OUR VALUES

Intelligence

We believe that learning is a lifelong endeavor, and we strive to stay ahead through innovations.

Integrity

We live the Golden Rule, trying always to do the right thing to make our moms proud.

Passion

We desire to do our best, and we never, ever give up.

Mojo

We attract and charm others through our success and outlook on life. We take our work, but not ourselves, seriously.



We listen to those around us and put ourselves in others' shoes to understand their perspective.

WHO WE ARE

Agency overview

The Catalyst difference

WHAT WE DO

Marketing services

A CLEAR PATH TO RESULTS

Our strategy and process WHAT YOU CAN EXPECT

Transparent results LET'S START YOURS

Success stories and examples

Agency Overview

ESTABLISHED 2007 | AUSTIN, TEXAS

OUR FOCUS

Ideas to open doors.TM

SPECIALIZING IN REAL ESTATE MARKETING FOR STUDENT HOUSING, MULTIFAMILY, SENIOR LIVING, RESIDENTIAL, AND COMMERCIAL.

Catalyst is an award-winning, Google- and Facebook Blueprint-certified, full-service branding, digital marketing, and communications agency. Since 2007, our multigenerational research and data-driven approach has generated measurable results. We see ourselves as a strategic partner to each of our clients, and working together with you to create marketing strategies that help you meet your goals is what drives us. As a result, we are on a mission to create and promote brands that foster community and add value to people's lives. That value starts right here, with your team and ours, each and every day. We do what we do because we love it, from start to finish, and we strive to show it with every interaction.

Award-winning marketing team

DEDICATED TO YOUR SUCCESS.

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team of real estate and marketing specialists are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management. We have worked with companies in a variety of verticals, including Fortune 500 and Fortune 1000 companies, giving us the experience and proficiency to take on any marketing challenge with a hands-on approach and an eye toward results.

PROVEN MARKETING EXCELLENCE ACROSS ALL VERTICALS:

STUDENT HOUSING, MULTIFAMILY, AND SENIOR LIVING

THE COMMUNICATOR AWARDS

2019 Award of Excellence for Websites
2019 Award of Excellence for Websites
2019 Award of Distinction for Marketing Effectiveness
2019 Award of Distinction for Marketing Effectiveness
2017 Award of Distinction for Integrated Campaign
2017 Award of Excellence for Integrated Campaign
2017 Award of Distinction for Websites
2017 Award of Distinction for Websites
2016 Silver Award of Distinction for Integrated Campaign
2016 Silver Award of Distinction for Integrated Campaign
2016 Silver Award of Distinction for Marketing Effectiveness
2016 Silver Award of Distinction for Integrated Campaign
2015 Gold Award of Excellence in Marketing Effectiveness

INTERNET ADVERTISING COMPETITION

2016 Outstanding Real Estate Integrated Ad Campaign 2016 Best Real Estate Integrated Ad Campaign 2015 Best Real Estate Integrated Ad Campaign



CERTIFIED GOOGLE PARTNER



FACEBOOK MARKETING PARTNER

WEB AWARDS

2016 Outstanding Website 2016 Outstanding Website

W3 AWARDS

2016 W3 Silver Award for Integrated Campaigns in Real Estate 2015 W3 Silver Award for Integrated Campaigns in Real Estate

DAVEY AWARDS

2015 Silver Award for Marketing Effectiveness in Integrated Campaigns

OUR MISSION

We are on a mission to create and promote brands that foster community and add value to people's lives.

The Catalyst Difference

EXPERIENCE THE BEST.

Strategy-first method

We never exercise a one-size-fits-all strategy — our dedicated process, tailored approach, and customized solutions yield measurable results.

Generational knowledge

We talk to all generations as they move through the housing lifecycle — from students to senior housing — in a way that generates response.

Integrated marketing

Multi-medium campaigns tailored to your needs mean sophisticated targeting, better results, and less spend.

Transparent results

Access lead gen results — and respond in real time — with our dataLYST[™] reporting dashboards.

Marketing Services

ALL YOUR MARKETING DREAMS - DELIVERED.

WHAT WE DO

A full suite of marketing services.

