees anytime and from anywhere.
- **Safe investments**. We work with various banks to offer you a wide range of financial products, leveraging our scale to maximize your interest rates and eliminate bank fees. To protect your community's financial wellbeing, we only invest your funds in FDIC-insured programs.
- **Fraud prevention.** We apply up-to-date internal fraud monitoring technology and protocols and work with banking partners that are on the leading edge of fraud prevention and detection.
- **Lockbox program.** Collect monthly payments seamlessly using online payments, ACH enrollment and coupon options for an affordable price.

Although our cash management programs are optional, many of our clients choose to use them for the value they provide.

To find out how our cash management solutions can benefit your community, visit **www.firstservicefinancial.com**.

FirstService
RESIDENTIAL

LENDING *Solutions*

SECURING LOANS AT THE BEST RATES FROM QUALIFIED LENDERS REQUIRES SPECIALIZED EXPERTISE.

Funding your community's major expenses, such as capital improvements, can be challenging, especially if you don't have enough in your reserves. One option is to take out a loan. Unlike a special assessment, which residents often pay in installments, a loan provides immediate access to the full amount.

When you partner with FirstService Residential, you're able to tap into the expertise of lending specialists through our affiliate, FirstService Financial. Over the past 20 years, the lending experts at FirstService Financial have customized a wide range of loans for our managed properties and have successfully facilitated more than $2 billion in transactions.

We have relationships with many of the most well-established and highly qualified lending institutions. In addition, our size and buying power enable us to negotiate the best rates and terms for your community.

To learn more about the benefits of the different lending solutions we can offer your community, visit www.firstservicefinancial.com.

INSURANCE

Products & Programs

PRODUCTS DESIGNED FOR COMMUNITY ASSOCIATIONS

FirstService
RESIDENTIAL

Making sure your community association has the insurance coverage it needs is a crucial part of your board's fiduciary responsibility. At the same time, you want to minimize the cost of this significant budget line item.

FirstService Residential helps you do both. Through our affiliate, FirstService Financial, we apply our extensive buying power to reduce your insurance premiums and maximize your coverage. FirstService Financial gives our managed communities exclusive access to insurance products and programs specifically geared to the unique coverage needs of associations.

INSURANCE PROGRAMS

The team at FirstService Financial goes beyond just placing policies. They also apply their in-depth knowledge and the company's relationships with top insurance carriers to:

- Review and analyze your coverage
- Design, negotiate and implement a customized program for your community
- Train your board on the unique insurance needs of community associations
- Guide you through your insurance renewal process
- Help your association avoid coverage gaps to improve safety and prevent loss

