





PARTNERSHIPS THAT ENHANCE STUDENT LEARNING

We know from experience – operating student housing can be tough. But we’re deeply rooted in the industry, and we wouldn’t have it any other way. We’ve spent years cultivating the resources needed to be skilled stewards of the assets we manage for all our forward-thinking clients. Our team brings strategic thinking, turnkey & customized solutions, and historical experience operating on campus – all backed by the strength of our collective organization. Think of Greystar as your student housing partner.



Northern Michigan University

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Why Greystar on Campus?

COMPANY WIDE

~794K

UNITS/BEDS
MANAGED

227

MARKETS
GLOBALLY

17

COUNTRIES

21.4K+

TEAM
MEMBERS

65

OFFICES AROUND
THE WORLD

UNIVERSITY RELATED



~\$11.8 BILLION

STUDENT HOUSING ASSETS
UNDER MANAGEMENT



85+

TOTAL
UNIVERSITIES
SERVED



109,000+

STUDENT BEDS MANAGED
ON AND OFF CAMPUS
AROUND THE GLOBE



58 YEARS

OF ON-CAMPUS
DEVELOPMENT AND
MANAGEMENT



5,647

ON CAMPUS THIRD
PARTY MANAGED BEDS



14,493

ON CAMPUS OWNED
MANAGED BEDS

Numbers as of September 30, 2022



We Deliver More than Student Housing: Greystar develops and invests across multiple asset classes including student, workforce, conventional multifamily, 55+, office, retail, hospitality, life science, and logistics.

We are an industry leader in the finance, design, construction, and management of real estate across the globe. Greystar currently manages over \$38 billion of equity across multiple vehicles and strategies, catering to a diverse group of capital partners and investors. As one of the industry’s largest and most experienced firms, Greystar oversees over \$250 billion in real estate, including over \$62 billion investment portfolio of nearly 794,000 units and student beds in 227 markets.

With over 58 years’ experience in on- and off-campus housing development and management, Greystar has the vision, expertise, and financial strength to help our partners achieve their goals related to housing for undergraduate, graduate, faculty, staff, and alumni, as well as multi-use facilities including life science, classroom space, offices, hospitality, retail, and dining.

WE DELIVER.

Greystar On Campus offers college and university partners turnkey, and customized management solutions focused on supporting student success and retention. Our customizable approach allows us to bring your facilities management, capital improvement, occupancy & expense management, and residence life experience goals to fruition.

Our management services team have both the experience and expertise necessary to smoothly transition existing beds, as well as bring newly developed beds to market quickly and efficiently.

Greystar’s unique On Campus approach is based on our ability to form a true partnership with each institution we work with. Through our decades of experience, we are skilled stewards at speaking the collegiate language, and we have become masters at developing student housing strategies that operate seamlessly with each of our college and university partners.



MANAGEMENT SERVICES & SOLUTIONS

Innovative Live-Learn Communities Where Students Thrive

We have always been at the forefront of innovation in the student housing industry. Whether it’s Live-Learn housing, Honors Residential Colleges, modernization of existing residence halls, mixed-use development with classrooms and faculty offices, or even an entire town center, Greystar has the knowledge, experience, and flexibility to serve the needs of your students and your university.

First-year student enrollment **increased 10% annually** for two years at Northern Michigan University after opening The Woods, a 1,229-bed facility for students.

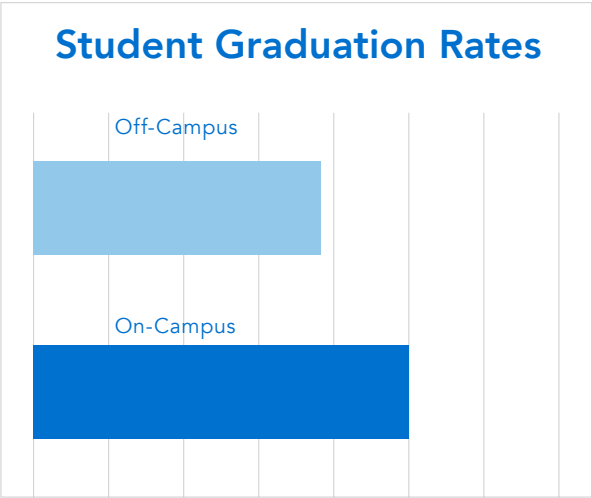
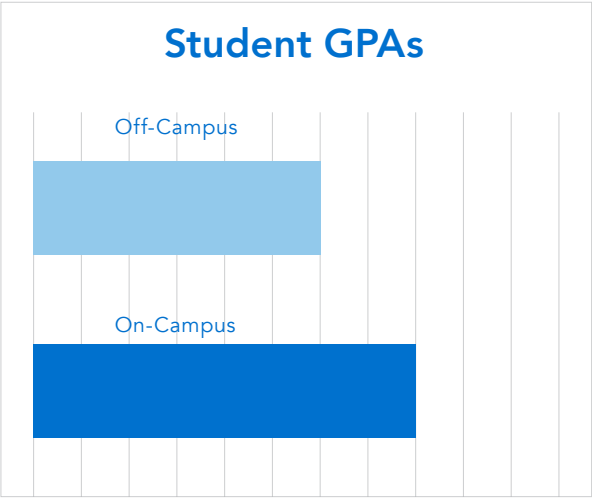
The University of Kentucky reports **25% higher** grade point averages for students in living-learning centers and **10% higher** retention compared to students living off campus.