FROM BRANDING AND PRINT MARKETING, TO THE LATEST INNOVATIONS IN SEO, WEB DESIGN, AND VIDEO — IT'S ALL HERE.

At Catalyst, we want to see your marketing strategies succeed. We never exercise a one-size-fits-all strategy — by selecting the package that best fits your needs, we'll work together to develop a strategic process that yields measurable results. From branding, print and digital marketing, to the latest innovations in SEO, web design, and lead generation, our team of experts is involved each step of the way to ensure you get the best results possible.

Logo Design and Branding

PEOPLE ARE DRAWN TO CONFIDENT IDENTITIES.

You can't create an impact with a new development or property relaunch without the foundation of a solid brand. Branding sets the tone for your property. It's so much more than a logo, color palette, or tagline. It's the personality you want potential residents to truly connect with. Let us help you craft a brand that tells a story long before your copy does.

NAMESTORM™ LOGO DESIGN TAGLINE CREATION BRAND GUIDE DEVELOPMENT MOODBOARDS PAPER SYSTEMS











STUDENT LIVING









Traditional Advertising

PRINT STILL PACKS A PUNCH.

Make a lasting impression with a consistent visual identity across a variety of marketing collateral, from streamlined business cards to show-stopping billboards. Our team takes the time and care to be sure your brand and message are carried consistently through every piece and your call to action inspires the desired response.

BROCHURES, SALES SHEETS, AND FLYERS PRINT ADS DIRECT MAIL VIDEO AND PHOTO SHOOTS BILLBOARDS



Brand Presence Subscriptions

BRAND PRESENCE IS MEASURED ACROSS SEVERAL ONLINE INDICATORS.

A digital presence is the first impression most people have with a brand. Your website's design and functionality are more important than ever before, as is your online reputation and location within search results. From first click to signed contract, we'll help you craft a digital brand identity that tells a story, shows off your best features, and converts visitors into leads.

WEBSITE DEVELOPMENT REPUTATION MANAGEMENT SEARCH ENGINE OPTIMIZATION SEARCH ENGINE MARKETING SOCIAL MEDIA MARKETING SOCIAL MEDIA CONTENT PLANNING

Website Design

TRIBECA

ELEVATE YOUR LIFESTYLE

CITY EXPERIENCE IN THI

CREATE A WEBSITE AS UNIQUE AS YOUR COMMUNITY.

Your company's website is the central hub for your prospects' and customers' interactions with your online brand. Whether you choose to customize a template or create a one-of-a-kind design, your first impression is sure to be a good one. Our strategically written copy, SEO-conscious layouts, and fast load times will ensure visitors stick around and enjoy a seamless experience.

> MOBILE-FIRST DESIGNS THOUGHTFUL COPY SEO-CONSCIOUS LAYOUTS OPTIMIZED CONTENT RELIABLE HOSTING

SEO and Content Strategy

LAND AT THE TOP OF THE SEARCH RESULTS PAGE EVERY TIME.

Helping potential customers find your website online through search engine optimization is a critical component of your marketing plan. We take a twofold approach to our SEO formula — technical optimizations on your site and its connections to the outside world, and content strategy and creation. Catalyst will develop a strategy to help you reach more potential customers online and optimize the site to its full potential.

> GOOGLE-CERTIFIED EXPERTS ONGOING TECHNICAL OPTIMIZATIONS MARKET-SPECIFIC CONTENT DEVELOPMENT KEYWORD AND STRATEGY AGREEMENT RESULTS TRANSPARENCY AND MONTHLY CONSULTATION

Reputation Management

READY TO IMPROVE YOUR REPUTATION?

Catalyst provides a comprehensive reputation management program spanning over 200 review platforms, and we provide hands-on support to your operations team's efforts to reinforce good practices and rectify problems, while ensuring each review — whether positive, neutral, or negative — receives a customer-friendly response customized and written from scratch in a timely manner. Our team will work with your team to understand the background on any review necessary, and we compose and post every single response for you.

