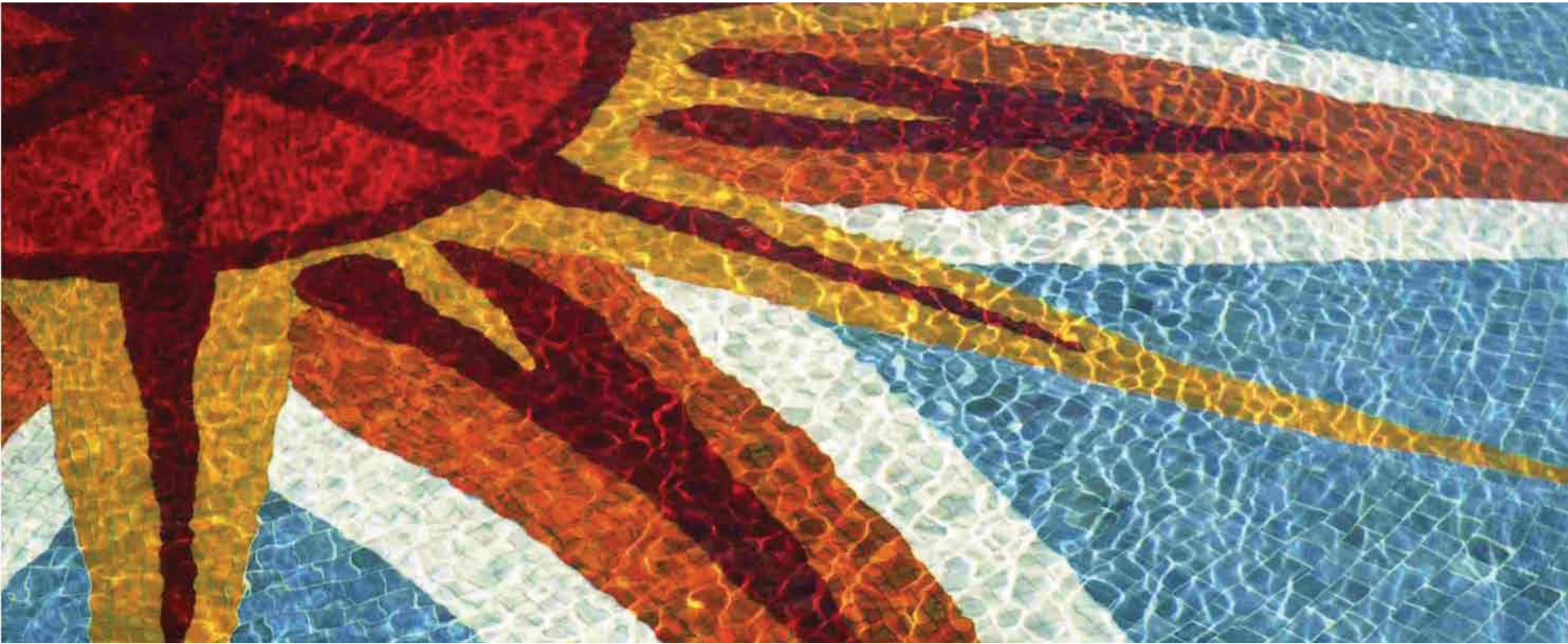


**MOSAIC**  
RESIDENTIAL



**MOSAIC**  
RESIDENTIAL

# THE ART OF MOSAIC RESIDENTIAL: LIVING UP TO YOUR STANDARDS

Mosaic Residential is an innovative and growing, full-service multifamily investment and property management organization located in Houston, Texas. Through the collective talent and extreme discipline of our people, entrepreneurial management and leadership, we are able to achieve improved quality of life for our residents and profitable investments for our partners. We invite you to explore us today and discover the art of real estate investment.



Unparalleled resident satisfaction and customer care. Discerning acquisitions. Insightful value-add renovations. Optimized performance. At Mosaic, the experience and efforts of many are artfully blended to deliver exceptional results. Our efforts are fueled by these core guiding principles:

**Achieve the balance of profitability for our partners and investors and excellence in living for our residents.**

**Act with integrity, honesty, urgency and the need to exceed expectations.**

**Embrace “Kaizen” — continuous, never ending improvement.**



# MANAGEMENT SERVICES

## Partner With Us and Unlock the Value

Whether you are looking to minimize risk and management headaches or maximize profits and value, look to Mosaic. We proudly offer comprehensive management services for conventional multifamily assets located in Texas markets.

At Mosaic, we are experts at managing, marketing, maintaining, renovating, and operating multifamily assets. We offer excellent benefits and hire only the most-qualified talent with local expertise and give them the flexibility to put that knowledge to the best possible use. We recognize that our people are a key factor in Mosaic's formula to provide the highest level of value, service, and operating performance.