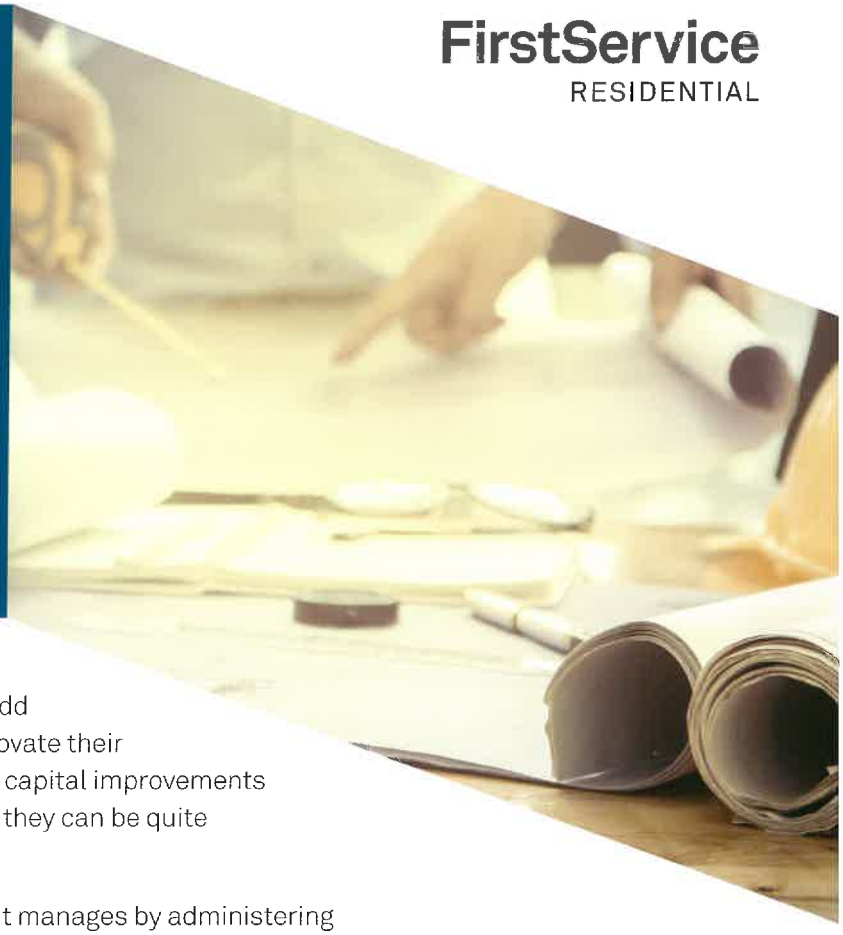
- **Crime/Fidelity Insurance.** This protects your community association from financial and electronic theft, as well as from employee dishonesty, forgery and fraud.
- **Workers' Compensation Insurance.** Even if your association does not have any employees, workers' compensation is needed to cover board members, other volunteers and uninsured vendors in the event of an injury.
- **Directors and Officers Liability Insurance.** D&O insurance protects board members, committee members, volunteers and spouses from lawsuits related to their responsibilities to the community association.

Find out more about obtaining the right insurance coverage for your community. Visit www.firstservicefinancial.com.

PROJECT ADMINISTRATION

FirstService
RESIDENTIAL

Condominiums and homeowners associations must sometimes embark on capital improvement projects — albeit quite daunting for many board members — to keep the property relevant, maximize property values and to protect the homeowners' investments. Effective project administration is critical to the success of these capital improvement projects.



Every so often, communities need to replace air conditioning systems, pool pumps, front gates. Or add new features, like a hot tub on the pool deck. Or renovate their lobbies or clubhouses. These projects are known as capital improvements — as they increase the value of the property — and they can be quite intimidating to many association board members.

FirstService Residential supports the communities it manages by administering capital improvement projects — making sure all of the moving parts and players are perfectly synchronized — by:

- Assembling the team of experts, including the project manager, engineer and vendors with proven track records
- Serving as project monitor and liaison between the board and vendors
- Supporting the bidding and vendor selection process
- Documenting the project — from start to completion
- Holding regular construction meetings to ensure timelines and budgets are met — as well as quality expectations
- Coordinating vendor payments
- Managing vendor credentials, construction permits, inspection reports, licenses and insurance certificates to protect the community from risk and liability
- Communicating with residents, from surveys to collect their preferences prior to embarking on a project to keeping them informed throughout every step of the project

To learn how the experts at FirstService Residential can support your capital improvement projects, visit www.fsresidential.com.

CONDOMINIUM
Security Services

FirstService
RESIDENTIAL

As the leading property management company in North America, FirstService Residential understands that residents expect to feel safe and secure in their homes. Although there are many reasons people choose to live in a condominium, safety and security usually rate high on that list.

Our Promise: A Holistic Approach to Elevating Safety and Mitigating Risk
We believe that a holistic model to residential property management includes more than simply providing basic management services; first-class security services must also play a role in this model. As a Class B license holder in the State of Florida, FirstService Residential is able to ensure that it does — with an unmatched level of professionalism.

OUR SECURITY SERVICE OFFERINGS INCLUDE:

- Class D-certified security team headed by a seasoned director of security operations
- Access control
- Gatehouse
- Property patrol

Our holistic approach to security services ensures that security personnel works seamlessly with management staff.

