

CHARLESGATE

PROPERTY MANAGEMENT



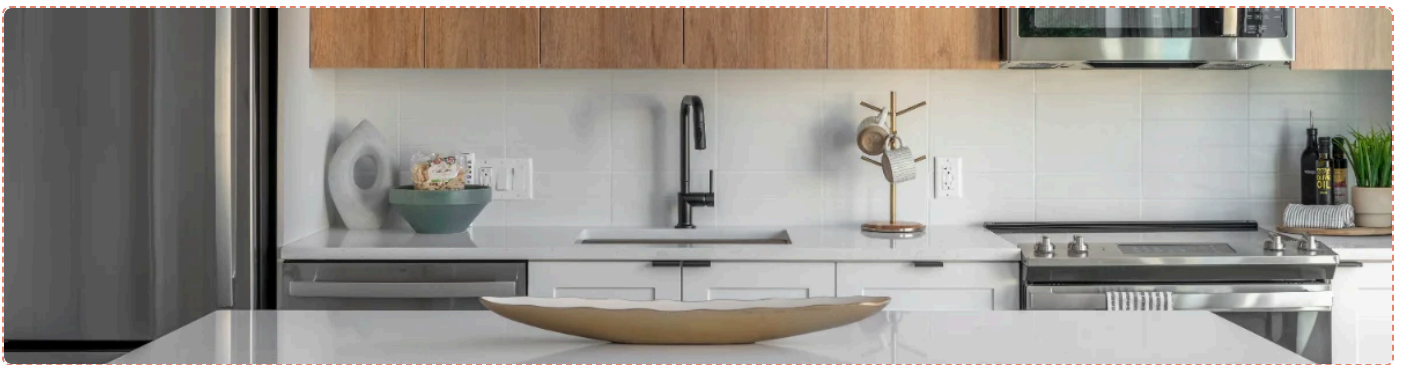
CHARLESGATE • PROPERTY MANAGEMENT

Move the market.

Multifamily property management, rebuilt for owners and investors who refuse the status quo.

The world changed. The multifamily industry didn't.

Residents expect more than ever. Costs are on the rise. Returns are compressed. Yet most property management still runs on a model built for a different era: overloaded site managers, broken staffing models, marketing and leasing as separate vendors, residents treated as tickets. That gap shows up in your returns. Today much of the industry is racing to bolt AI onto that same broken model and call it progress. We rebuilt the operating model first, then let technology extend it. Because real estate is still about people: their homes, their security, their returns.



CHARLESGATE is your secret weapon to underwrite, go-to-market, and operate deals that *generate the alpha other investors leave behind.*

A true operator: the execution engine of your investment, *not just a property manager.*

CHARLESGATE helps multifamily owners and investors underwrite, go-to-market, and operate deals that beat the market, through a team-powered operating model, an integrated resident-acquisition engine, and people-first, tech-empowered service.

GEOGRAPHY

Operating across the Northeast and Colorado, now expanding nationwide.

5,000+

UNITS MANAGED

20+

YEARS OPERATING

5×

INC. 5000 HONOREE

#17

BEST PLACES TO WORK ·
MULTIFAMILY

CORE VALUES

- | | | |
|----|-----------------------------|--|
| 01 | MOVE MARKETS & WIN TOGETHER | We play to win for our clients, and every win is shared. |
| 02 | SPEAK HARD TRUTHS | We say the hard thing when it needs saying; honesty builds trust. |
| 03 | OWN IT | Complete ownership of outcomes, good and bad. No excuses. |
| 04 | CHALLENGE CONVENTIONS | We question the status quo and pursue better, relentlessly. |
| 05 | PEOPLE > EVERYTHING | Everything we do is for the people we serve, delivered with hospitality. |

We built our model where it's *hardest*.

CHARLESGATE has operated real estate since 2003. We built our property management model in the place it's toughest to get right — the mid-market and smaller New England assets the national managers can't handle, where one overloaded manager and a generic playbook bleed returns. About six years ago we stopped patching that broken model and rebuilt it from the ground up: specialized roles each owning one outcome, marketing and leasing on one team, and technology used to sharpen the work rather than replace the people. We built it as much for our employees as for our owners. People do their best work when they own one thing well, not forty things poorly. That model has since beaten pro-forma absorption and rent across New England and Colorado, in every kind of market.

