



*gallery*  
RESIDENTIAL

the  
art  
of  
living

# a stroke of genius



## *our story*

Gallery Residential is an Atlanta based real estate property management firm focusing on multifamily assets in major and secondary markets throughout the Southeastern US. Gallery Residential is focused on managing class A and B multifamily communities with a focus on the customer experience and journey.

Gallery Residential focuses on serving our team members, residents and clients with an innovative and transformative approach that benefits all parties. Our chief focus revolves around the customer journey, ensuring a seamless and positive experience. We foster a culture that encourages our team members to unleash their creativity and be innovative thinkers. Paying meticulous attention to every detail is a commitment we uphold. Additionally, we take joy in celebrating each success, recognizing, and appreciating the wins that contribute to our collective achievements.

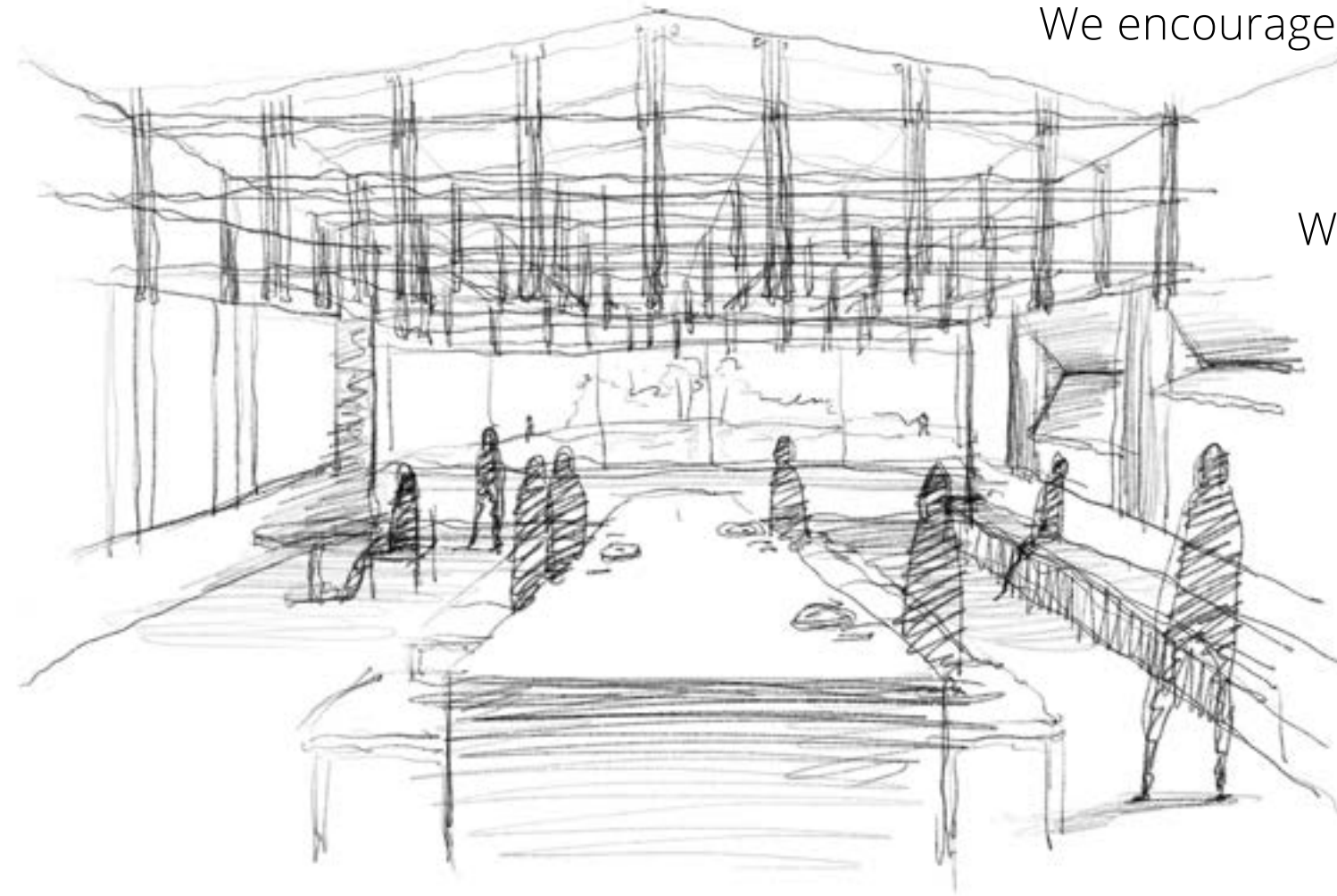
The Principals at Gallery Residential boast an extensive history of effectively implementing management, acquisitions, and development strategies. During the last cycle, the Gallery Residential team has overseen the management of more than 600 apartment communities throughout the sunbelt region. The focus has been particularly robust on new developments, involving pre-development and lease-up strategies. The team brings substantial expertise in managing various property types, including lease-ups, conventional properties, build-to-rent, fifty-five plus communities, student housing, and value-add properties.