6% increase in enrollment since Honors College and Sawtooth Hall opened at Boise State University in 2017.



In 2017, we delivered the latest phase of modern on-campus housing at the University of Kentucky, adding 6,850 beds total.

Living on campus in an environment that complements the classroom or laboratory is directly linked to student success. Studies show that students choosing to live on-campus have an average GPA that is as much as a full point higher than their counterparts living off-campus. Additional studies show that students who live on campus for at least two years are 25% more likely to graduate than students who do not.



Comprehensive Management Services

After half a century of experience, Greystar has learned that success comes down to providing a quality product, as well as providing superior customer service. We understand our residents and their needs, which allows us to deliver the best residential experience possible.

Greystar provides world-class service through expertise, innovation, technology, and numerous tools to serve our clients and our residents. Our key to success is unmatched customer service, a strong sense of community, and dedication to fostering relationships. Greystar understands students' academic, social, and developmental needs and empowers site teams to create a sense of community.

We are also dedicated to fostering strong relationships with the universities themselves. Through our decades of experience in the industry, Greystar has developed strategies to operate housing seamlessly in tandem with university teams nationwide.





Live Here. Live Well is a key initiative developed through closely monitored feedback to create consistently unrivaled experiences for our residents. Health-conscious values are implemented through the promotion of nutritional habits, physical fitness, mental strength, and service opportunities to give back to the community.

**Live here
Live well.**

Our unrelenting focus on the student and their success fuels our passion to create collaborative environments where your students and faculty thrive.

By combining the latest in technology with our industry experience, local market expertise, and process knowledge, we deliver optimal value to our university partnerships, residents, and on-site team members.



Boise State University



Lehigh University

Management Systems

Greystar offers powerful and scalable technology systems designed to meet the complex requirements of managing student housing assets that also create opportunities to optimize performance.

Technology Services

Greystar provides services designed to facilitate the management of occupancy, revenue, expenses, reputation, and more.

Marketing Services

Greystar truly understands the evolving needs of our students within each individual collegiate experience. Our marketing teams partner with our property operations teams to implement strategies that drive performance goals. Located in more than 25 cities, more than 125 marketing experts deploy innovative, yet cost-effective marketing tools and resources to ensure our on-campus communities gain broad exposure, qualified traffic, and maximize leasing performance. We work with institutional marketing teams to understand brand standards to implement cohesive marketing strategies.

The regional marketing team collaborates closely with our four strategic national marketing centers of excellence:

Digital Marketing – This team transforms paid media strategy to improve performance and generate higher ROI through the use of media ads and preleasing/renewal campaigns that drive brand awareness.

Marketing Operations – Our operational experts support quick-turn needs and deliver innovation, insights, and property marketing support to the entire U.S. property management portfolio.

Performance & Analytics – Our robust performance data and analytics strategists focus on data environments while enabling innovation and growth capabilities.

Creative Services – Our full-service, internal agency team creates brands and campaigns that speak to our students in a meaningful way. This team supports consumer insights & strategic planning, branding & creative development, web development & content marketing, public relations, media buying and reporting & optimization.



Mississippi State University

Maintenance & Custodial Approach

As a leading real estate owner and operator, Greystar has substantial experience with long-term university facility operations, maintenance, and asset management. Greystar has a comprehensive approach to cost-effective facility maintenance that allows us to initiate repairs when necessary and plan for improvement of the facilities within the existing capital funds reserves. Our approach includes quality staffing, online work-order planning/execution and loss prevention, and the highest standard of customer service.