> PERSONALIZED RESPONSES PROACTIVE TOOLS FOR SUCCESS OPERATIONAL INSIGHTS PR AND LEGAL SUPPORT YELP ENHANCED PROFILES

ing environment. It is welcoming and a lps their customers every step of the w nswer any questions that I ask. The apa nighly recommend the Villas. The staff intenance team responds to requests in

nsive housing, w eat community our living expe vorth while. Has und this place be removed anywhe ys take time to help me. The whole con nient that they cone furnished and th hich is a major • "My experies lways friendly a h with a smile o eel very comfortable here and I love a rarely need anything fixed but when The community is _____erful! All of the ve. I would defi any issue that 1 ds!" • "Absolu ,y love the environr is so helpful. 10/10 would recommend. saved me so much noney." • "Skylo l full of genuiz iendly staff. The ay in the leasing seas and they are tments amenities are unbeatable. They

uipped gym that iopen 24/7. I can't waly recommend thertment!" • "Theeautiful, the gymIlly nice, and I logry feel for studying. The resident eventyone wants." • "Grindstone is a greatare amazing and the new and improved

 "The staff is very kind and helpfu mputer room, the fitness rooms, and the fitness rooms.

Lead Gen Subscriptions

WE OFFER LEAD GENERATION SOLUTIONS TAILORED TO FIT ALL BRANDS, AUDIENCES, AND BUDGETS.

When it comes to reaching your target audience, it's hard to know where to begin. Our customizable subscriptions offer flexible media placement options and allow you to maximize your spend budget. Looking for an outside opinion? Not sure about the difference between geofencing and Google ads? Our team will help you pinpoint the best platforms for reaching your prospects — anywhere, anytime.

SEARCH NETWORK SEARCH WITH DISPLAY FACEBOOK INSTAGRAM FACEBOOK AND INSTAGRAM YOUTUBE MARKETING DISPLAY NETWORK REMARKETING SNAPCHAT GEOFENCING OTT CAMPAIGN

Our Strategy and Process

A CLEAR PATH TO RESULTS.

A STRATEGY-FIRST METHOD

Never a one-sizefits-all approach.

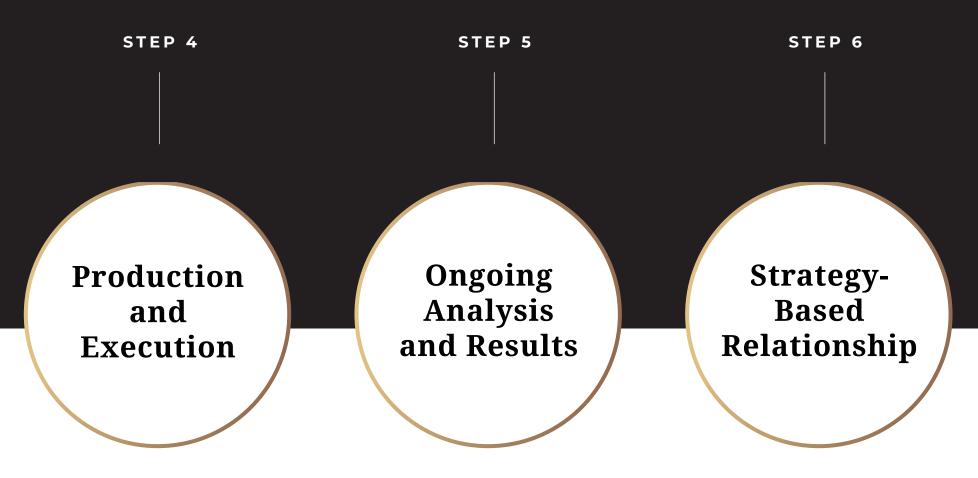
WE'LL WORK WITH YOU TO TAILOR THE PERFECT STRATEGY FOR YOUR PROPERTY.

Our understanding of niche markets and our ability to help our clients overcome obstacles make us unique, just like your brand. We never exercise a one-size-fits-all strategy — our strategic process, tailored approach, and customized solutions yield measurable results for our clients. Our approach to delivering direct-tocustomer relationships follows a tried and true formula that constantly yields actionable information to ensure winning strategies are developed and deployed.



Our team will gather key information to drive the direction of the marketing tactics being implemented. We will review any key milestones, outline goals, review your target audiences, discuss differentiators, and outline your challenges. We will conduct an in-depth synthesis of market research, discovering the voice of the demographic and personas for each member of the target audience. Strategic touchpoints, connections, and history will be reviewed from the discovery.