# THE DIFFERENCE

*every resident*

*every time*

*always*



*01*

Our number one focus is the customer journey!

*02*

We encourage our team members to be creative geniuses!

*03*

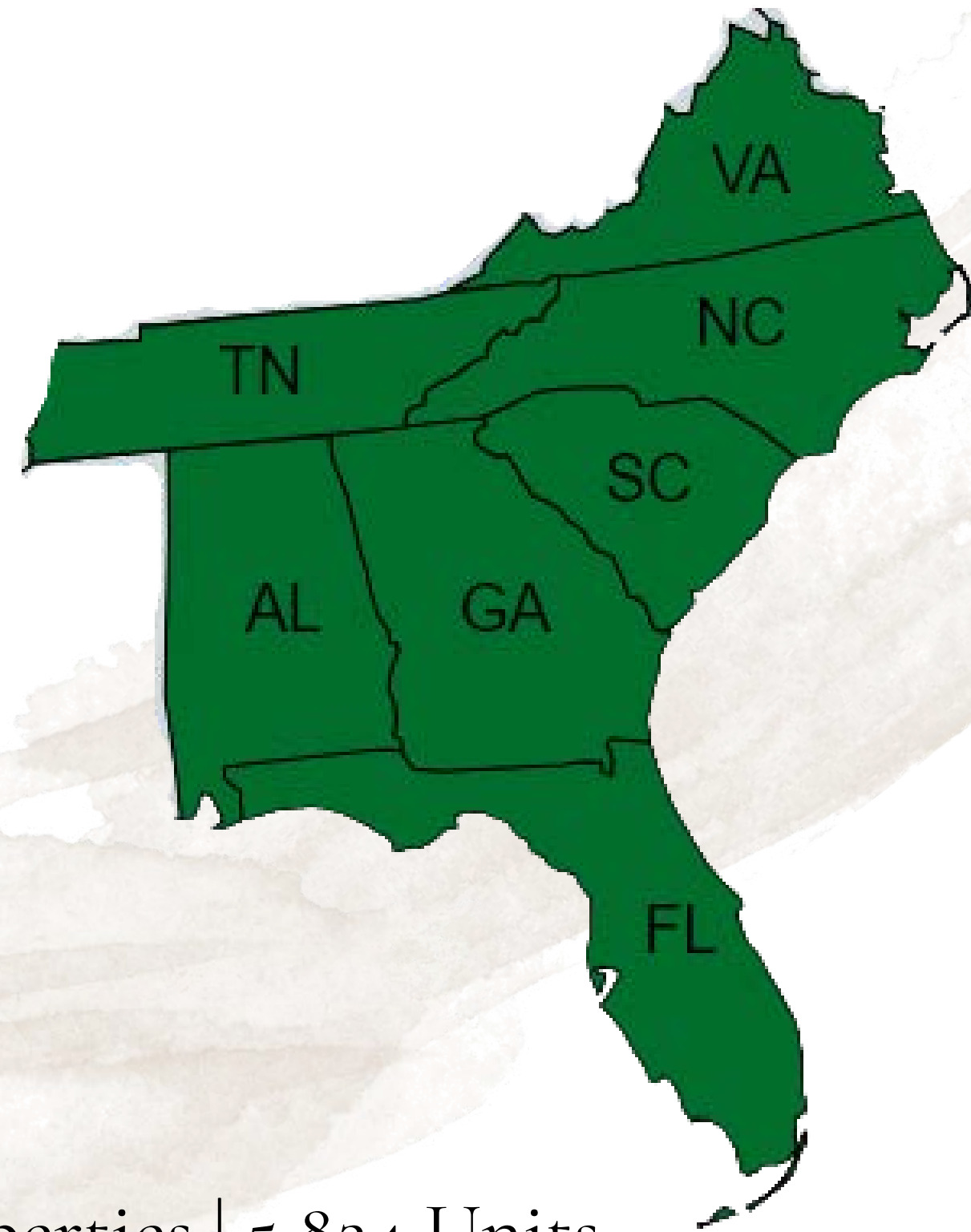
We will pay attention to every detail!

*04*

We celebrate the wins!

# let's paint the town

Gallery Residential serves all primary and secondary markets throughout the Southeast with a keen focus on Georgia, Florida, Virginia, North Carolina, South Carolina, Tennessee, and Alabama markets.