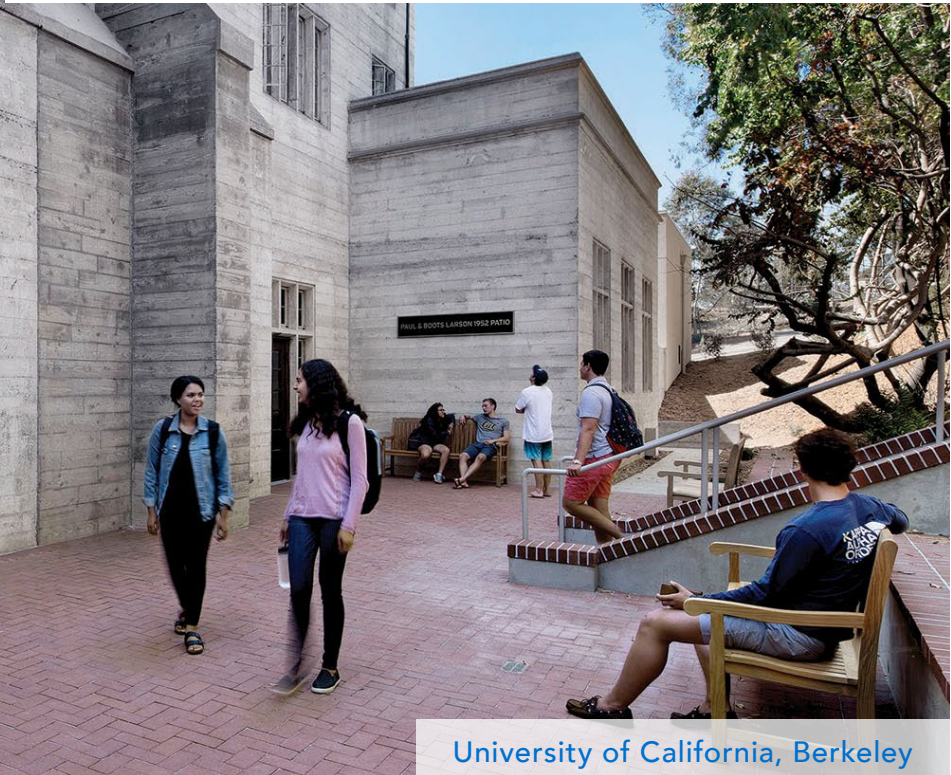
Greystar has substantial background in long-term capital improvement plans for university facilities. Greystar is committed to maintaining communities at an APPA Level 2 condition throughout the term of our partnership.





Transition Services

Greystar provides seamless transitions for institutional partners transferring to our management. We utilize proven strategies that minimize operational disruption and maximize long-term performance. Working in conjunction with support services team members, the property transitions team oversees the process for management transfers, helping to ensure that best practices and data-informed procedures for smooth transitions are followed before, during, and after the management-onboarding process.



University of California, Berkeley

Residence Life

The residential learning environment provides educational opportunities for students that support the strategic direction and mission of partner universities. Partnerships with faculty, academic administrators, and other campus and community constituents are developed to utilize student housing as an extension of the classroom.

Greystar’s customized, collaborative, and cooperative approach to resident life and student success integrates our organization’s core values and objectives while meeting the specific needs of the students and our partner institutions. Greystar has successfully integrated campus co-curricular, student development, and other programming frameworks into our requirements, staffing plan, and budgeting processes. Our plans complement our partners’ institutional mission, supports academic initiatives and student success, and exceeds the expectations of our partners, students, and their families/guardians.



Cornell University

Graduate Student Housing Management

Greystar has significant experience providing graduate and professional students with quality and affordable housing located on and adjacent to campus. Our successful approach to managing graduate housing is grounded in our ability to meet the specific needs of graduate students. We do this by:

- » Offering flexible lease terms – start and end dates – to accommodate varied grad student leasing cycles
- » Scheduling multiple move-in and move-out dates to accommodate varied grad student schedules
- » Coordinating with graduate deans to ensure important dates correspond with the academic calendar
- » Offering 100% online leasing
- » Offering 100% online maintenance request management
- » Providing graduate student-friendly policies and procedures
- » Extending hours of operation – evenings and weekends
- » Offering graduate student and family-friendly community programming involving the community center and coordinated with University Student Life staff, Council of Graduate Students, and international student organization
- » Providing 24-hour emergency response



