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A proven Student Housing Leader with a focus towards: Systems Creation, Team Building, and Developing Cultures that Win

General Manager – Asset - Knights Circle (2,532 beds/ 744 units) Orlando, FL **(May 2013-Current)**

- Led a team of 60 through successful, largest single-site student housing turnover in the country; 1500+ beds in 16 days and then improved the process for seven more years.
- Created dynamic excel spreadsheet to unite vital community data into one workable document across all departments – from Resident placement, to furniture inventory, to turnover worksheet details as well as occupancy stats.
- Created flexible mobile inspection app to capture photos and condition of units in all phases of our operation.
- Bid, planned, and overseen more than \$10 million in Capital Projects over seven years.
- 100% occupancy at average of 5.6% rate increases year-over-year for every year from 2014 through fall of 2019.
- Planned a touchless move-out & move-in process during COVID adopted by multiple communities.
- Created forms, work flow, spreadsheets, and systems to streamline sharing information between departments.

Director of Student Housing – CVI-Orlando, LLC. Orlando, FL **(October 2011-May 2013)**

- Planned, led, and integrated complete restructuring and branding of a 400+ unit off-campus dormitory near the University of Central Florida through a change in ownership – including on-site dining facility doing 12,000 meals per month.
- Created all new Operational systems, including; unit matrix, Fall Rent Roll, new 15-page Housing Contract, and all internal management documents.
- Profitability through aggressive cost saving measures - restructured multiple vendor contracts and in-house efforts to trim \$150k in expenses while improving Resident services in the first 3 months.
- Raised rates by \$85 in the first three months while maintaining 100% occupancy levels.
- Successful oversight and planning of \$2 Million complete community renovation
- Branding and revitalization of an on-site, full-service cafeteria' which serves over 12,000 meals a month.
- Created and implemented metrics to measure traffic and increase closing ratios while keeping advertising costs low and making strategic marketing possible for the first time.
- Maintained 100% current occupancy despite 30% of leases expiring during Dec. & Jan. through aggressive sales training and guerrilla marketing.
- 50% increase in off-site properties under CVI Management, including leasing multiple sites to Greek Organizations for \$105k increase in revenue over multi-year leases.

Regional Community Manager - The Collier Companies Gainesville, FL **(June 2003 – June 2011)** **10 Communities/1470 units (3700+ beds)** (Class A, B, C – Student & Conventional Housing) **Relocated to Orlando**

- Led, motivated, and mentored seven Community Managers, responsible for ten assets (mix of Class A, B, and C – Student & Conventional) consisting of 1470 units, to better than company average in NOI, Rental Revenue and overall Occupancy.
- Increased portfolio NOI through dynamic marketing, proactive targeted price increases, and aggressive elimination of "specials", on fast-moving floor plans.
- Developed innovative "Fall Rent Roll Matrix" to track all important floor plan metrics within my portfolio to ensure maximum rental rates week-to-week while minimizing vacancy risk. Matrix use adopted by all other Regional Managers in three months.
- Maintained less than 1% portfolio delinquency through diligent collection practices while maintaining a constant focus on customer service and creating outstanding experiences for our clients.
- Coordinated Operations and Marketing divisions to create successful guerrilla marketing program and company-wide strategies for maximizing traffic generation through Business-to-Business efforts and grass-roots marketing.
- Created daring financial plans for portfolio communities where 7 of 10 eventually met or exceeded goals of NOI increases of up to 11%. Nine of ten communities finished in the top half of Gainesville TCC assets for Occ & Year-over-year rates.
- Implemented monthly inspection contest for sites to ensure polish and sparkle of all; models, common areas, and vacant units.
- Conducted numerous sales training classes for leasing agents in conjunction with the newly developed training department.
- Headed the TCC Book Club for three years, leading monthly meetings in discussion of the best in professional literature and how we can apply those concepts to our brand, market, and industry.
- Increased site-to-site referrals by 34% through leadership of company Cross-Marketing program over the course of two years.