26 Properties | 5,824 Units

16 Pipeline | 4,703 Units

52% Lease-Up | 45% Stabilized | 3% Reno

# PROPERTY LIST

Gallery Residential

Property Count 42  
Unit Count 10,527

Property Name	Units	Year Built	City	State	Ownership Type	Type	Status	HUD
2085 Marietta	384	2025	Atlanta	GA	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
331 South	264	2024	Santa Rosa Beach	FL	Third Party	Garden	Lease Up	N/A
5660 Spalding	170	2026	Peachtree Corners	GA	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
Branchester Lakes	120	1997	Prince George	VA	Third Party	Garden	Stabilized	N/A
Brookhaven Collection	712	2014	Atlanta	GA	Third Party	Mid-Rise (4-6 Floors)	Stabilized	N/A
Chester Village Green	137	2004	Chester	VA	Third Party	Garden	Stabilized	HUD
Chester Village Lofts	4	2005	Chester	VA	Third Party	Garden	Stabilized	HUD
Chesterfield Gardens	105	2002	Chester	VA	Third Party	Garden	Stabilized	HUD
Colony Village I & II	332	2013/2017	North Chesterfield	VA	Third Party	Garden	Stabilized	HUD
Daleville Town Center I	120	2013	Daleville	VA	Third Party	Garden	Stabilized	HUD
Daleville Town Center II	95	2019	Daleville	VA	Third Party	Garden	Stabilized	HUD
Festival Lofts	6	2019	Chester	VA	Third Party	Garden	Stabilized	N/A
Festival Park	99	2004	Chester	VA	Third Party	Garden	Stabilized	HUD
Laurel at Dry Creek	343	2022	Huntsville	AL	Third Party	Garden	Stabilized	N/A
Lofts at Twenty25	623	1951/2022	Atlanta	GA	Third Party	High Rise	Reno/Lease-Up	N/A
Marquis Coral Springs	250	2016	Coral Springs	FL	Third Party	Mid-Rise (4-6 Floors)	Stabilized	N/A
Meridian at Lafayette	212	2017	Fayetteville	GA	Third Party	Garden	Stabilized	N/A
Nova River District	250	2025	Rome	GA	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
Raleigh	178	2024	Raleigh	NC	Third Party	BTR	Lease Up	N/A
Rosebud Place	139	2024	Loganville	GA	Third Party	BTR	Lease Up	N/A
Sanibel Straits	224	2018	Fort Myers	FL	Third Party	Garden	Stabilized	N/A
Shockoe Commons	47	1916	Richmond	VA	Third Party	Garden	Stabilized	N/A
Stella at Five Points	350	2024	Huntsville	AL	Third Party	Mid-Rise (4-6 Floors)	Lease-Up	N/A
The 600	404	2023	Birmingham	AL	Third Party	High Rise	Lease-Up	N/A
The Ashton at East Park	302	2024	Kennesaw	GA	Third Party	Garden	Lease-Up	N/A
The Collective UWS	191	2024	Atlanta	GA	Third Party	Mid-Rise (4-6 Floors)	Lease-Up	N/A
The Delaney	277	2024	Kennesaw	GA	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
The Exchange at Crestview	362	2023	Crestview	FL	Third Party	Garden	Lease-Up	N/A
The Exchange at St. Augustine	312	2023	St. Augustine	FL	Third Party	Garden	Lease-Up	N/A
The Hendry	404	2024	Fort Myers	FL	Third Party	Garden	Lease Up	N/A
The Linden	270	2024	Chattanooga	TN	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
The Mark at Wildwood	294	2023	Oxford	FL	Third Party	Garden	Lease-Up	N/A
The Park at Village Green	65	2012	Chester	VA	Third Party	Garden	Stabilized	N/A
The Percy	317	2024	Nashville	TN	Third Party	Garden	Lease-Up	N/A
The Rowan	318	2025	Knoxville	TN	Third Party	Garden	Lease Up	N/A
The Square	152	2014	Richmond	VA	Third Party	Mid-Rise (4-6 Floors)	Stabilized	HUD
The Upton	396	2024	Atlanta	GA	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
The Vue at Westchester	238	2020	Midlothian	VA	Third Party	Mid-Rise (4-6 Floors)	Stabilized	N/A
Twin Rivers	205	2025	Chester	VA	Third Party	Garden	Lease Up	N/A
Waverly Winter Haven	260	2024	Winter Haven	FL	Third Party	Garden	Lease Up	N/A
Westside Union	274	2024	Atlanta	GA	Third Party	Mid-Rise (4-6 Floors)	Lease Up	N/A
White Oak	322	2008	Chester	VA	Third Party	Garden	Stabilized	HUD

59% Garden  
5% BTR  
5% High Rise  
31% Mid-Rise  
21% HUD

# multi- faceted services

1

*underwriting*

The team possesses profound knowledge of all markets across the Southeast, offering underwriting services for new acquisitions or developments. They will individually research and underwrite each asset, considering its unique idiosyncrasies.

2

*due diligence*

For any asset under contract, the due diligence process involves completing and reviewing all third-party reports (such as environmental site assessment, survey, property condition assessment, and any other necessary report), conducting a comprehensive analysis of the competitive set, and gaining a thorough understanding of operating expenses as well as renovation or development costs. Furthermore, the sponsors will actively engage with us to conduct a full lease audit and physically inspect every unit on the property.