We understand the importance of making strategic decisions by systematically analyzing results and trends from real-time operating and financial data. We offer state-of-the-art technical resources, corporate support services and continuing education through Mosaic University that provides tools to achieve peak performance. Our insights and knowledge of resident needs and investor expectations allows us to make physical improvements, add amenities and provide services that not only are cost effective and generate the highest returns, but also have the most value to the residents.

It's all here within Mosaic.

## We Offer Property Owners:

- Increased profits and property value
- Hands-on, results-driven property management professionals
- Proactive, strategic decision making
- Reduced risk
- Access to top management and leasing talent
- Turn-key renovation services
- State-of-the-art, real-time, property management technology
- National discounted purchasing platform

"Mosaic Residential is one of the strongest sponsors we have done business with to date. We appreciate their transparency and continued above market performance."

**Eastham Capital**

### UNLOCK THE VALUE IN YOUR PROPERTY

Mosaic Residential offers owners and investors a seamless coordination of disciplines necessary to maximize returns from their multifamily assets.

# INSIDE MOSAIC

## Founding Partners

### EXPERIENCE. IMPACT. RESULTS.

Many people react to circumstances, but the founding partners of Mosaic Residential proactively drive outcomes and deliver results. The partners have an average of over 16 years of real estate experience. Investors and property owners alike can rest assured that their investments are in capable hands.

**Bob Weber** has an extensive background covering operations, asset management, finance, underwriting, due diligence, mergers and acquisitions, strategic planning, business development and startups.

With over 18 years experience in commercial real estate and management, Bob has been involved with over \$2 billion in transactions. He has been directly responsible for the management of portfolios totaling in excess of \$4.5 billion for three different top 25 NMHC firms — United Dominion Realty Trust, Alliance Residential, and CnC Investments. In addition to his real estate experience, Bob was cofounder, CFO, and COO of an Internet and Media startup which provided advertising services to auto dealers and real estate companies.

Bob holds a BS degree in Management Science from Binghamton University and an MBA from the University of Virginia with a focus on Investments. He recently retired from the Naval Reserve following 20 years of service. He is a member of the National Multi Housing Council and National Apartment Association.



**Jay O'Connor** has over 19 years of experience in the real estate industry with extensive acquisition, disposition, operational, and financial responsibilities in the multifamily and commercial arenas.

Jay has been involved with over \$2 billion in multifamily and commercial transactions and has in-depth knowledge and experience in sourcing, due diligence, underwriting, financing, title, survey, 1031 exchanges, and transaction management through closing and asset stabilization. He also has a proven track record in the evaluation and implementation of accretive, technology-based business solutions, and he also possesses a solid foundation in both public and private real estate accounting and finance practices.

Jay's professional experience includes key positions at multifamily leaders such as Camden Property Trust, Alliance Residential, CnC Investments and institutional real estate advisory firms such as JP Morgan Investment Management and L&B Institutional Advisors.



Jay holds a BBA degree in Real Estate and Finance from Baylor University. He is a member of the National Multi Housing Council and National Apartment Association.

**Abe Bhimani** has been involved in real estate for the past 16 years from both an ownership perspective and through the corporate world; totaling over \$1 billion in transactions.

Abe's experience includes commercial, land, and residential brokerage sales in Texas; real estate and business development consulting involving small to medium sized companies in the retail, multifamily, and hotel sectors.

On the corporate side, Abe held executive level positions at Century Development (student housing), Alliance Residential (multifamily), and at Gexa Energy, a Florida Power & Lighting Group Company, servicing electric power to the multifamily industry in Texas. At Gexa, he also sat on the Executive Operating Committee Board where he was trained and then implemented programs using the Lean Six Sigma approach.

Abe holds a BBA in Finance from The University of Texas at Austin, a MS in Real Estate Development from Texas A&M University, and a MS in Construction Management also from Texas A&M University.



**Velissa Parmer** is a leader proficient in operations management, renovations, performance consulting, training, strategic planning and asset recovery. In her 14 years in the real estate industry, she has successfully acquired, transitioned, managed, and repositioned a diverse range of real estate investments. She has a proven ability to build solid partnerships, motivate teams, stream-line processes and yield immediate results.

In her nine years with Alliance Residential in Houston, she held roles that ranged from Leasing Consultant to Assistant Property Manager, Regional Manager to Vice President. As Vice President she supervised the corporate university and a division of operations. During her tenure she partnered with Construction project managers to accomplish successful renovations and achieve high returns on investment.

Prior to joining Mosaic, Velissa worked at Rockwell Management in Houston, she was responsible for owner-managed and fee-managed assets. During her tenure at Rockwell she acted as both the operations and renovation project manager for the renovations taking place.



Velissa serves on the Houston Apartment Association (HAA) Board of Directors and holds a Texas Real Estate License. In addition, she is certified in Training and Development and Adult Learning through Oklahoma University.

# MOSAIC UNIVERSITY

## Come Grow with Us

At Mosaic Residential, we are passionate about making a difference through continued training and development. Our approach ensures that the investment in training produces both changed and effective behaviors on the job and visible results in our organization's success and the individual's career.

