



Strategic thinking, creatively applied

Market-THINK creates a broad array of smart solutions for the residential real estate industry – solutions that result in effective strategic planning, innovative product development, superior market penetration, and increased productivity so you can meet your company's strategic goals.

Services include:

- **Owner-representative** and asset management services
- Customized market-driven strategies in **planning and positioning** for new development and rehab properties
- Strategic **market research** including competitive market analysis
- Creative **marketing** programs for new and existing properties and portfolios
- Successful and focused **project management** designed to increase revenues and productivity
- Professional **training programs** to reinforce and secure marketing, sales and property management strategies

As a multi-housing industry leader, Susan A. Sirota has provided expertise in product development, marketing and renovation strategies for more than 65 high-end apartment communities totaling over 25,000 units in both Northern and Southern California. Ms. Sirota's talent and experience span a wide array of disciplines: market strategy, product development, consumer identification, marketing and merchandising, as well as property operations, asset management, and training. She has positioned many successful award-winning projects including: Baypointe, Newport Beach, CA; The Colony at Fashion Island, Newport Beach, CA; Brittany at Oak Creek, Irvine, CA; Newport Bluffs, Newport Beach, CA and Sycamore Canyon in Anaheim Hills, CA.

A veteran of the multi-housing and real estate development industry, Ms. Sirota has hands-on experience in marketing as well as property management. Prior to establishing her own consulting firm in 2000, Ms. Sirota's positions included Vice President, Corporate Marketing for Irvine Apartment Communities, Vice President of Marketing for Irvine Apartment Management Company, and management positions for Irvine Pacific and Arnel Management Company.

Ms. Sirota is a graduate of the University of California, Santa Barbara and became a Certified Property Manager with the Institute of Real Estate Management in 1993. She speaks at numerous professional and university forums in support of the multi-housing industry. For many years, Ms. Sirota also served as a board member for the BIA/SC 55+ Housing Council and Apartment Association of Orange County.

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Working with Susan Sirota is Marica Pendjer. Named one of OC Metro Magazine's "Ten Women Making a Difference" 2005, Marica Pendjer has successfully combined nearly 20 years of marketing, communications, public relations and event planning experience into a career that embraces both corporate and nonprofit spheres. A native of the former Yugoslavia, Pendjer is a summa cum laude graduate of The City College of the City University of New York. After dancing professionally in the U.S. and abroad, Pendjer relocated to Southern California where she directed the marketing and public relations efforts of Orange County's premier dance company, Ballet Pacifica. In addition, she created the positions of marketing coordinator and visiting artist liaison for Irvine Barclay Theatre.

After working in the nonprofit arena for more than a decade, she shifted gears as Irvine Company Apartment Communities' Director of Resident Communications. In this capacity, she was responsible for overseeing resident communications, including editing and project managing the company's monthly newspaper, The Standard (50,000+ distribution), for which she earned both PRISM and PROTO awards. She spearheaded the transition of the resident newspaper to a magazine, and composed and coordinated all resident communications for the company's extensive renovation project.

It was her role as the company's community relations liaison to dozens of local charities that inspired her to deepen her volunteer efforts and led to the position of Board President of the Orange County Affiliate of Susan G. Komen for the Cure. Currently, she serves as the Affiliate's pro bono marketing consultant, serves on its Marketing and Governance committees, and chaired the 2009 and 2010 Komen Orange County Race for the Cure as well as the 2012 Pink Tie Ball. Her work with Komen has earned her the Komen Orange County Affiliate's Warrior Award, a Cameo Award, BMW Ultimate Drive Local Hero Award, Kellogg's Rise and Shine Award for outstanding volunteerism, and recognition as Volunteer of the Year.

Marica's own clients range from large corporations to local nonprofit organizations, the multi- housing and medical industries to fashion and performing arts – including various departments of Irvine Company Apartment Communities, Alexandros Furs (New York), CalOptima, Motion/Tribe (dance company), Pacific Coast Medical Services, Spa Gregorie's, JNR Pharmacy Corp. (New York), BIASC 55+ Housing Council, IMT Technologies, Festival Ballet Theatre, ArtForm Studio, and St. Jude Children's Research Hospital (Southern California).