Housing	University	Beds	Open
Campus West	Syracuse University	313	2012
University Flats	University of Kentucky	139	2017
Maplewood Apartments	Cornell University	872	2018
Massachusetts Avenue Project	University of Massachusetts, Amherst	201	Fall 2023
The Accolade on Chestnut	University of Pennsylvania	588	Fall 2023



Our team creates vibrant Live-Learn Communities designed to support students in their academic and personal growth, while enhancing friendships and allowing students to connect with a supportive network of peers and faculty.



GREYSTAR'S ON CAMPUS MANAGEMENT CASE STUDIES

We Deliver Dynamic Live-Learn Communities at Universities Across the Country

BALSAM & SPRUCE RESIDENCE HALLS

University of Massachusetts Dartmouth

Overview

In 2020, Greystar completed construction and welcomed the first residents into Balsam and Spruce Residence Halls, new on-campus housing for first-year and transfer students at UMass Dartmouth. Featuring two main residential buildings connected by a new dining facility, the state-of-the-art project allows the University to decommission four residence halls built in the 1970s. Balsam and Spruce Halls include 12 Engagement Communities designed to house students near their fellow residents with similar academic interests.

Greystar utilized tax-exempt bond financing to fund the project, enabling it to achieve the University’s goals of affordable rental rates, off-balance sheet treatment, and the availability of additional debt capacity for core campus projects.



Project Details	
Beds Units	1,210 658
Gross Size	306,900 square feet
Room Styles	Traditional singles and doubles
Amenities	800-seat dining facility, classrooms, multimedia and study lounges, University Welcome Center and offices, maker spaces, music practice and performance rooms, community kitchens, computer learning commons
Completion	2020
Cost	\$141 million
Developer	Greystar
Manager	Greystar Student Living
Residence Life	University
Owner	Provident Commonwealth Education Resources
Financing	Tax-exempt bonds



CAMPUS VILLAGE

University of South Carolina

Overview

Construction is underway at the transformational Campus Village, a unique student living-learning development on the University of South Carolina campus. The project’s design, while contemporary, was planned in collaboration with adjacent neighborhood groups and will adhere to existing community aesthetics. Campus Village is intended to meet the needs of future students and enhance academic success—from tasteful residential accommodations to diverse dining options and state-of-the-art student support spaces. The additional beds will give more upper-division students the opportunity to live on campus, giving them stronger connection to their University and greater opportunity to achieve their academic goals.



Project Details

Beds Units	Phase 1 - 1,882 575
Gross Size	475,000 square feet
Room Styles	2 and 4 bedroom suites
Amenities	Study rooms, lounges, kitchens, sundry & coffee shop, campus safety office dining facility
Completion	2023
Cost	Phase 1: \$240 million Phase 2-3: TBD
Developer	Greystar

Manager	Greystar Student Living
Residence Life	University of South Carolina Student Affairs
Owner	University of South Carolina
Financing	University financed
Sustainability	Project includes a transportation hub with shuttles for residents, students and community members. Innovative design is predicted to reduce vehicular traffic from 4,200 trips per day to 1,360 per day.

BOWLES HALL

University of California, Berkeley

Overview

Bowles Hall is UC Berkeley’s first P3 residential project. The project was spearheaded by the Bowles Hall Foundation, a private non-profit entity dedicated to returning Bowles Hall to its original use as a Residential College. The Foundation entered into a long-term ground lease with UC Berkeley and retained our team as the project developer and manager.

This project is a total renovation of an existing 1928 historic residence hall. The building is on the UC Berkeley campus and the National Register of Historic Places. In addition to the goal of preserving the historical integrity of the architecture, the project included entirely new systems infrastructure, rationalized floor plans with suite-style student units, and significant seismic and life safety improvements. Greystar’s renovations recently received Energy and Environmental Design (LEED) Silver certification and performs 20% in excess of the California Energy Commission’s Title 24 energy efficiency standards.

This historic renovation serves as a reminder of the importance of the physical environment. From a bricks-and-mortar perspective, Bowles Hall is a national and local historic landmark; but more importantly, the Residential College model offers an enriching and supportive community that can improve academic outcomes and create life-long benefits. Amid increasing challenges, this public/private/non-profit partnership provided an opportunity for the University of California to plan enhanced development and preserve a valuable resource.