3

*pre-development*

Gallery's team consists of seasoned experts in new developments and lease-up strategies. We actively engage in collaborative efforts, providing assistance to our clients during the pre-development process. Our expertise extends to advising on architecture, floorplan reviews, interior design, amenity design, technology, innovation, and resident experiences. Additionally, the team is available to offer insights on pricing strategy, market survey analysis, and budgeting.

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# MEET THE TEAM



EST 2023

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# ORGANIZATIONAL CHART

**Tracy Bowers**  
Managing Partner

**Bruce Sanders**  
Managing Partner

## Accounting

## Marketing & Experience

## Operations

## HR

## Training

**Chris Thornton**  
Managing Director

**Blake Littlefield**  
Director of Marketing

**Leah Downie**  
Director of Operations

**Spring Taylor**  
Director of Operations

**Rebecca Stephenson**  
HR Director

**Nicole Vinson**  
Director of Operational Success  
and Transitions

**Jill Lammers**  
Accounting Manager

**Melania Armenta**  
Director of Resident Strategy

**Karen McLane**  
Sr. Regional Director

**Nate Kinkade**  
Director of Service and  
Construction Management

**Kristin Thomas**  
HR Business Partner

**Lise Rozier**  
Founder - Boost Logic

**Asset Living**  
Accounting, IT, HR, Systems

**Dana Pate**  
Director of Creative Marketing

**Donna Osterholtz**  
Regional Director

**Debbie Eads**  
Sr. Regional Director

**Natalie Baird**  
Director of Recruiting

## Business Development

**Ashely Tucker**  
Regional Director

**Janine Hanley**  
Director of Business Development

Additional team members joining by Q1 2024  
include:

Regional Director - Atlanta  
Regional Director - Florida  
Operations Manager





# TRACY BOWERS

## *Managing Partner*

Tracy Bowers is a Managing Partner for Gallery Residential. Tracy comes to Gallery Residential with over 30 years' experience in the real estate arena. All these years have been focused on multifamily with a special emphasis on new developments. During her career she has been responsible for over 250,000 units collectively. These properties would fall in the buckets of conventional, build to rent, student, and senior living. All these properties were located throughout the sunbelt of the United States. She considers the Southeast markets her expertise. These properties were a mix of new development lease up, renovation and stabilized. Some of the most notable properties include Avalon in Alpharetta, Georgia, The Battery Apartment Homes which are located at the new Atlanta Braves stadium and Overline Residences on the Atlanta Beltline.

Tracy enjoys working directly with the development and asset management teams, architectural firms, interior design team and marketing and branding firms to ensure a unified and innovative collaboration.

Tracy earned her Bachelor of Business Administration/Management Information Systems degree from the University of Georgia. She followed with a Master of Science in Management and Organizational Behavior from Georgia State University. In addition, she earned an Interior Design degree from Art Institute of Atlanta. Tracy is a Certified Property Manager through the Institute of Real Estate Management, and a member of the National Apartment Association. She previously served on the board of the Atlanta Apartment Association and was Chairperson in 2019.

She recently won the 2021 Globe Street Women of Influence Award and the Atlanta Business Chronicle 2021 Leaders in Corporate Citizenship Honor. Tracy resides in Roswell, GA with her husband, Johnny and their two daughters.



# BRUCE SANDERS

## *Managing Partner*

Bruce Sanders is a Managing Partner for Gallery Residential. Bruce joins Gallery Residential with over 20 years' experience in the real estate arena. Over his career, Bruce has gained experience in many real estate product types including Multifamily, Mixed-use, Office and Medical Office. Most recently, Bruce spent 12 years as CFO of a large national multifamily operator where he helped grow the platform from 1,000 units to over 100,000 units under management. He was also a key individual responsible for day-to-day oversight of company operations including the development and acquisition of over 100 projects representing approximately \$6 Billion in investments.

Bruce began his career in public accounting, achieving his CPA designation before pursuing a career in commercial real estate. His experience initially focused on accounting, reporting, finance and asset management while with Atlantic Station located in Midtown, Atlanta, which was one of the nation's largest mixed-use, brown field re-developments. Bruce later joined a diversified real investment firm in Atlanta, Georgia as Director of Finance where he helped create and oversee the accounting, finance and operations functions for the company. Prior to focusing on multifamily exclusively in 2011, Bruce worked as CFO and portfolio manager with a local family-owned Real Estate Investment firm.

Bruce graduated with a Bachelor of Accounting Science from the University of South Africa and is a Certified Public Accountant. Over his Career he has been active in many professional and real estate organizations including, AICPA, ULI, NAIOP, REIAC and NMHC.

