

CASE STUDY

CGRES

CARDINAL GROUP REAL ESTATE SERVICES

ABOUT CGRES

BACKGROUND

End-to-end real estate solutions that align strategy, execution, & performance to maximize asset value.

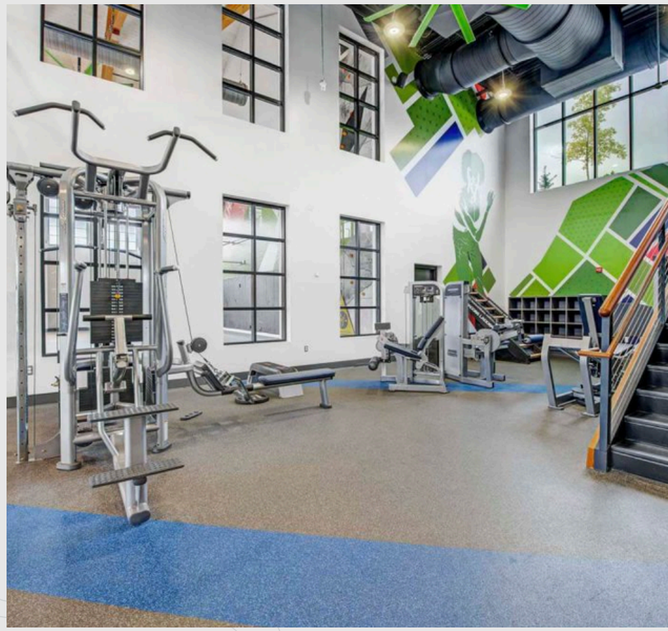
Cardinal Group Real Estate Services (CGRES) is the vertically integrated real estate services arm of Cardinal Group, focused on delivering value across the full multifamily lifecycle. By aligning services to each client's investment strategy, CGRES enhances asset performance, preserves long-term value, and supports operational excellence from development through ongoing management.

With capabilities spanning construction management, capital expenditure (CapEx) planning, and facilities and maintenance, CGRES brings strategy and execution under one roof. From renovations and preventative maintenance, the team emphasizes quality, consistency, and efficient, data-informed solutions to protect and optimize assets.









DATA-BACKED RESULTS

85+

Large capital projects managed since 2020

$190MM+

Capital Spend Managed

75+

Combined years of experience

100%

Robust service offerings

SINCE 2020, CGRES HAS LEVERAGED ITS EXTENSIVE INDUSTRY EXPERTISE TO MANAGE OVER 85 LARGE CAPITAL PROJECTS AND MORE THAN $190MM IN SPEND FOR MULTI-FAMILY AND STUDENT REAL ESTATE. BACKED BY A DEEPLY EXPERIENCED TEAM, THEY PROVIDE A HIGHLY DEPENDABLE, FULL-SERVICE APPROACH THAT STRATEGICALLY MAXIMIZES ROI ACROSS UNIT UPGRADES, COMMON AREAS, AND ASSET INTEGRITY.