Being part of the same team offers many benefits:

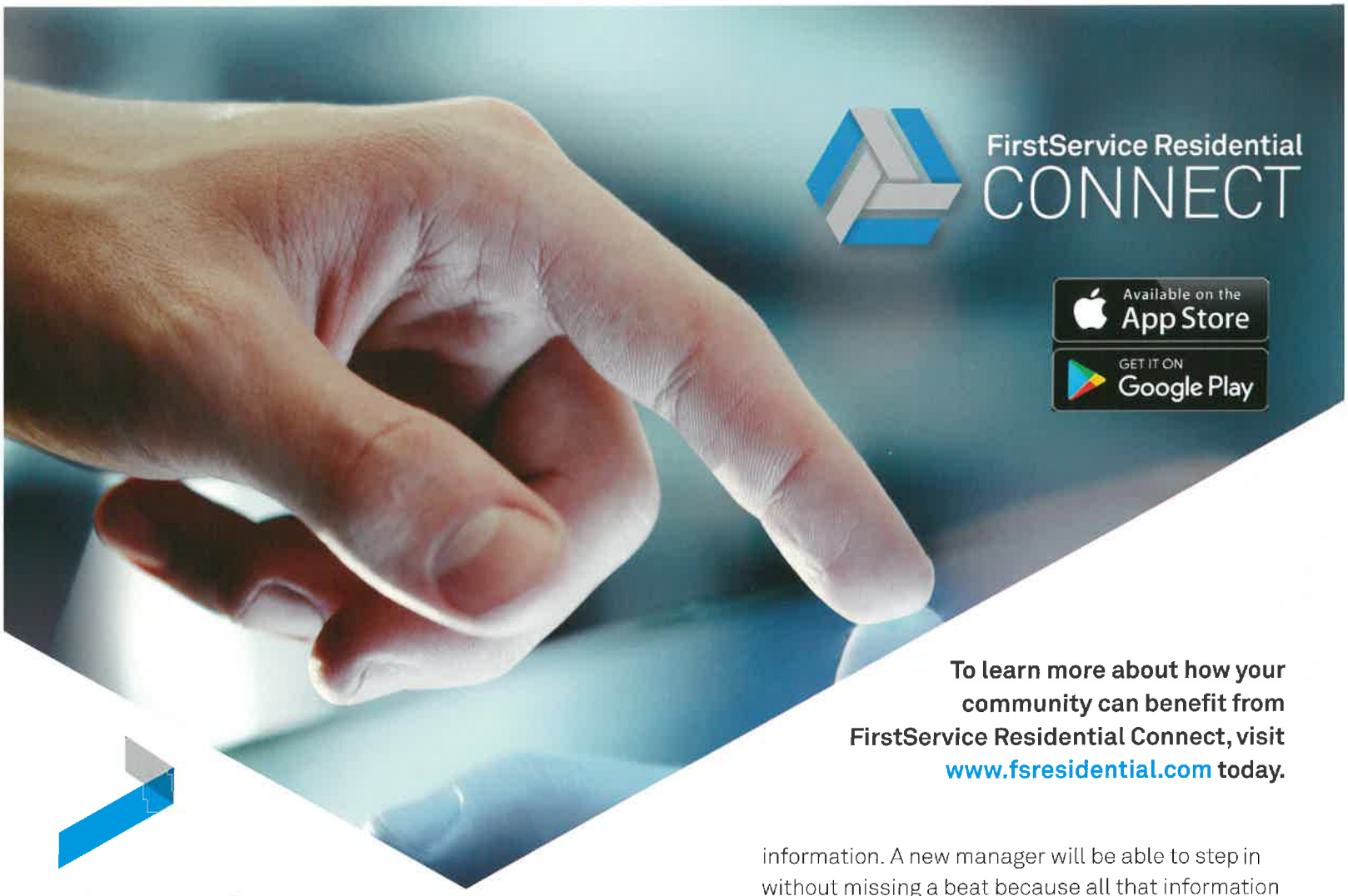
- More control over your security services
- Access to established standard operating procedures and protocols
- Regular visits from directors to supervise on-site personnel
- Regular and on-demand activity and incident reports
- Ongoing, customized security plans
- Coordination with FirstService Residential front desk services and management operations

Our People Make the Difference
Our hospitality culture permeates our entire organization, including our security services division. We start by attracting licensed, top-notch professionals who are experts at delivering exceptional customer service. Our security professionals are also cross-trained to handle receiving and other functions to ensure flexible, seamless coverage and continuity of service.