Bruce was born in Johannesburg, South Africa, He lives in Atlanta, GA with his wife Kim and 3 Children, Emersyn, Rex, and Eli. He has been an Atlanta resident since 1997



# CHRIS THORNTON

## *Managing Director of Accounting*

Christina (Chris) Thornton brings more than 23 years of multifamily real estate experience in her position as Managing Director of Accounting. Chris is responsible for overseeing Corporate and Property accounting, all tax and partnership reporting activities, external audits, human resources and insurance compliance.

Prior to joining Gallery, Chris served as Vice President of Accounting for five years at a public fund administrator, overseeing the accounting and reporting service delivery for a \$26B open-end private REIT, a \$2B close-end fund, and \$ 1B Non-Traded REIT (NTR). Chris also has 18 years of experience in the multifamily sector, holding key positions of Vice President of Accounting and Controller. In both roles, Chris was responsible for the financial oversight of all owned, managed and developed properties.

Chris is a Cum Laude graduate with a Bachelor of Science degree in Accounting from Grambling State University and holds a Master of Business Administration in Accounting from Kennesaw State University. She is a member of the American Society of Women Accountants, and the National Black MBA Association.

Chris resides in Woodstock and enjoys traveling, volunteer work, spending time with her daughter and watching professional sports competitions.



# LEAH DOWNIE

## *Director of Operations*

Leah specializes in lease up and new development communities. She is based in Atlanta and has overseen the highest end developments for a leading property management firm and developer. Leah is also an expert in assisting the clients with pre-development and design needs.

Leah has 15 years experience in multifamily real estate. She is recognized for providing excellent leadership, exemplifying outstanding performance and providing innovative solutions. Leah assists onsite management and drives the effort on delivering the highest level of service to owners and residents alike. Leah works closely with asset managers, developers, construction teams, and ownership to oversee the successful outcomes of each property's business strategy.

Leah attended D'Youville University. She is the recipient of the Power 30 Under 30 Award which was awarded for professional and community excellence. She also received multiple IAA Awards from the Indianapolis Apartment Association and Regional Director of the Year with her previous firm. Leah is currently a member of the National Apartment Association and Atlanta Apartment Association. Leah resides in Roswell, Georgia.



# SPRING TAYLOR

## *Director of Operations*

Spring Taylor is a multifamily professional with almost two decades of experience in the multifamily industry. Spring has worked for large companies including Julian LeCraw & Co, Tribridge Residential, Crescent Heights, and Provence Real Estate. Starting her career as an on-site leasing associate she has worked her way up to Director of Operations, overseeing all day to day operations for a portfolio of over 27,000+ units.

She is a graduate of the University of Georgia, holds her Certified Apartment Portfolio Supervisor (CAPS) Certification from the National Apartment Association, and is a Licensed Real Estate Broker in Georgia, South Carolina, and North Carolina.

Spring is a Marietta, GA native and resides with her husband and two children in Dunwoody, GA. Spring is active with the Atlanta Apartment Association, National Apartment Association, and her local church. In her free time she enjoys live music, traveling, and spending quality time with her family.

# NATE KINKADE

## *Director of Service and Construction Management*

Nate brings 14+ years of experience to his role as Director of Service and Construction Management. He is responsible for oversight of all areas of property services including capital projects, renovations, and the development of Gallery Residential's learning and development program that will cultivate career paths for colleagues on the service team.

In his tenured career, Nate has robust experience in new construction, multifamily lease up developments, renovations, and due diligence inspections. Most recently, Nate held a role working with an ownership group where he served as the National Construction Manager providing cross functional oversight of the end-to-end construction management process of projects totaling \$7M+.

Nate's experience gives him a deep understanding of the many complexities surrounding Service and Capital divisions which are crucial to the success in property management. Nate has unique experience that started on-site and is why he has a passion for learning and development and leading teams to fulfilling life-long careers that allows growth and spotlight opportunities.

Nate holds a bachelor's in business management from Western Governors University and holds a variety of certifications including CFC/EPA, CPO, OSHA 30, and is accredited to administer EPA certifications.



# KAREN MCLANE

## *Senior Regional Director*

Karen McLane is a Senior Regional Director for Gallery Residential. In this role, Karen is responsible for the overall operations of several commercial apartment communities as well as communicating directly with the owners and client representatives.

Karen joined Gallery Residential in 2023 with 36 years experience that includes overseeing Regional Directors, Community Directors and managing properties in many different markets in the southeast including Georgia, Florida and Alabama ranging from new construction to the renovation and upgrading of older, established communities. Responsibilities included creating effective marketing plans as well as revenue management, staffing and resident relations.

Prior to joining Gallery Residential, Karen was a CAM-certified Senior Regional with RangeWater Real Estate and prior to this, Gables Residential. She was responsible for the managing Community Directors for several communities. In the years prior to joining Gables, Karen was a community manager at several different communities and was involved in the acquisition and sale of several communities during this time.