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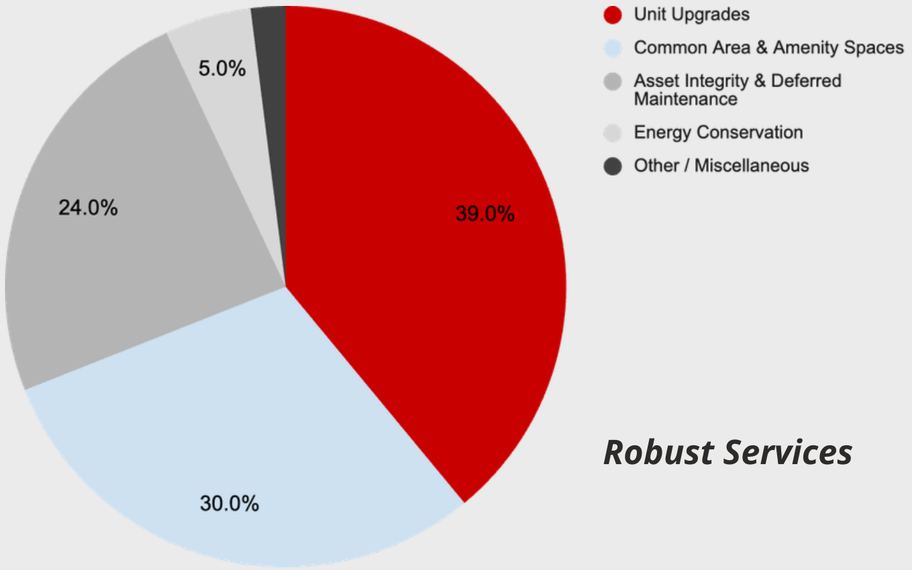
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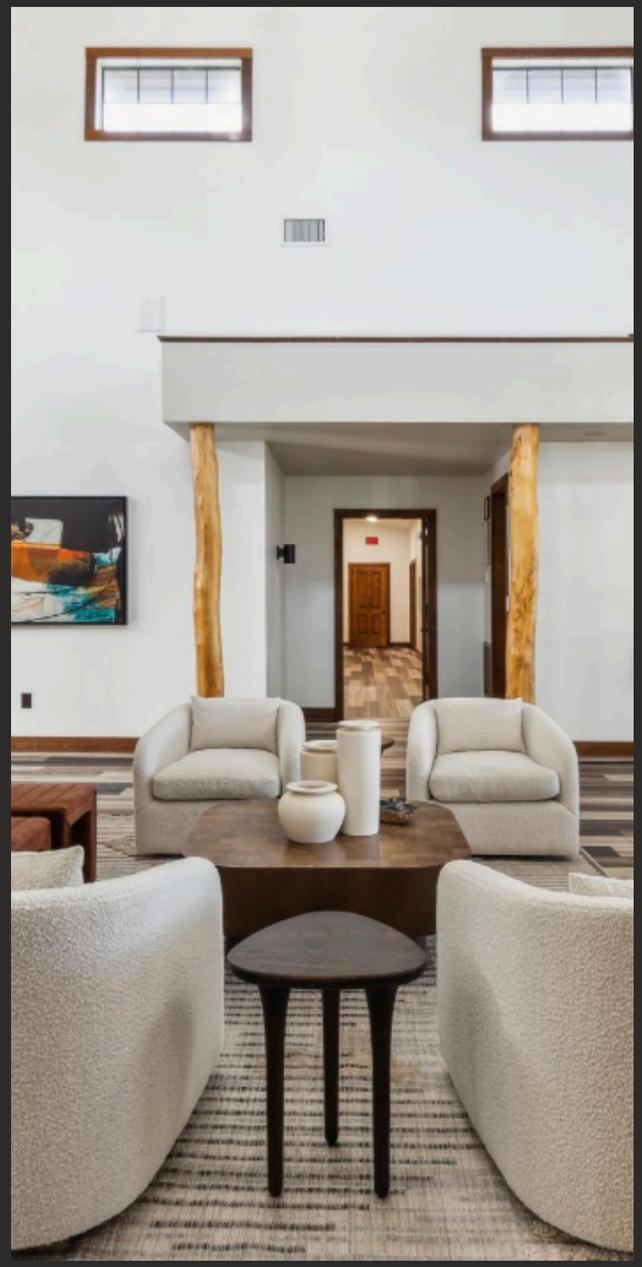