To deliver on our security service promise, we continuously train our security specialists at our very own Security Operations Academy. Course offerings include Effective Patrolling, A Polished Officer and Situational Awareness, to name a few.

To learn how FirstService Residential can elevate safety in your condominium, visit **www.fsresidential.com**.

License B2400143



To learn more about how your community can benefit from FirstService Residential Connect, visit www.fsresidential.com today.

FirstService
RESIDENTIAL

COMMUNITY *Transitions*

Losing your trusted community or building manager for any reason is a concern for most board members. You may worry that valuable information about budget, projects and other knowledge of your community leaves with that person. The right property management tools, including FirstService Residential Connect™, will help your board avoid that issue.

FirstService Residential Connect is a proprietary software platform designed to make community life easier for the board and residents.

FirstService Residential Connect stores your financials, community documents and residents' information. A new manager will be able to step in without missing a beat because all that information is readily available to that manager, providing a seamless transition for you and your residents.

Residents don't have to worry about finding the information they need either! FirstService Residential Connect contains a customized knowledge base of the most common questions and answers for your community. That knowledge base stays with you, no matter who your manager is, so residents can always easily find what they need.

FirstService Residential Connect even makes shift transitions easy. Our Shift Notes feature allows team members to leave notes about important happenings or items in progress so the next shift can take over seamlessly and keep things moving. Team members can comment as needed and all onsite associates will have access to those notes no matter where they are.

Change doesn't have to be stressful! Knowledge is power, and with FirstService Residential Connect in your community, new team members will have the knowledge to keep your community running smoothly.

Industry leaders **FirstService Residential** and **Comcast** come together to deliver **unprecedented service offerings to FirstService communities!**

FirstService
RESIDENTIAL

FirstService
RESIDENTIAL

Towers of Oceanview East Staff and Management Model

FirstService

Units: 296

Position	Salary	$/ Hr.	Hrs./ Wk	Labor Rate %	Annual Total	Monthly Total	$/ unit/ Month	Notes
CAM/ General Manager	$75,005	36.06	40	25%	$93,756	$7,813	$26.40	New Candidates
Administrative Assistant	$0	-	0	25%	$0	$0	$0.00	Train Front Desk to support- Below
Front Desk- Up	$90,272	15.50	112	33%	$120,062	$10,005	$33.80	reclass from 'Security', no sales tax
Front Desk- Down	$135,408	15.50	168	33%	$180,093	$15,008	$50.70	implement training
ADP- Payroll System					$288	$24	$0.08	$11/ associate/ month
Payroll Staff Support					$0	$0	$0.00	Included
Workers Compensation					$0	$0	$0.00	Included
Life Insurance					$0	$0	$0.00	Included
401 K					$0	$0	$0.00	Included
HR Administration					$0	$0	$0.00	Included
Training and Development					$0	$0	$0.00	Included
Employer State Unemployment					$0	$0	$0.00	Included
Employer Federal Unemployment					$0	$0	$0.00	Included
Payroll Taxes					$0	$0	$0.00	Included
Employee Benefits					$0	$0	$0.00	Included
					$ 394,198	$32,850	$110.98	
Mgmt. Support & Web Fee					$42,000	$3,500	$11.82	Support Team, Financial Reporting
Web site Maintenance Fee					$1,200	$100	$0.34	FirstService Residential Connect System
Work Order System					$0	$0	$0.00	Included
Package Tracking/ Deliveries					$0	$0	$0.00	Included
Guest/ Visitor Management					$0	$0	$0.00	Included
24/7 Multilingual Care Center					$0	$0	$0.00	Included
Resident Applications					$0	$0	$0.00	Included
Setup Charge					$0	$0	$0.00	Waived
Regional Director and Vice President					$0	$0	$0.00	Included
					$ 436,198	$36,350	$122.80	

***Health Insurance**: FirstService Residential offers health benefits in accordance with the Affordable Care Act. The cost is $576/ eligible associate/ month.*

Sincerely,

BILL WORRALL
FirstService Residential
954.378.1048 | Bill.Worrall@fsresidential.com