Karen earned her Bachelors of Science Degree in Mechanical Engineering from Southern Polytechnic University in 1986. She is a Certified Apartment Manager with the National Apartment Association and a member of the Atlanta Apartment Association.



# DEBBIE EADS

## *Senior Regional Director*



Debbie Eads would be the Senior Regional Director overseeing the Virginia properties. Debbie comes to Gallery Residential with over 30 years experience in the real estate arena. She is a dedicated and accomplished leader in property management, lease administration, and real estate development. She has the proven ability to build strong teams, develop skill sets, inspire growth, overcome daily challenges, and reach investor and client goals.

Debbie has held multiple positions in the multifamily arena with the past 8 years as a Senior Regional Director. She comes from a long history as an on-site manager which gives her the best perspective in what it takes to build a successful team. Most recently, Debbie has overseen 2,800 units and has experience in Georgia and Virginia.

Debbie is a Certified Apartment Manager (CAM) through the National Apartment Association and an Accredited Residential Manager (ARM) through the Institute of Real Estate Management. Debbie also holds her real estate license.



# ASHLEY TUCKER

## *Regional Director*

Ashley Tucker is our Regional Director overseeing properties in Virginia. Ashley comes to Gallery Residential with over 15 years of experience in Property Management ranging from Class A lease-ups, mid-rise, value-add and mixed-use assets. Before joining Gallery Residential, she gained a proven track record of managing a diverse portfolio of properties for another property management company.

Ashley is recognized for providing strong leadership, on-site development, vendor relationships and industry knowledge. Her commitment as a Regional Director, is creating memorable, successful relationships with her teams.

Ashley graduated from Virginia Commonwealth University with a Bachelor's degree in Business and Real Estate Development. Ashley is a member of the Virginia Apartment Management Association where she holds her Certified Apartment Manager (CAM) through the National Apartment Association.

Ashley resides in Chester, Virginia with her husband and three children. In her free time, she volunteers with her husband's high school football team at Thomas Dale High School.



# MELANIA ARMENTA

## *Director of Resident Strategy*

Melania Armenta oversees the resident experience programming and coordinates tactical creative projects through art and real estate. Melania has fourteen years of multifamily marketing experience ranging from Class A lease-ups, high rise, stabilized, value-add, and mixed-use developments. She naturally has an affinity for hospitality, creativity, and innovation.

At a previous firm, Melania's visionary perspective earned her the opportunity to launch a globally award-winning program as innovator of the year for Institute of Real Estate Management. Her artistic commitment in executing big ideas has led her to serve on Atlanta Mayor's LGBTQ Advisory Board with a focus on art and culture. Melania's experience includes operations, sales, marketing and training.

Melania has lived in Atlanta for the last 18 years. In her downtime, she is happiest on an adventurous weekend hike or road trip with her partner, William.



# BLAKE LITTLEFIELD

## *Director of Marketing Strategy*

Blake Littlefield oversees the strategic marketing for Gallery Residential. Blake has over a decade of industry experience acquired through the country's most notable property management firms. His operational background and analytical mindset afford him the ability to pursue excellence through data. As a forward thinker, Blake continuously researches new technology and approaches that drive results by way of marketing and digital strategy.

Blake's experience includes Class A lease-ups, high rise, stabilized, value add and mixed-use developments. One of his most notable projects was a high rise in Manhattan that went through a renovation to bring the property to a Class A building. This project included a lease down and lease up.

Blake graduated from The University of Georgia with a Bachelor degree in Consumer Economics and Housing. He also received a Masters in Real Estate from Georgia State University. Blake resides in Atlanta.



# JANINE HANLEY

## *Director of Business Development*

Janine Hanley is the Director of Business Development. Janine has extensive experience in business development and client services. Janine's day-to-day duties comprise assisting the firm's clients with assessing markets, reviewing underwriting, and aiding in the development and purchase of new communities. She also assists with pre-development requests including interior design, market surveys, IT and vendor recommendations. Janine sets the bar high when it comes to brand awareness and brand strategy. Her primary focus is creating long-lasting partnerships with our real estate clients. She also serves as chief advisor to the Managing Partners where she works closely on company culture initiatives.

Janine started her career on site and has held many positions throughout the 20 years of her multi-family experience. She began her career while attending Georgia State University and continued after graduation.

Janine is an active member of the National Apartment Association, Georgia Apartment Association and Atlanta Apartment Association. She has served on the Georgia Apartment Association PAC committee raising money for the Georgia Better Government Fund. Janine is committee member for the Atlanta Apartment Association Food-A-Thon.



# DUSTIN SKINNER

## *Director of Systems*

Dustin Skinner brings nearly two decades of experience in the multifamily industry to his role at Gallery Residential, where he leads systems initiatives. His expertise is diverse, covering an array of property types including Class A lease-ups, high-rises, stabilized properties, value-add, and mixed-use developments. At the heart of his work is a commitment to optimizing Yardi and other leading technologies, coupled with a drive to discover cutting-edge solutions that position Gallery Residential at the forefront of the industry. Dustin's approach is deeply collaborative, working closely with various interdepartmental teams. This synergy is key to developing and implementing operational procedures that boost the company's efficiency and productivity. His leadership style not only fosters team unity but also encourages innovation and continuous improvement.