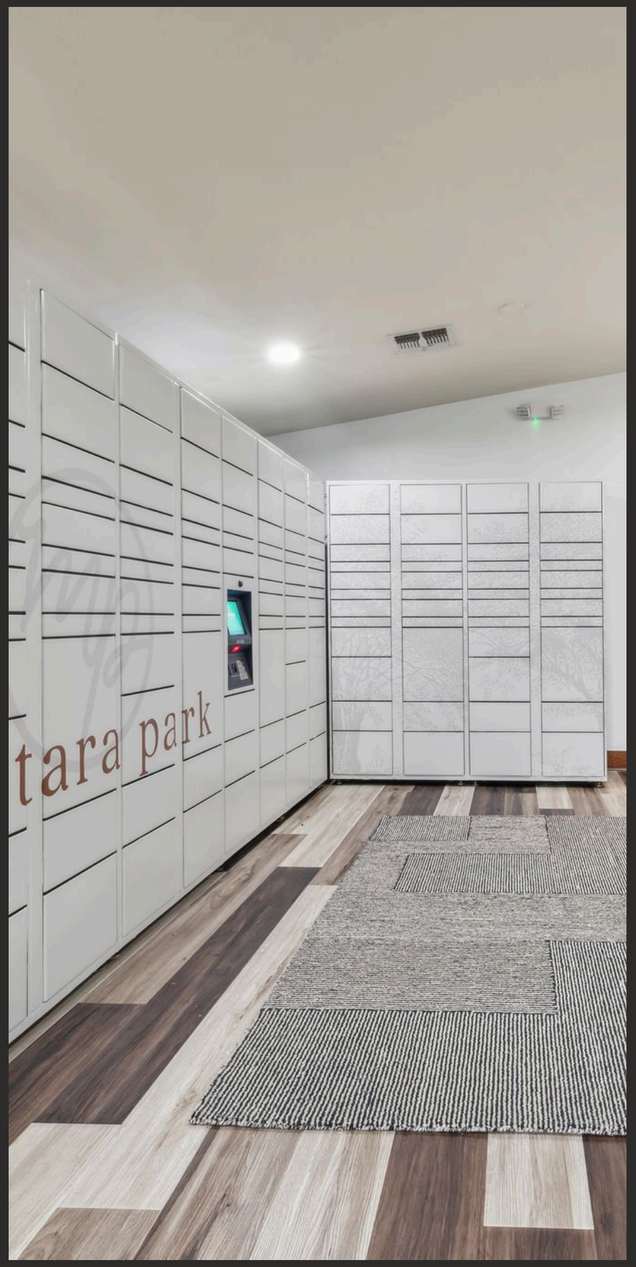
SHOWCASE COMMUNITY

Montara Park in Norman, Oklahoma








tara park




3 FT 6 IN
NO DIVING





THE CHALLENGE

Montara Park required a full-scale repositioning across both the physical asset and resident experience. The scope included exterior façade upgrades, new roofing, parking lot repairs, amenity enhancements, and extensive occupied unit renovations.

Executing this level of transformation in an actively occupied community introduced significant complexity - requiring tight coordination across contractors, careful scheduling, and ongoing collaboration with onsite teams to minimize disruption to residents while maintaining day-to-day operations. Additionally, early renovation phases contributed to a temporary ~20% year-over-year occupancy dip, adding pressure to deliver long-term value.

WHAT WE DELIVERED

end-to-end project execution - optimizing costs, coordinating trusted partners, and freeing onsite teams to stay focused on performance.

01 PROJECT MANAGEMENT

→ **Led full oversight of a complex, multi-phase renovation - coordinating timelines, contractors, and onsite teams to ensure seamless execution across both exterior and interior scopes.**

02 COST & RISK MANAGEMENT

→ **Proactively identified budget risks and implemented cost-saving strategies throughout the project lifecycle. Negotiated contracts to secure fair pricing and eliminate delays, ensuring the project stayed financially efficient.**

03 BUSINESS PLAN ENABLEMENT

→ **Through seamless execution of diverse capital scopes, CG RES successfully advanced our clients' business plans, driving enhanced asset value, rental rate growth, and an elevated resident experience.**

04 OPERATIONAL RELIEF ONSITE

→ **Centralized project oversight to reduce operational burden - allowing onsite teams to stay focused on leasing, resident experience, and day-to-day property performance without disruption.**



THE RESULT

CGRES fully executed the client’s business plan by transforming 328 bedrooms and managing $2.9M in investment capital to deliver an $82/bed rent premium and a 22.2% ROI with zero operational disruption.

WHAT WE DELIVERED

PROJECT MANAGEMENT

01

→ Comprehensive Scope Development and Planning

We initiate projects by thoroughly investigating root issues and analyzing existing conditions (blueprints, records, and specialists) to develop a detailed, actionable plan.

→ Dedicated Contractor and Material Sourcing

We streamline all project coordination by leveraging a vast network of national and local contractors to secure top talent and materials, drastically improving forecasting and construction efficiency.

→ Rigorous Quality Control and Safety Enforcement

We provide site oversight to ensure high-quality outcomes while strictly enforcing safety regulations to maintain a secure environment for everyone on the property.

→ Streamlined Reporting and Stakeholder Alignment

We align clients, property management, and residents while ensuring total project transparency through regular meetings and detailed monthly reports.

THE RESULT

CGRES delivers end-to-end project management, blending thorough planning, expert sourcing, and rigorous site oversight to ensure safe, high-quality, and efficient execution.

WHAT WE DELIVERED

COST & RISK MANAGEMENT

02

→ Accurate Budgeting and Resource Allocation

We build comprehensive budgets with strategic contingencies, continuously optimizing resources to prevent overspending and ensure financial efficiency.

→ Strategic Contract Negotiation

We champion our clients' financial interests by leveraging a vast vendor network to negotiate favorable pricing and expedite contracts, preventing project delays.

→ Value Engineering and Cost-Saving Measures

We actively reduce expenses without sacrificing quality by sourcing alternative materials and renegotiating contracts to maximize cost-effectiveness.