Built where it's hardest, designed to move markets everywhere.





OVERCOMING THE STATUS QUO

Unlocking alpha, across markets.

The way most buildings are managed quietly costs you money.

*Smart developers challenge the status quo everywhere
— except in how their building gets leased and operated.*

01 One manager, stretched too thin.

The on-site manager is expected to lease, collect rent, handle maintenance, manage vendors, and keep the books, all at once. Details slip, and turnover runs high (near 37% industry-wide).

The cost: deferred maintenance, operational mistakes, and added risk on your asset.

02 Marketing and leasing that don't talk to each other.

Unsophisticated marketing, spray & pray ad spend, and the on-site leasing team all work in separate silos, so few leads come in, and the ones that do never get worked properly.

The cost: wasted marketing dollars, slower lease-up, and more vacancy.

03 Generic marketing that forces you to compete on price.

When your building looks and sounds like every other “luxury” building, the only lever left is discounting & concessions, and units sit unoccupied.

The cost: lower rents, stuck units, and compressed NOI.

04 Residents treated like tickets, not guests.

Service gets sacrificed for “efficiency,” so residents don't renew and reviews slide. Saving pennies costs dollars.

The cost: higher turnover, more vacancy, and a building that stops earning its rent premium.

We built a different kind of platform, engineered to *lease, operate, and elevate*.

Three decisions that work together as one operating system.

01

Team-Powered Operating Model

A specialized team, each person owning one job, instead of one overloaded manager.

WHAT IT MEANS FOR YOU

- Owner goals achieved, lower staff turnover, and less operational risk on your asset.

02

Proactive Revenue Leadership

Marketing and leasing run as one team, focused on signed leases and higher rents.

WHAT IT MEANS FOR YOU

- Faster lease-up, less vacancy, and higher achieved rents.

03

People-First, Tech- Empowered

Technology handles the busywork so our people can focus on your residents.

WHAT IT MEANS FOR YOU

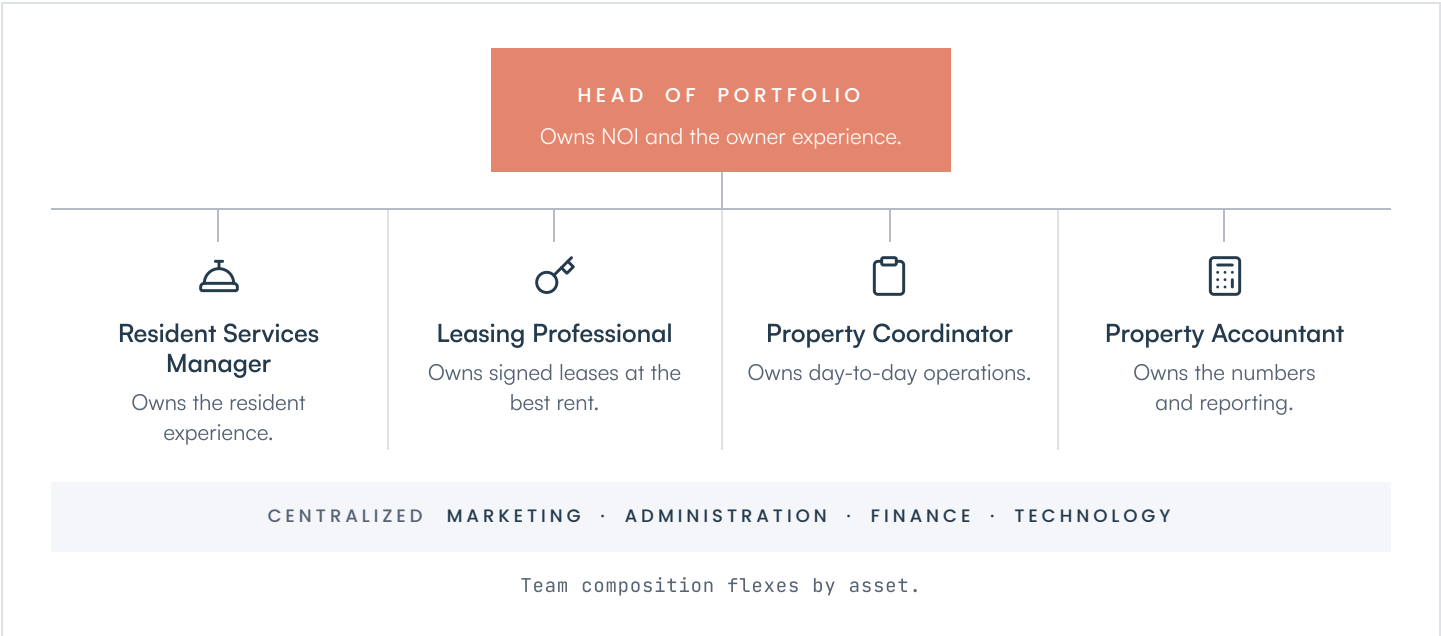
- Higher renewals, happier residents, and a protected rent premium.