Before joining Gallery Residential, Dustin was pivotal in creating and leading the Systems and Technology department at a dynamic firm. He also managed the Systems Department and served as the revenue manager at RADCO Residential, guiding the company to its recognition as the fastest-growing mid-market company in Georgia. Furthermore, Dustin played a critical role at RAM Partners, LLC, significantly enhancing the efficiency of their systems.

Based in Smyrna, GA, Dustin enjoys a fulfilling personal life with his husband, Mason, and their three dogs. He cherishes traveling and spending quality time with friends and family, valuing these moments as a source of relaxation and inspiration.

# NATALIE BAIRD

## *Recruiter and Onboarding Specialist*

Natalie works closely with senior leadership and clients when selecting the on-site team. We believe that selecting the right team is the most important decision being made for every community. Natalie is an expert recruiter and can find the best candidates through multiple resources. She also works with the new team members during their on boarding process.

Natalie is responsible for actively recruiting new team members for Gallery Residential's growing portfolio. Natalie focuses on the recruiting needs by actively maintaining recruiting sites such as Indeed, LinkedIn and Glassdoor. She also attends university and college career fairs at various schools in the Southeast. Natalie oversees the initial onboarding of new team members and assists in new team member orientation.

Natalie graduated from the University of South Carolina with a Bachelor degree in Public Relations from the school of Journalism. At USC, she was a member of the Gamecock Cheerleading Team. Natalie also received a Master of Business Administration from Mercer University. She is an active member in the Atlanta Apartment Association and Institute of Real Estate Management. Natalie resides in New York City.



# NICOLE VINSON

## *Director of Operational Success and Transitions*

Nicole is a dynamic professional with over five years of experience in the multi-family property management industry. She is dedicated to enhancing operational excellence, implementing best practices, and ensuring the seamless transition of properties under her purview.

Nicole's expertise lies in providing on-site operational support and training. Her commitment to cultivating the skills and knowledge of property management teams has made her an invaluable asset in her role. Nicole excels in developing and implementing efficient processes and procedures that enhance the overall performance of property management teams. Her keen eye for detail allows her to identify operational gaps and rectify them swiftly, improving operational efficiency and ensuring a higher quality of service.

Nicole holds a Bachelor of Science degree from the University of South Carolina, which provides a strong foundation for her practical achievements. Her dedication to excellence and her passion for achieving superior results make her an integral part of Galley Residential's leadership team. She currently resides in Surfside Beach, SC.



# DONNA OSTERHOLZ

## *Regional Director*

Donna Osterholz, a distinguished professional hailing from Palm Beach Gardens, Florida, has carved an illustrious career path in the dynamic realm of property management. Armed with a passion for psychology, Donna's journey unfolded at the University of Florida, where she delved into the intricacies of human behavior. Little did she know that her intellectual pursuits would seamlessly intertwine with the world of property management, setting the stage for a remarkable professional career.

In 1994, Donna embarked on a transformative chapter, relocating to Atlanta. It was shortly thereafter that she was first introduced to the field of property management, marking the beginning of a career that would span nearly three decades and counting.

With Gallery Residential, Donna brings to the table a rich tapestry of experience that transcends traditional boundaries. Her expertise extends beyond the conventional roles, encompassing consulting, mentoring, training, and directing.

Beyond Gallery Residential, Donna finds joy spending time with extended family, boating and traveling the globe alongside her husband Rick, son Zack, and their cherished fur companions—Georgie, Duke, and Suzie-Q—all contributing to life-moments that fuel Donna's energy and zest for life.





# LISE ROZIER

*Founder & CEO - Boost Logic*

Lise Rozier is a Leadership Development expert with over 15 years of experience in learning and development. She has developed training programs, mentoring programs, and leadership series for growing companies. As Senior Director of Training for over 10 years with a large Atlanta real estate firm, Lise was responsible for the learning and development of over 2500 employees.

Lise is a proven leader who effectively delivers coaching and training to move talented employees forward with a renewed sense of commitment to themselves and others. Her vision and goal is to cultivate braver, more daring leaders. She has crafted and delivered hundreds of courses in areas including professional development, leadership, emotional intelligence, coaching and mentoring, and performance management. Lise applies blended instructional design techniques and methodologies using both virtual and face to face delivery methods including e-learning, classroom-based workshops, and simulations.

Lise is a Board Member of the Institute of Real Estate Management where she serves on the Education Committee. She is an Atlanta native and has an unbridled passion for community service projects.