In addition to her work with Komen for the Cure, she remains a passionate supporter of local arts, education and charitable organizations.

A SAMPLING OF MARKET-THINK'S PROJECTS

<u>Project</u>	<u>Service</u>
Design Trend Consultation	Provide market analysis and design recommendations for functionality and integration of leasing activities, resident services, property management, and social activities in Class A apartment communities
Marketing Operations Management	Develop/manage marketing strategy, budget and marketing team for a new, high-end master planned community
Pricing Analyses/Market Research	Survey and analyze rental rates for client and competitor multi-family products; develop strategic pricing recommendations
Training	Provide interactive training programs to enhance skills in telephone techniques, consultative selling, leadership, coaching and counseling, managing change, business etiquette
Website Development	Project manage website renovation program for an existing apartment portfolio website to improve images, content and usability
Planning Area 17 Irvine, CA	Prepare detailed product plan; identify target market groups and prepare detailed product strategic position for two sites with over 1,100 units
Fountain Park Playa Vista, CA	Marketing plan development, positioning for affordable program component, product review and merchandising recommendations
San Joaquin Hills Apartments Laguna Niguel, CA	Prepare detailed product recommendation for 200+ unit apartment community; conducted competitive market surveys and analyses

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A SAMPLING OF PROJECTS (continued)

High-Rise Site Long Beach, CA	Market research to determine pricing for rental and for sale condos and product recommendation and specifications
The Sycamore at North Park San Jose, CA	Prepare detailed product plan; identify target market groups and strategic position for a 360-unit apartment community in the 2600+ unit master planned multi-housing community; create product differentiation
Turtle Ridge Irvine, CA	Prepare detailed product plan; identify target market groups and strategic position for an apartment site with over 450 units
Santaluz San Diego, CA	Acting marketing director for a 3800-acre master-planned community with custom lots, guest builder neighborhoods, and a private social and golf club
Stadium Lofts Anaheim, CA	Acting marketing director for a 390-unit mixed use new development in Anaheim's Platinum Triangle
Sycamore Canyon	Asset Management responsibilities and Anaheim Hills, CA marketing consulting to oversee and re-image a 450-unit apartment community
Emerald Isle/Grand Isle Placentia / Murrieta, CA	Marketing and advertising consulting for new development senior apartments
Azulón at Mesa Verde Costa Mesa, CA	Acting Marketing Director for a new 215-unit 55+ community
Multiple apartment sites	Peer review evaluations and recommendations to enhance marketing and management performance.

PROFILE – SUSAN A. SIROTA

Northern California

Cherry Orchard	300 Multi-family	Planning and Positioning
Franklin Street	206 Multi-family	Planning and Positioning
North Park	2,600 Multi-family	Planning and Positioning
Palm Valley	1,098 Multi-family	Leasing/Marketing Evaluation
The Hamptons	342 Multi-family	All Marketing Functions
The Waverly	220 Multi-family	Product and Positioning
Villas at Bair Island	155 Multi-family	All Marketing Functions