THE PRINCIPLE

Why settle for competing with the market when you can move the market?

Centralized efficiency. Decentralized service. *Specialized results.*

Our model is based on functional specialization. The people closest to your residents each own one outcome that they are best at, and are accountable for it. The back-office work — accounting, reporting, admin — is centralized behind the scenes. You get a team of functional specialists, not just an overloaded on-site manager doing everything from leasing to rent collection with a generic assistant manager somewhere masquerading as “centralization.”



Specialists, not one person doing everything.

Most companies just move the same overloaded job to a back office and call it centralization. We do the opposite: the people closest to your residents each own one thing and answer for it.

Leasing is a sales function, not an entry-level job.

Our leasing is run by career salespeople on a sales track, compensated like salespeople, working an on-demand squad across properties.

In every other industry, revenue is paramount. *Why not multifamily?*

Property management is still organized almost entirely around the OpEx side of the P&L, trimming costs line by line. But the larger impact lives on the revenue side, and almost no operator is actively leading it.

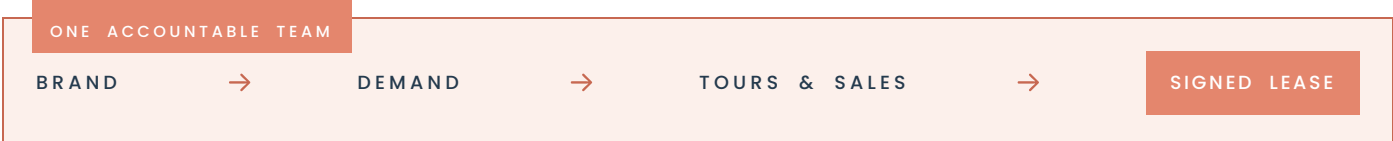
WHERE THE INDUSTRY PLAYS	WHERE WE LEAD
Defense on OpEx. Cut costs, work tickets, hold the line. Necessary, but capped. You can only save so much.	Offense on revenue. The uncapped side of the P&L, and the one almost no operator actively manages.

THE LEVERS OF REVENUE

 Occupancy Fewer vacant days across the year.	 Faster turns Units back online and earning sooner.	 Market-leading rent Pricing power instead of concessions.	 Hospitality delivered Service that earns the premium.	 Higher renewals Keep good residents, protect the roll.
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THE RESIDENT ACQUISITION ENGINE — MARKETING + LEASING, AS ONE TEAM

Revenue leadership starts at acquisition. Instead of a branding agency, an ad vendor, and an on-site team working in silos, we run them as one accountable engine. Leasing is staffed by trained, commission-driven salespeople, not entry-level scripts.

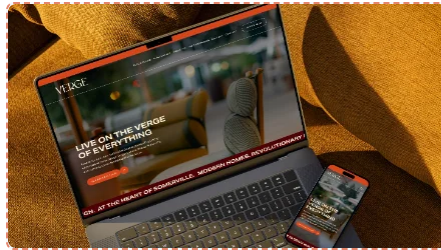


Most managers outsource marketing. *We own the agency.*

Through Authentic, our in-house multifamily marketing agency, your property gets agency-caliber brand and demand work wired directly into the leasing team, so you compete on brand, not on concessions.



PROPERTY BRANDING



WEBSITE



SIGNAGE



Brand and creative that differentiate

Positioning and design built to create pricing power and stand apart from the building next door.