Catalyst will develop a brand sheet to establish brand standards, including appropriate logo treatments, fonts, colors, and more. This piece will be used as a guideline for all expressions of the brand, including the website, social media, printed collateral, and more.



Our team will create a brand sheet to establish core brand standards, and then use that piece as a guideline for all expressions of the brand: social media art, paper system, website design, printed collateral, integrated campaigns, and more. Catalyst has developed dashboards that showcase live leads from every marketing effort, including SEO, SEM, SMM, email, and integrated campaigns. Your team will receive their own customized version of this dashboard to see real-time results for traffic conversions and periodic reports. We will monitor your ongoing results and provide information directly suited to your needs. Our policy of open communication and transparent reporting will ensure we can collaborate on fine-tuning your messaging and strategy on future deliverables.

Transparent Results

RESULTS AND ANALYSIS DRIVE THE EVOLUTION OF YOUR STRATEGY.

OWN YOUR DATA

Connect directly with qualified leads.

EXPLORE THE POWER OF THE CATALYST DASHBOARD.

Integrity is one of Catalyst's core values, and we believe data transparency goes hand in hand with this value. When you engage us for lead generation services, we provide you with access to dataLYST[™] — a complimentary leads dashboard that provides a real-time feed of live leads. This allows your sales or leasing team to monitor, analyze, and follow up on hot, qualified lead opportunities. Response time is of the essence, and this tool sets you up for success by enabling swift action — when you run a campaign with us, you can log in and watch the leads pour in and respond in real time. We also integrate leads with open-API CRM solutions you already have in place.

OWN YOUR RESULTS WITH ODATALYST^M

INTEGRITY AND DATA TRANSPARENCY GO HAND IN HAND.

Each dataLYST[™] dashboard is linked directly to the data source (Google, Facebook, etc.). The results you see are unprocessed, unmodified, and left exactly as they are, allowing our partners to see the realtime performance of every marketing dollar. These dashboards elevate the conversation from stale, prior month PDF reports to strategic discussion based on readily available performance everyone can see anytime. Conversations will become true collaborative partnership moments, driving better results your way.



Success Stories and Examples

LET'S START YOUR SUCCESS STORY.

CASE STUDY: STUDENT HOUSING

THE VERGE

THE CHALLENGE

Catalyst was engaged to rebrand a newly acquired property in Orlando, Florida, that was well liked by both residents and prospects in the market and had a positive reputation amongstudents. However, the acquisition required a new name and brand. As part of the new branding, Catalyst would need to promote a brand reveal event in the marketplace to introduce the property and continue the positive reputation for another year.

THE SOLUTION

Catalyst worked closely with the property to get input on name options before ultimately choosing the name, The Verge. Due to the popularity of The Edge prior to the change in ownership and management, the on-site staff strongly desired keeping a name that was a nod to the property's previous identity. In addition to renaming the property, Catalyst created a new logo, brand guide, and paper system; designed signage for the property; and strategized a brand reveal campaign to launch just after move-ins for the fall 2016 semester.

THE RESULTS

To promote the property's new brand, Catalyst worked with the on-site staff to plan a VIP pool party that would symbolize the new brand while showcasing the upgrades coming soon. As part of the campaign, flyers, emails, and a landing page were designed for residents to RSVP for the party, which teased "something big" that would be revealed at the event. Of the 928 emails sent, 692 (75.1%) were opened, and 287 (31.1%) people clicked on the email. Between email marketing and flyers handed out in the market, 217 RSVPs were generated. In addition to these people RSVP'ing for the event, this helped to build a list for upcoming marketing campaigns as leasing kicks off in the market.



CASE STUDY: STUDENT HOUSING

SKYLOFT

THE CHALLENGE

Johnson Trube & Associates, a full-service real estate development brokerage and consulting firm, partnered with Catalyst to assist in the lease-up of Skyloft, a new 18-story student housing property under development in Austin, Texas. The property was in a unique position where the physical building did not yet exist, but marketing needed to take place during the construction phases to create awareness and a strong pre-leasing effort.