Southern California

1221 Ocean Avenue	120 Multi-family	All Marketing Functions
1600 Vine	375 Multi-family	Lease Up Consulting
Arcadia at Stone Crest	336 Multi-family	All Marketing Functions
Azulón at Mesa Verde	215 Senior Multi-family	All Marketing Functions
Baypointe	300 Multi-family	All Marketing Functions
Berkeley Court	52 Multi-family	Office/model Renovation
Bordeaux	191 Multi-family	Planning and Positioning
Brittany I	393 Multi-family	All Marketing Functions
Brittany II	136 Multi-family	Planning and Positioning
Casa Monterrey	208 Multi-family	Repositioning and Rehab
Cedar Creek	176 Multi-family	Office/model Renovation
Cross Creek	136 Multi-family	Office/model Renovation
Deerfield	288 Multi-family	Office/model Renovation
Estancia	388 Multi-family	Planning and Positioning
Emerald Isle	450 Senior Multi-family	Marketing and Advertising
Fountain Park	705 Multi-family	Marketing plan development
Grand Isle	453 Senior Multi-family	All Marketing Functions
Harvard Court	112 Multi-family	Office/model Renovation
Laguna Niguel Site	200+ Multi-Family	Product Development
La Jolla Palms	232 Multi-family	Planning and Positioning
Las Palmas	736 Multi-family	Planning and Positioning
Long Beach high-rise site	346 Units	Market Research
Los Alisos at Mission Viejo	320 Multi-family	Creative Design Mktg Items
Mariner Square	114 Multi-family	Positioning and Rehab
Newport Bluffs I	539 Multi-family	All Marketing Functions
Newport Bluffs II	513 Multi-family	Planning and Positioning
Newport North	570 Multi-family	Office/model Renovation
Newport Ridge	513 Multi-family	All Marketing Functions
Northwood Park	168 Multi-family	Office/model Renovation
Oak Glen	588 Multi-family	Planning and Positioning
Park La Brea	4,239 Multi-family	Performance Improvement
Park West	880 Multi-family	Positioning and Rehab
Parkwood	296 Multi-family	Office/model Renovation
Promontory Point	520 Multi-family	Positioning and Rehab
Planning Area 17	640 Multi-family	Product Development
Planning Area 17	504 Multi-family	Product Development

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Southern California (continued)

Playa Vista II	2,000+ Multi-family	Product Development
Porter Ranch sites	800+ Multi-family	Market research
Rancho Alisal	356 Multi-family	Leasing Office Renovation
Rancho Mariposa	238 Multi-family	Product review
Rancho Monterey	436 Multi-family	All Marketing Functions
Rancho San Joaquin	368 Multi-family	Positioning and rehab
Rancho Santa Fe	316 Multi-family	All Marketing Functions
Rancho Tierra	252 Multi-family	Office/model Renovation
San Carlo	354 Multi-family	Office/model Renovation
Santa Clara	378 Multi-family	All Marketing Functions
San Joaquin Hills	212 Multi-family	Product Development
San Leon	248 Multi-family	Office/model renovation
Santa Maria	227 Multi-family	All Marketing Functions
San Mateo	283 Multi-family	Product development
San Paulo	382 Multi-family	All Marketing Functions
Santaluz	850+ homes	Marketing Director Duties
Santa Rosa I	368 Multi-family	All Marketing Functions
Santa Rosa II	207 Multi-family	All Marketing Functions
Shadow Oaks	196 Multi-family	Planning and Positioning
Sierra Vista	306 Multi-family	Planning, position, rehab
Silverhawk	200 Multi-family	Marketing Director Duties
Silverado	492 Multi-family	Marketing Director Duties
Solana	320 Multi-family	Office/model Renovation
Stadium Lofts	390 Mixed use	Marketing Director Duties
Sycamore Canyon	450 Multi-family	Asset Management, Rehab
The Cape	245 Multi-family	Marketing/Management
The Carlyle at Colton Plaza	155 Multi-family	Marketing Management
The Colony	245 Multi-family	All Marketing Functions
The Parklands	121 Multi-family	Rehab and Renovation
Tesoro	88 Senior Multi-family	Marketing Assessment
Torrey Ridge	430 Multi-family	Planning and Positioning
Turtle Ridge	450 Multi-family	Product Development
Turtle Rock Canyon	217 Multi-family	Planning and Positioning
Ventana	312 Senior Multi-family	Marketing Assessment
Villas at Renaissance	923 Multi-family	Rehab and Marketing
Villa Coronado	512 Multi-family	All Marketing Functions
Villa Siena	1,442 Multi-family	Planning and Positioning
Vista Pointe	144 Multi-family	Marketing Director Duties
Windwood Knoll	248 Multi-family	Office/Model Renovation
Woodbridge Pines	220 Multi-family	Project Renovation
Woodbridge Willows	200 Multi-family	Office/Model Renovation
Woodbridge Villas	258 Multi-family	Office/Model Renovation
Wood Canyon	230 Multi-family	Asset Management Duties