A website that actually converts

About 95% of renters start online; your site either extends a premium positioning and drives qualified tours, or it looks like everyone else's and sends prospects to a competitor.



Demand that drives action

Paid media, high-intent search, retargeting, lead nurture, and reputation management, activated early and run as one system.



Closing the loop with leasing

Awareness to lead to tour to lease to renewal, owned end to end, with marketing and leasing reviewed together rather than in silos.

150+ projects

35+ markets

95% return clients

7x ROI on integrated marketing

THE PRINCIPLE

Your property stops competing on price & concessions and starts winning on brand.

Structure before software.

A lot of operators are racing to bolt AI onto a broken operation and hope it fixes things. We do it in the right order: get the team and the roles right first, then use technology to make that team faster and sharper.



TECHNOLOGY HANDLES

The repetitive work: back-office tasks, reporting, routing leads.

PEOPLE HANDLE

What moves your numbers: tours, leases, renewals, relationships.

No self-guided chaos. No outsourced empathy. Just impact where it counts.

WHERE THE STRUCTURE SHOWS UP — ON YOUR P&L

 Better resident experience Tech clears the busywork so the team stays present for residents. Service that earns the premium.	 Faster response, lower risk Issues flagged, routed, and resolved sooner, with fewer surprises and less exposure on your asset.	 Higher renewals Hospitality and follow-through protect the rent roll year over year.	 Protected NOI Revenue led, not just costs managed. Discipline without cutting the experience.
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BUILT FOR OUR PEOPLE, TOO

When someone owns one job instead of forty, they do it better, which is why our turnover is lower and our employee scores run above the industry. Happier teams deliver better resident experiences, and that shows up in your renewals.

Built for multifamily owners and investors of *every size*.

From a developer leasing up their first ground-up community to an institutional fund optimizing a portfolio, the operating problem is the same. So is our answer.

WHAT YOU NEED



Developers & Sponsors

You've designed a building that should outperform; we make the lease-up and operations live up to it.

WHAT WE DO

Go-to-market, pre-leasing, and a launch built to beat pro-forma.



Owners & Investors

You want an asset run like a business.

We drive NOI through better leasing, tighter operations, and disciplined cost control.



Family Offices

You want steady, durable performance and straight answers.

Dependable income, proactive communication, and reporting you can trust.



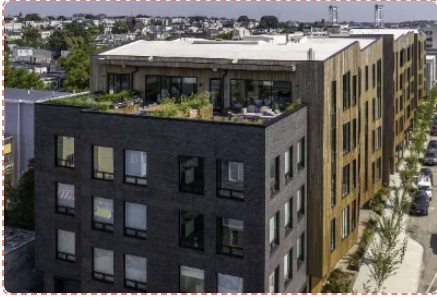
Institutional Investors & Funds

You want institutional rigor without institutional bureaucracy.

Named accountability, portfolio-grade reporting and governance, and operating intensity the national platforms can't match at the asset level.

Every shape multifamily takes.

One operating model, tuned to the asset in front of it.



Market-rate multifamily

Garden, mid-rise, and urban infill communities.



Mixed-use

Residential over ground-floor retail, run as one resident experience.



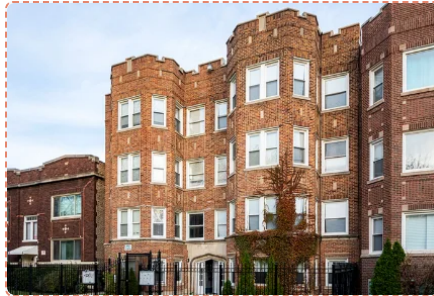
High-rise & luxury

Class A towers where brand & service are the rent premium.



Affordable & mixed-income

Market-rate rigor with affordable-program fluency and compliance discipline.



Mid-market Class B & C

Workforce and value-add assets where disciplined operations & effective marketing unlock the most upside.



Multi-site / portfolio

Multiple assets run as one owner portfolio: professionalized operations, reporting, and standards.

We tune the team and the playbook to the asset. The model flexes by type, size, and ownership goals.

A full-stack operating platform — *not a menu of services.*

Most managers hand you a list. We run an integrated platform where each capability makes the others stronger.