Mosaic University is an intelligent program lead by highly trained professionals to educate and support. The University offers over fifty, hands-on classroom and online learning opportunities. These include software training, maintenance for managers, empowering and coaching, effective marketing, safety in the workplace, time management and strategic planning... just to name a few.

We know that continued education and training fuels success for the individual as well as the performance of the asset. We are highly committed to this effort and Mosaic is proud to provide these learning opportunities to its employees.

"Develop a passion for learning. If you do, you will never cease to grow."

**Anthony J. D'Angelo**



# THE MOSAIC RENOVATION PROGRAM

## Proven Renovation Results

Consistently Generating Average Rent Increases  
Above Proforma

Having successfully completed major interior and exterior renovations, Mosaic understands what is required to generate increased rental growth through a planned renovation program. Mosaic can work with property owners to execute an existing plan or create a new plan.

“Management is doing things right; leadership is doing the right thing.”

**Peter Drucker**



# INTERIOR RENOVATION PROGRAM

Mosaic's value-add interior renovation typically includes these upgrades:

- » New appliance package
- » Faux wood flooring and new carpeting
- » Solid slab granite or granite-look counters in both kitchen and bath
- » Brushed nickel lighting fixtures, ceiling fans, and plumbing hardware
- » Two-inch white window blinds
- » Custom two-tone interior paint with designer accent wall colors available
- » Raised panel interior doors and raised panel kitchen and bath cabinetry
- » Brushed nickel cabinet and door hardware
- » Low-flow shower heads, faucets, and toilets



BEFORE



AFTER



BEFORE



BEFORE



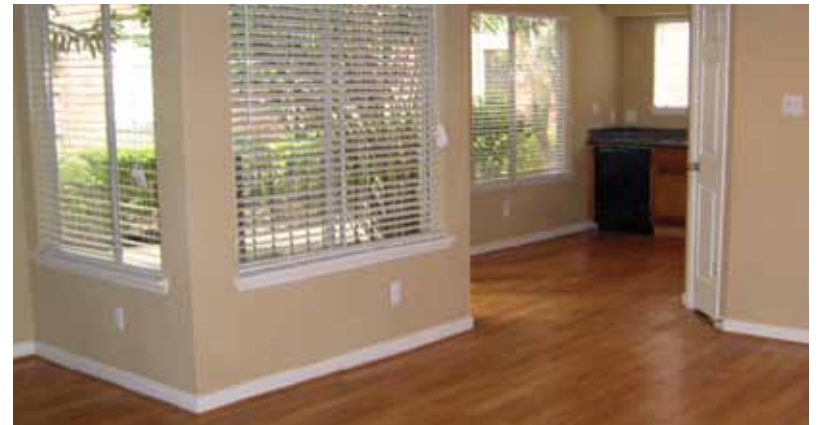
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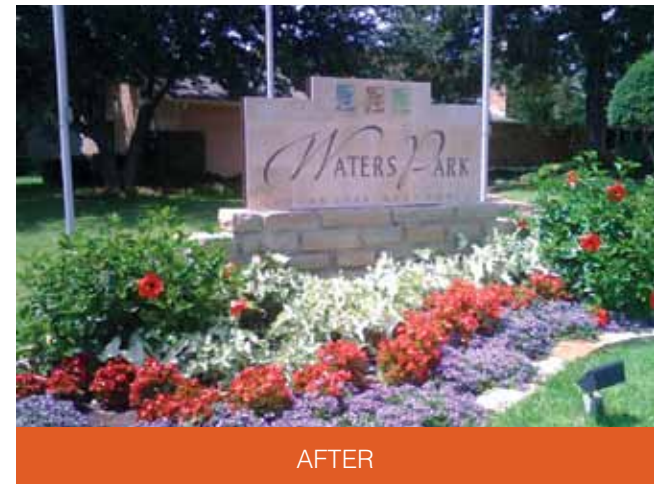


AFTER

# EXTERIOR RENOVATION PROGRAM

Mosaic's value-add exterior renovation typically includes these upgrades:

- » New Hardiplank siding and paint
- » Addition of carports, fencing and gates
- » New monument signage
- » Parking lot and driveway improvements
- » Patio and dumpster enclosures
- » New pool furniture and addition of other amenities such as outdoor kitchens and playgrounds





BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

Come partner with us.

Them



Us

Consistently outperforming the submarket

Exceeding investor yield expectations

Increasing Revenue In Excess of Proforma

Increasing NOI in Excess of Proforma



"The way to get started is to quit talking and begin doing."

**Walt Disney**

Working with the team at **MOSAIC** gets you a seat at the table. If you are searching for an organization that achieves results by emphasizing collaboration, trust and acts at all times according to the highest ethical standards, then look no further.

**Mosaic Residential, Inc.**

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