Eric Woodson -Digital Marketing

*Eric is the best in the business. He is Gallery's partner relating to digital marketing. Eric and his team will be personally involved in each project. Eric is committed to us at Gallery Residential to support and encourage advanced marketing strategies.*



Dana Pate - Stitched Marketing

*With nearly 15 years of experience, Dana began her journey as a Leasing Agent, gradually ascending to the role of SVP of Marketing by spearheading numerous initiatives in multifamily rental housing across the Sun Belt. Focused on the common thread of connecting businesses with their audience and driving measurable results, her expertise spans partnerships with retailers, hotels, restaurants, philanthropic groups, convention centers, and more.*



Kaci Pederson - Social Media

*Kaci is a social media genius. She oversees accounts such as the iconic Avalon. Kaci educate the on-site teams and oversees video production, current themes, and approval rights before any content is posted. Kaci also is an expert in public relations.*

# CONSULTANTS

A modern living room with a teal sofa, a gold chandelier, and a large potted plant. The room features a dark green wall with vertical gold accents. A gold chandelier with multiple small lights hangs from the ceiling. A teal sofa with matching cushions is positioned in the center. A round, dark wood coffee table is in front of the sofa. A large potted plant is on the right side. A gold sphere is on the left side.

IT'S ALL IN THE APPROACH

# five star hospitality

Our primary focus will center on the customer journey, commencing with the digital experience, extending throughout their residency, and even after they transition to their next adventure. Distinguishing ourselves from competitors, we approach the customer journey with the following principles:

- Placing our customers at the heart of every decision, achieved through comprehensive training, including proprietary methods unique to Gallery Residential. Drawing inspiration from renowned companies like Disney, Ritz Carlton, Chick-fil-a, and others, we incorporate their principles and practices to train our team members before they engage with our residents.
- Leveraging the special opportunity to provide exceptional service to our residents during their stay, creating daily opportunities to surprise and delight.
- Equipping our teams with the skills of professional storytelling, ensuring each of our communities has a unique and creatively enhanced story. This approach enhances the experience for each client's community, creating an unforgettable narrative.

# E

## DATA



Accurate and actionable  
Conservice data reporting on a  
monthly, quarterly, and annual  
bases as part of performance  
strategy to grade each  
community within it's  
benchmarked region. This  
consistent approach to data  
analysis guides each asset in  
managing what is measured.

# S

Think Global, Act Local

## LOCAL NEED ANALYSIS



Enhanced social impact initiatives  
are essential to help communities  
understand existing social  
vulnerabilities and the potential for  
their decisions to positively impact  
neighborhoods. This holistic,  
collaborative, and place-based  
approach to enhance resilience,  
investment returns, and social  
equity is our local needs  
assessment.

# G

## BEST PRACTICES



Resident engagement is  
stakeholder engagement.  
Educating teams and the  
residents they serve that every  
small step leads to a  
compounding global impact.  
Inviting partners to participate in  
green clauses for stronger  
sustainable practices when  
delivering goods and services.

# Capabilities

## Discovery

- *SWOT Analysis*
- *Competitor Research*
- *Neighborhood Strategy*
- *Target Demo and Psychographic Evaluation*

## Brand Identity & Graphic Work

- *Name Exploration*
- *Brand Storytelling*
- *Logo Design*
- *Messaging/Tone of voice*
- *Photography*
- *Brand Style Guide*
- *Collateral Design*
- *Promotional Item Curation*
- *Signage*



## Benchmarking & Analysis

- *Website Analytics*
- *Lead Tracking Metrics*
- *Cost Per Lead/Lease Reporting*
- *Social Media Insights*

## Multi-channel campaigns

- *Cross-promotional Partnerships*
- *Organic and Paid Search Optimization*
- *Retargeting and Display Advertising*
- *Syndicated ILS Packages*
- *Social Media Content and Advertising*
- *Reputation Building and Management*
- *Multimedia production - videos*

## WEEKLY

Leasing reports, weekly team calls

## MONTHLY

Financial reports, market survey, website & social media analytics, preventative maintenance report

## QUARTERLY

Regional Director inspection, updated media plan, cost per lease analysis

## ANNUALLY

Accounting lease audit, capital analysis, business plan, operating budget

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JOHN ROCK, MANAGING DIRECTOR  
CARLYLE, U.S. REAL ESTATE  
202-558-8560  
JOHN.ROCK@CARLYLE.COM

COLIN CAVILL, MANAGING PRINCIPAL  
ST. CLAIR HOLDINGS, LLC  
404-557-0100  
CCAVILL@STCLAIRHOLDINGS.COM

RICHARD MUNGER, PARTNER  
TORO DEVELOPMENT  
404-309-3727  
RICHARD.MUNGER@TORODEVCO.COM

*references*

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# COMMITMENT

*galleria*  
RESIDENTIAL

We connect people to the places they live, work and play through innovative and creative programming.

Establishing these strong connections results in happier and engaging communities.

Our motto is every resident, every time, always.

This is our valuable commitment to the Art of Living.