

## CASE STUDY E

### MIDWEST-SOUTHWEST TURN-AROUND

A private equity firm engaged NAS to partner alongside one of its national operators to drive the sales and marketing turnaround of 5 assets in the Midwest and Southwest, which were collectively stagnant at an average occupancy in the high 60% range.

NAS developed fast-track recommendations to tighten the sales systems, enhance the tour experience, accelerate quality lead generation, and created a plan for reputation repair.

Recognizing the impact of the operations on sales performance, NAS deployed its operations best practices which resulted in high impact and low cost physical plant changes, leadership accountability measures, and staffing adjustments that drove occupancy across the portfolio to over 80% in less than six months.



### CASE STUDY E HIGHLIGHTS

- 6-Month Engagement
- Average Portfolio Occupancy
  - Start of engagement: 60%
  - Current occupancy: 80%