Project Details

Beds Units	192 118
Gross Size	57,702 square feet
Room Styles	Single & double bedroom units
Amenities	Dining hall, library, game room, historic lounge
Completion	2016
Cost	\$35.9 million
Developer	Greystar
Manager	Greystar Student Living
Residence Life	Bowles Hall Foundation
Owner	Bowles Hall Foundation
Financing	Tax-exempt Bonds
Sustainability	LEED Silver Certified





CLEVELAND STATE UNIVERSITY

Overview

Greystar recently completed a highly successful housing management transition at Cleveland State University, where we seamlessly and in a compressed timeframe assumed operations of a 1,039-bed portfolio from another management firm. Move-in for the 2021-22 academic year occurred smoothly with minimal disruption in a compressed timeframe. Additionally, in August of 2022 Greystar successfully transitioned two more off-campus, student housing communities. Totalling 938 beds, both communities are now part of CSU’s on-campus housing program

Greystar and its dining partner are working to build a revolutionary partnership to create distinctive Cleveland State experiences for students, faculty, staff, and guests, evolving CSU Campus Services by enhancing and elevating residence life, housing, and facilities services to support the University’s strategic framework.

Greystar is supporting the CSU 2.0 plan by promoting student success and engaged learning. The residential learning environment provides educational opportunities for students that support the strategic direction and mission of CSU. Current and future partnerships with faculty, academic administrators and other campus and community groups utilize student housing as an extension of the classroom.

Project Details

Beds Units	2202 920
Room Styles	Studios, 1, 2, 3, 4, 5 bedroom apartments, residence hall suites
Amenities	12,201 SF of retail, structured parking, conference rooms, fitness centers, student rooms, laundry rooms, sky lounge, outdoor courtyards
Manager	Greystar Student Living
Residence Life	Greystar
Owner	Euclid Avenue Development Corporation



PORTFOLIO

Greystar's On Campus Management Partnerships

University	Beds	Partner Since
Bloomsburg University of Pennsylvania	407	2005
Boise State University	656	2017
California University of Pennsylvania	770	2009
Cleveland State University (full portfolio)	2,202	2021
Cornell University	872	2018
Lehigh University	428	2019
Lock Haven University of Pennsylvania	408	2004
Mississippi State University	656	2019
Northern Michigan University	1,229	2017
Sacramento State University	1,100	2021
SUNY College of ESF	454	2011
Syracuse University (2 communities)	745	2009
Texas Christian University	562	2011
University of California, Berkeley	192	2016
University of Kentucky (14 communities)	6,850	2013
University of Massachusetts Dartmouth	1,210	2020



Cornell University

TESTIMONIALS



Chris Hicks
President of Provident
Resources Group Inc.

Working with Greystar as our Developer, the Project’s development was successfully delivered amidst the worst of the COVID-19 pandemic. Despite these challenges, Greystar’s management team has worked tirelessly, with a spirit of partnership with both Provident and the University, to position the Project for long-term success.



Brenda Greenfield
Assistant Vice President,
Development
Executive Director, ESF College
Foundation and Abby Lane
Housing Corporation

ESF has enjoyed a long and effective partnership with the Greystar team since 2009 beginning with the design and construction of ESF’s first residence hall, Centennial Hall. Every day they go above and beyond to provide an outstanding student experience that has a positive impact on student enrollment and retention.



Mississippi State University



Lehigh University



Dr. Dei Allard
Executive Director of Housing
and Residence Life
Mississippi State University

Greystar has been the model partner working through mutual interests with Mississippi State since the launch of College View apartments on our campus. We work together to resolve student needs and keep one another informed of challenges to overcome. I am thankful for their partnership.



Jeff Korpi
Director, Partnerships
and Events
Northern Michigan University

From day one of our partnership, the Greystar team has shared and delivered valued expertise regarding unique and creative housing options and operational knowledge that has optimized and elevated our on-campus student living experience.

WHY GREYSTAR ON CAMPUS?

Greystar On Campus offers college and university partners turnkey and custom management solutions. Supporting student success and retention are our top priorities. Greystar can meet your facilities management, capital improvement, occupancy and expense management and residence life needs.

Are you ready to discover the potential and possibilities of Greystar On Campus? Let us show you the way.

For more information about our management services, contact Bradley Shaw at **bradley.shaw@greystar.com**

GREYSTAR[™]