01 Advisory & Underwriting Support



Operating data and diligence so your pro-forma is right before you close.

02 Brand & Marketing



Multifamily brand and demand generation built to create pricing power, through our agency Authentic.

03 Resident Acquisition & Leasing



Career salespeople and an on-demand leasing engine that turn demand into signed leases.

04 Property Management



The team-powered operating model running day-to-day operations.

05 Maintenance & Property Services



In-house maintenance, cleaning, landscaping, and snow removal, with built-in presence instead of per-ticket back-charges.

06 Renovation & Construction Mgmt



Capital projects and value-add work managed from planning through completion, led by a licensed construction supervisor.

07 Concierge & Hospitality



Boutique-hotel service standards, amenity programming, and community.

08 Reporting & Asset Intelligence



Institutional-grade, controller-led reporting that's decision-ready.

Integrated by design: brand feeds leasing, leasing informs operations, operations protect NOI.

Engagements built around *the job you need done.*

However you come to us, we shape the engagement around the outcome you're after.

01	Acquisition & Development Advisory	<i>The job: underwrite and de-risk the deal.</i> Operating data, diligence, and pro-forma input before you commit.
02	Full Go-to-Market	<i>The job: launch a new community.</i> Brand, demand, website, and a professional leasing team built to beat pro-forma absorption.
03	Lease-Up Accelerator	<i>The job: hit stabilization faster.</i> A cross-functional lease-up team deployed to engineer absorption on a defined timeline.
04	Restabilization Sprint	<i>The job: fix a stalled lease-up or slipping asset.</i> A time-boxed 6–12 week intervention to reset pricing, demand, and operations.
05	Turnaround / Property Rescue	<i>The job: reverse an underperforming asset.</i> A documented 30-day diagnostic and 90-day stabilization plan that restores NOI.
06	Value-Add Renovation Management	<i>The job: execute a reposition.</i> Capital-project and renovation management tied to the revenue thesis.
07	Management Takeover	<i>The job: replace an underperforming manager.</i> A clean, resident-first transition with a 90-day stabilization plan.

Every solution runs on the same operating model, priced around your outcomes rather than our overhead.

You pay for outcomes, not overhead.

Our fee model is built on one idea: our economics should move with your results. Most management company fees are rigid and disappear into a black box. We price the way we operate, around the outcomes you're underwriting.

This is how we think about it; the specifics are scoped to each asset.



Aligned to outcomes, not headcount.

You're not buying bodies on a payroll. You're buying a specialized team accountable for performance. We don't profit by layering on inflexible staffing you don't need.



Leasing paid on results.

Our leasing economics are tied to leases signed. We carry the salary load and the risk, so our upside shows up only when yours does.



Management tied to dollars collected.

We're paid on rent collected, not rent-roll potential, so collections discipline is our problem too.



No mark-ups, no hidden load.

No hidden markups, no surprise pass-throughs. Service teams and expert leadership allocated for the precise needs of the property and goals of ownership, without the extra load.



Flexible by design.

Staffing flexes to what the asset needs, down to a fractional allocation, instead of a rigid headcount that wrecks the math on a smaller asset.

THE PRINCIPLE

The same operating discipline we bring to your property – priced the same way it's run.



THE VALUE • THE PROOF

Proven performance.

An operator's job is to drive alpha.

The market is not your ceiling. There's no reason a given property can't out-lease and out-earn its comp set through better marketing and better leasing. Operating discipline beats market conditions. We don't let the market happen to us.



Operational alpha

An operating partner that runs the building like a business, not a vendor that runs the clock.



Demand that converts

A resident-acquisition engine that turns marketing spend into signed leases.



Retention that compounds

Boutique-hotel service standards that keep residents, and the rent premium, in place.



Aligned economics

Pricing wired to your outcomes. You pay for results.



A genuine edge

The advantage other owners in your market simply don't have.

The case study is the proof.

THE DENVER RESET

Alpine portfolio • 301 units • taken over late 2025 • six months of disciplined execution.