THE SOLUTION

The Catalyst team established a strong brand presence with visual appeal that caused the client to stand out among the more traditional competitors within a very saturated market. To gain recognition within the market, creative for Skyloft branding included tagline creation, a logo, a brand guide, marketing collateral, a full website, multiple ad placements, email campaigns, leasing space signage, and more. Catalyst also assisted in planning and marketing a launch party held at a popular restaurant that was walking distance from the new location. The integrated campaign for the Ultimate Tailgate Launch Party included social ads, a Snapchat filter, a pop-up banner, and emails that led to 92 event RSVPs.

THE RESULTS

Skyloft provides a great example of how starting branding and marketing efforts early in the process leads to pre-leasing success. As of November 2017, the property leased more than 91.1% of their beds while still five months away from officially opening their doors. Skyloft has also successfully established brand recognition in the market, as evidenced by their social media following and online rankings. Within the same time frame, Skyloft secured 650 leases — many of which were captured through the website Catalyst designed for the property to assist in the strong pre-leasing effort.



CASE STUDY: STUDENT HOUSING

THE KNOX

THE CHALLENGE

Catalyst was engaged to establish the brand and marketing materials for a new development in Knoxville, Tennessee. The development required a full branding effort to include naming, logo design, overall look and feel, coordination with the interior design group, website design and development, lead building, and marketing collateral. The new building would be located across the street from the University of Tennessee-Knoxville and serve students attending UT. The project plans called for upscale amenities, and the new brand would need to be

representative of the expected clientele.

THE SOLUTION

Catalyst team members visited the market to perform student intercepts, tour competitors, and tour the campus for a better understanding of what students are looking for in their housing search. It was found that traditions and pride are paramount in Knoxville, and the new name, The Knox, was indicative of both. Additionally, the logo was created with colors similar to that of the school to further emulate their values and traditions. After developing a new name, logo, and signage for a temporary leasing space, Catalyst helped to promote a grand opening event and establish a VIP list of prospects. Visitors to the property were invited to a temporary landing page that had been set up, and by joining the list, visitors earned a chance to win free rent for a year at the property.

THE RESULTS

Catalyst collected 665 initial leads for the leasing team through social media, ad placements, email campaigns, and other marketing tactics. This led to a huge success for the temporary leasing space's grand opening event.



CASE STUDY: MULTIFAMILY

YACHT HARBOR CLUB

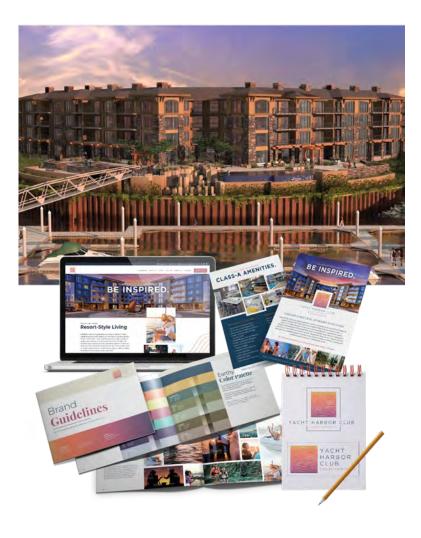
THE CHALLENGE

Catalyst was engaged to complete a rebranding of Yacht Harbor Club, a 173-unit multifamily property located on Hayden Island in Portland, Oregon. The property was a new development facing low occupancy numbers due to location, resident dissatisfaction, and a lack of a strong marketing strategy and focus. Catalyst started the engagement with a market research project to verify target audiences, determine additional marketing opportunities, and provide a marketing plan for a 12-month time frame focused on building traffic and building trust with current residents to increase retention. Research revealed there were two very distinct audiences—young professionals and empty nesters—and their brand would need to cater to both, while still appearing unified in voice and visuals.

