

Robert H. Myers

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A proven Student Housing Leader with a focus towards Team Building, Technological Innovation, and Systems Creation

Vice President of Operations – Marker Investments

Orlando, FL (May 2021-Present)

- Responsible for the creation of all management systems for a startup, acquiring and managing their own student housing portfolios with a focus on acquiring SFR assets.
- Development of sophisticated technological solutions to managing diverse assets.
- Assisted in developing Power BI dashboards and SharePoint sites for the management of portfolios.

General Manager – Asset - Knights Circle (2,532 beds/ 744 units)

Orlando, FL (May 2013-April 2021)

- Recruited and led a team of 60 at the largest site in the nation with virtually no turnover among Mgmt staff in 8 years.
- 100% occupancy at an average of 5.6% rate increases year-over-year for every year from 2014 through the fall of 2019.
- Achieved greater than 50% renewal rate for 4 straight years (2017-2020) the best company-wide performance at the largest asset under management.
- Successfully planned, organized, and led the largest single-site student housing turnover in the country for eight years, including the development of an inspection app to execute it.
- Created a 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.
- Grew our 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.
- Planned a touchless move-out & move-in process during COVID adopted by multiple communities.
- Created forms, workflow, spreadsheets, and systems to streamline sharing of information between departments.

Director of Student Housing – Demetree Global - CVI

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 an 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/bed in the first three months while maintaining 100% occupancy levels.
- Successful oversight and planning of a \$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 a \$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, proactively targeted price increases, and aggressive elimination of "specials", on fast-moving floor plans.
- Developed an 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 was 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 a successful guerrilla marketing program and company-wide strategies for maximizing traffic generation through Business-to-Business efforts and grass-roots marketing.
- Increased site-to-site referrals by 34% through the leadership of the company's cross-marketing program over two years.

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

Senior Area Manager

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

- Chosen to transform faltering two-year-old Conventional asset into 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 a 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 –

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 the 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 the use of Cooler-Scooters to cover more ground and draw attention. In addition, working with fraternities and sororities to help brand College Park and emphasize its intrinsic historic appeal.
- Supported and mentored Leasing Manager in a project to revamp 72 Unit (Class C) assets for refinancing – increased rental revenue by 28% and overall occupancy by 23% in 6 months, through a 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 –

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 a comprehensive Resident retention plan over both sites for minimal cost while insuring exceptional Resident experiences. Events included: Breakfast-to-go at the gatehouse, 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

General Manager – March 2004-May 2005

Rental Manager – June 2003 – March 2004

Gainesville Place Apartments

Madison Pointe Apartments

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, AppFolio, ADP, Insperity, MRI, Forms-on-Fire, Google Sheets & Forms, G Suite, Word, Teams, SharePoint, Power BI, OneDrive, Power Query, Power Automate.

Interests: Writing, History, Philosophy, Old-school hip-hop, Comic books, 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)