All positions here were during my time with the Collier Companies, culminating as Regional Manager

Senior Area Manager – April 2010 – Sept. 2010

The Enclave (412 units/1078 beds) (Class A+)

- Chosen to transform faltering two-year-old Conventional asset to a Student Housing community, including re-creating all internal operating systems, documents, and staff hiring/training.
- Directed multiple departments and consolidated efforts to rent 250+ 2/2 bedrooms in less than two months to reach 99.6% occupancy at asset record-high-NOI. Achieved through outside marketing efforts and uncompromising customer service.
- Executed 700+ bedroom turn-over in just nine days while installing new furniture in 200+ units during that same time.
- After successful revamp of asset and seeing it through its first successful turnover in 3 years, I was promoted to Regional Manager – retaining The Enclave in my portfolio.

Area Manager – Sept 2009 – April 2010

College Park Apartments (440 units/82 floor plans, multi-site)

- Led this historically under-performing core asset (Class A, B, C) from 89% Occupancy to 96+% through a complete focus on exceptional customer service and integrating the Office and Service teams into a cohesive unit.
- Increased walk-in traffic by 250 visits over same period a year earlier. Worked closely with local business leaders to establish relationships that helped generate traffic to both our office and their establishments.
- Advanced innovative in-house guerrilla marketing plan on UF campus with use of Cooler-Scooters to cover more ground and draw attention. In addition, worked with fraternities and sororities to help brand College Park and emphasize its intrinsic historic appeal.
- Supported and mentored Leasing Manager in their project to revamp 72 Unit (Class C) asset for refinancing – increased rental revenue by 28% and overall occupancy by 23% in 6-month period, through relentless focus on Resident retention.
- Hosted successful, company-wide, after-hours scavenger hunt to reintroduce the Leasing Specialists of the other 24 communities to improvements we'd made to College Park and the new feel of the asset.

Sr. Community Manager – Mar. 2009 – Sept. 2009

Boardwalk Apartments (260 units) Refinance Project

- Assigned to ready asset for refinance – selected entire staff and hired winning personalities with a desire to win.
- Achieved goal of better than \$1,000,000 in assessed value by November.
- Took asset from 15-20% behind in Fall Occupancy to better than 94% by September while maximizing rates through daily/weekly price adjustments based on pacing of each floor plan.
- Re-branded C- asset to a B in just 3 months through a series of community improvements and world-class customer service.
- Redesigned two model units (2 and 3 bedrooms) from scratch for less than \$10k into sparkling show pieces.
- Increased traffic to site from 300 tours historically to over 900 for the same period of time through marketing campaign of bandit signs, landing page campaign, craigslist ads, and working with local businesses.

Sr. Community Manager – Oct. 2007 – Mar. 2009

Cobblestone & Madison Pointe Apartments (multi-site)

- Led dual sites of different product types while delivering both at better than 90% while market averaged low 80's with many in the low 70's. One of only 2 other managers to deliver >90% of 25 communities in the company's Gainesville portfolio.
- Created and executed comprehensive Resident retention plan over both sites for minimal cost while insuring exceptional Resident experiences. Events included: Breakfast-to-go at the gate house, Wine tasting/game nights, pet appreciation days, coloring contests, and treasure hunts around the community – delivered >55% Resident retention rate when company average was 35-40% for the same period.
- Conducted a flawless apartment turnover of 200+ units at dual sites in 5 days while reducing costs and exceeding Resident expectations.
- Redesigned five model apartments for minimal cost by re-purposing many existing items and creating a fresh, welcoming feel for the units. Redesigned multiple other models for the company during this period as well.

General Manager – May 2005 – October 2007

Gainesville Place Apartments

General Manager – March 2004-May 2005

Madison Pointe Apartments

Rental Manager – June 2003 – March 2004

The Laurels Apartments

Education

Santa Fe College 1999-2002 – Gainesville, FL

Professional Training

UF Levin College of Law, Real Estate Law, Fall 2010
UF Nathan S. Collier MS Real Estate, Entrepreneurship Leadership Course, Fall 2006

Skills: Microsoft Excel, Yardi, Entrata, ADP, Insuperity, MRI, Forms-on-Fire, Google Sheets & Forms, G Suite, Word, Teams, Sharefile
Interests: History, Philosophy, Film (OMG, how I love a good movie), Old-school hip-hop, the 80's, Pop-Art, and College Football

Awards

2005 Property Manager of the Year – The Collier Companies, Inc.
2008 TM of the Quarter, (Spring) – The Collier Companies, Inc.
2002 Top Sales Agent (May) - Integroup Realty Trust (Melrose Student Housing)