THE SOLUTION

A new, more modern logo was designed, incorporating thin wave lines contrasted by a classic square lockup. For simplicity, the name was shortened to "Yacht Harbor Club" in messaging; however, it was paired with the descriptor "Luxury Apartments" in the logo so the product was clearly identifiable. A full color palette was developed

for the brand, with a brighter half inspired by sunset tones and an earthy half inspired by the Pacific Northwest. Brand patterns, textures, fonts, and stock imagery were also selected to round out the brand. Finally, everything was included in a comprehensive brand guidelines book to ensure consistency. A detailed message map was also created to clearly define the target audiences and how the property should be highlighted to each for strong response. Catalyst then initiated a website redesign, a full suite of marketing materials, integrated marketing campaigns, and paid ad placement campaigns to target audiences identified. The team also led the strategy and creative implementation for a launch event, resulting in a new foundation for residents and prospects. The team continues to build traffic and results for the property through various campaigns.



CASE STUDY: MULTIFAMILY

THE Q

PROJECT SUMMARY

Catalyst was contacted to assist in creating a strong brand presence for a new development located in Los Angeles, California. The property is a mixed-use community located within the Warner Center and will include approximately 60,000 square feet of retail and office space, and provide over 1,400 units. The community will boast a luxurious set of amenities at both properties, branded Q West and Q East, including rooftop decks, courtyards, and swimming pools.

Catalyst was initially contracted to take the existing brand and bolster it to create a stronger identity that would appeal to the target audiences. The team completed an initial research analysis to confirm target audiences, developed a full brand guide to more clearly differentiate audience targeting and messaging, and designed a temporary website to collect lead data.

Based on the completion of the initial branding project, Catalyst is being contracted to outline a full marketing strategy to include integrated marketing campaigns, print collateral, and advertising placement.



CASE STUDY: MULTIFAMILY

TRIBECA

PROJECT SUMMARY

Tribeca is a new multifamily development in St. Louis' West End district. The property is unique to the market with eight floors and high-tech amenities, including a robotic butler named Charley (one of only two properties in the U.S. to offer it), a self-serve beer tap, Luxer One automated package delivery services, in-unit Alexa functionality, Nest thermostats, and more. The client originally approached Catalyst for a logo refresh; however, upon conversation, they determined that a more in-depth need was present.

Catalyst completed a brand guide, a custom website with a development countdown and virtual reality video tour, an online brochure, temporary exterior signage, and a multifaceted virtual reality experience used online and in social media.

The luxurious lifestyle Tribeca offers allowed Catalyst to include refined design elements, such as gold foiling and asymmetric layouts, on both their print and web materials. One of the key features Catalyst incorporated into Tribeca's boutique-style website is the amenity grid, which includes videos of each amenity that become animated when scrolled over by the user. Catalyst was eager to push the boundaries and create advertising that aligned with the versatility of this unique property.



CASE STUDY: SENIOR LIVING

LUTHERAN SUNSET MINISTRIES

THE CHALLENGE

While the occupancy goals of Lutheran Sunset Ministries (LSM) were being met in the Independent Living and Assisted Living residences, the community's census goes up and down. The small town of Clifton, where the community is located, has a limited population to market to, and it is not uncommon for those who are on the waiting list to say they are not ready to move when called about a vacancy. LSM recognized the need to develop a more robust pipeline of prospects, and in an effort to develop that prospect pipeline, hosted an offsite, educational marketing dinner for potential residents at the Saltgrass Steak House in the nearby town of Waco.

THE SOLUTION

Catalyst's targeted, multichannel campaign delivered branded dinner event invitations and brand awareness ads directly into the hands of the adult children of potential Independent Living/Assisted Living residents — all leading them back to a landing page with a lead form that was singularly designed to convert visitors to leads. The messaging across all deliverables promoted themes to appeal to the adult child audience: "Let us help you make difficult decisions easier" addressed the event's educational topic, and "One decision. One place for every life stage" addressed the continuum of care on one campus. As event registrations rolled in, LSM followed up with a personal phone call to each registrant verifying their registration, asking any qualifying questions, and welcoming them to the event.

Within one week after the event, LSM made a follow-up phone call to each event attendee who had not yet reached out after the event to thank them and encourage them to tour the community.

THE RESULTS

Overall, the campaign was a success. The campaign resulted in a successful dinner event with 14 attendees — that's more than double the attendance of the previous dinner event — and generated a total of 28 new leads.



ADDITIONAL CASE STUDIES

SENIOR LIVING EXAMPLES

EDENHILL COMMUNITIES FRANK RESIDENCES



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LET'S START SOMETHING SMART.™