→ Proactive Financial Risk Mitigation

We identify potential risks early (ex: material shortages or weather delays), proactively managing change orders to minimize financial impact and keep the project on track.

THE RESULT

By proactively managing budgets, negotiating favorable terms, and mitigating risks early, we maximize cost-effectiveness and protect our clients' financial interests throughout the project.

WHAT WE DELIVERED

BUSINESS PLAN ENABLEMENT

03

→ Executing the Value-Add Unit Strategy

We modernized 2004-vintage apartments with premium finishes, directly enabling the client's strategy to elevate the University of Oklahoma student living experience.

→ Protecting the "Value-Driven" Market Position

By delivering cost-efficient renovations, we achieved an $82/bed rent premium on upgraded units, successfully positioning the property as a highly competitive, value-conscious alternative in the Norman market.

→ Strategic Amenity and Curb Appeal Modernization

To compete with newer developments, we managed comprehensive common area upgrades, including a modernized clubhouse and study spaces, a revamped gym and pool, and full exterior painting.

→ Safeguarding Long-Term Asset Integrity

Alongside aesthetic upgrades, we protected the client's investment by managing over $1.2 million in critical infrastructure projects, including a property-wide roof replacement, parking lot repairs, and utility improvements.

THE RESULT

By managing $2.9M in capital to modernize 328 bedrooms and critical infrastructure, CGRES repositioned the asset, delivering a 22.2% ROI and an $82/bed rent premium with zero operational disruption.

WHAT WE DELIVERED

OPERATIONAL RELIEF ONSITE

→ **Uninterrupted Focus on Core Operations**

We handle day-to-day construction oversight to eliminate the administrative burden on your on-site teams, freeing them to focus exclusively on leasing, marketing, and property performance.

→ **Safeguarding the Resident Experience**

We manage the heavy lifting of construction disruptions, allowing your staff to focus entirely on resident care and resolution to protect the community's reputation.

→ **Supplying Specialized Technical Expertise**

We provide the construction expertise needed to navigate technical challenges, preventing costly mistakes without forcing your staff to manage issues outside their core competencies.

→ **Shielding Staff from Vendor Logistics**

We handle all contractor communication, logistics, and scheduling, ensuring your on-site team is never burdened with directing vendors or managing project timelines.

04

THE RESULT

By handling all construction logistics, contractor communication, and technical oversight, we eliminate the administrative burden on your staff so they can focus entirely on leasing, marketing, and resident care.

DATA-BACKED RESULTS

325+

Bedrooms renovated

$82

Rental rate growth per bedroom

22.2%

ROI capital for in-unit upgrades

17%

Increase in YOY leasing velocity

OUR STRATEGIC RENOVATIONS AT MONTARA PARK COMPLETELY TRANSFORMED THE COMMUNITY, DRIVING AN EXCEPTIONAL RETURN ON INVESTMENT BY ACCELERATING LEASING VELOCITY AND BOOSTING RENTAL RATES. THIS TARGETED APPROACH SUCCESSFULLY OPTIMIZED ASSET PERFORMANCE WHILE POSITIONING THE PROPERTY AS A PREMIER, HIGHLY COMPETITIVE CHOICE.

MENU OF SERVICES

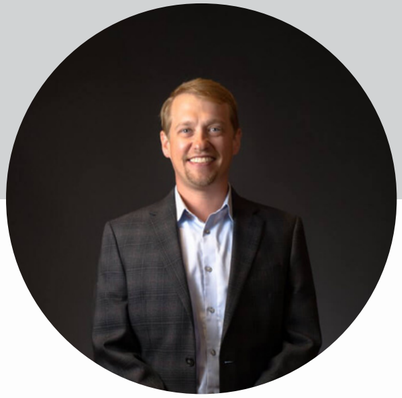
STRATEGIC OFFERINGS

CGRES delivers comprehensive capital management across four strategic pillars: Value-Add to drive rent growth, Sustainability to lower utility costs, Asset Integrity to protect the physical property, and Resident Services to elevate the overall community experience.

- **Value-Add CapEx:** Projects focused on driving rent growth and preservation through unit and amenity modernizations.
- **Sustainability & Smart CapEx:** Strategies to reduce energy and water consumption via smart tech, upgraded lighting, and efficient plumbing.
- **Asset Integrity & Maintenance:** Upkeep focused on asset preservation and curing legacy issues, including roofs, parking lots, and building security.
- **Resident Services CapEx:** Enhancements to the resident experience, such as EV charging, package management, and grab-and-go markets.



LET'S CONNECT



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THANK YOU