+35%

PEAK OCCUPANCY

4×

LEAD VOLUME

100+

NET LEASES

	UNDER PRIOR MGMT	UNDER CHARLES GATE
LEAD VOLUME	3—4 / week	→ 15+ / week
LEASE VELOCITY	a few / month	→ 10+ / property / month
CONCESSION POSTURE	heavy, blanket-applied	→ disciplined, targeted
RENT TRAJECTORY	flat / compressing	→ up across the portfolio
OWNER COMMUNICATION	sporadic to none	→ weekly, structured, proactive

+35% peak occupancy • 4× lead volume • 100+ net leases, after reconnecting marketing and leasing.



Golden Triangle
DENVER, CO

Out-leased a larger, higher-spec competitor next door:
~40% → 68.4% occupancy in six months, with rents up, concessions down.



Maple Square
DANVERS, MA • 140 UNITS

50% → 100% 50% pre-leased at opening, 100% stabilized in 90 days.

Built different. *Proven in market.*

01

Operating discipline beats market conditions

Our model has been built and tested across markets and asset types, with proven performance against macro pressure. Your asset won't be left to drift to the level of the market.

02

A senior team in the room, not just on the org chart

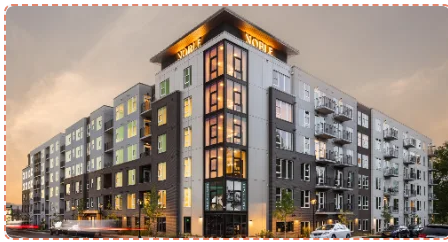
Named, accountable local leaders own the work directly, not a stretched-thin regional layer that has to re-learn your asset every quarter.

03

Hospitality and institutional reporting, both at a high level

A hospitality-based resident experience that flexes to the property's budget, with institutional-grade reporting either way. You don't choose between them.

PROPERTY MONTAGE · SELECTED COMMUNITIES



Noble
Denver, CO



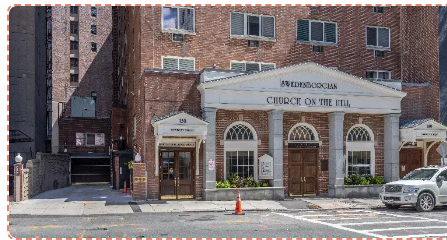
Maximilian Watertown
Watertown, MA



Bremen 282
East Boston, MA



akin Tennyson
Denver, CO



BostonView
Boston, MA



Wilton Center Lofts
Wilton, CT

"The idea of a model performing like yours scares the shit out of most other multifamily operators."

DOM BEVERIDGE

Principal · 20 for 20 Multifamily Consulting

The owners and partners *we answer to.*

Developers, private owners, family offices, and institutions across the Northeast and Colorado.

SELECTED CLIENTS & PARTNERS

IN THEIR WORDS

“With a limited pre-leasing window and an active construction site, their team built momentum early, leasing 50% of Maple Square before opening and achieving full stabilization within 90 days. More importantly, they operated as a true extension of our team, coordinating closely with development, construction, and ownership to solve problems before they became obstacles. They brought the discipline, communication, and execution any owner would want in a marketing and leasing partner.”

CRAIG PFANNENSTIEHL

Chief Investment Officer · Maple Square

“Working with CHARLESGATE was one of the best decisions we made during a time of transition. The team has been a tremendous partner across our properties, consistently providing support, expertise, and reliable execution. They make it easy to stay confident that projects are moving forward and that our communities are receiving the attention they need.”

BROOKE LILLY

Alpine

THE TEAM

Named, accountable leadership.



Michael DiMella

CHIEF EXECUTIVE OFFICER

Founder and CEO. Built CHARLESGATE into an integrated real estate platform: investment, management, and brand under one operating standard.



Todd Mikelonis

PRESIDENT, PROPERTY MANAGEMENT

20+ years at CHARLESGATE; architect of the team-powered model and the firm's multifamily growth across New England and beyond.



Jason Tilley

VP, NATIONAL MANAGEMENT OPS

Former national leadership at Progress Residential across 90,000+ units; institutional operating discipline at every size.



Christine Mulvey

DIRECTOR OF MARKETING



Jared Clement

DIRECTOR OF LEASING



Kelly Robbins

DIRECTOR OF PROPERTY SERVICES

Let's work together to redefine housing.

Todd Mikelonis • President, Property Management

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CHARLESGATE

