

PLUS

Avanath's Daryl J. Carter Delivers Keynote Speech at Urban Alliance Event

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[READ MORE ON PG 2](#)

INSIDE THE ISSUE

LEADERSHIP MESSAGE | PG 3

Avanath's Brand is Rooted in Family Values and Strong Relationships

COMMUNITY SPOTLIGHT | PG 4

Avanath Community's First Anti-Bullying Program Launches

Residents of Two California Communities Attend "Pack to School" Event

AVANATH CULTURE + ENGAGEMENT | PG 5

Avanath Recognized as Urban Alliance Job Partner of the Year

Avanath Wins NAA Top Employers Award; Outperforms Industry Benchmark in Every Area

IN THE NEWS | PG 6



Avanath's Daryl J. Carter Delivers Keynote Speech at Urban Alliance Event

Over the summer, Avanath's Founder, Chairman and CEO Daryl J. Carter served as a keynote speaker at an Urban Alliance event in Detroit, Michigan titled "Unlocking Potential." (Avanath was also recently named "Job Partner of the Year" by Urban Alliance – read more about this on Page 5 of this newsletter.)

Urban Alliance is a national youth employment agency founded in Washington, DC that operates in Greater DC, Baltimore, Chicago, and Detroit, where it has connected more than 300 young adults to economically mobile futures since 2018. The Detroit event brought together employers, educators, workforce professionals, community leaders, and young professionals to explore strategies for expanding employer partnerships, strengthening Southeast Michigan's talent pipeline, and creating sustainable, equitable career pathways for youth.

Key topics at the conference included internship programs, mentorship initiatives, skilled trades training, digital literacy, and employer engagement strategies to better prepare high school students and young adults for meaningful careers. The event also highlighted the voices of young professionals, providing them with a platform to share their experiences and aspirations, while recognizing leading employer partners who have made a significant impact in supporting youth employment.

In his speech, Daryl shared personal stories of his humble beginnings and grassroots experiences in Detroit. He reflected on his transition to the University of Michigan after high school and the challenges faced by minority and disadvantaged students in higher education. Daryl also encouraged students to dream audaciously and to have unwavering confidence in themselves and their ideas, and he called on Michigan business owners to invest in youth employment, emphasizing the long-term ROI benefits.



Other keynote speakers at the event included Michigan's Lieutenant Governor Garlin Gilchrist II and President of the Detroit City Council Mary Sheffield; Urban Alliance Internship Program Lead Andrei D. Nichols II served as emcee. Targeting high school seniors, Urban Alliance's flagship High School Internship Program combines 100+ hours of professional training with nine-month paid internships, on-site mentorship, and one-on-one support from a dedicated youth development professional.

Avanath's participation in the event was a natural fit as our company is committed to fostering career growth in its team members. These individuals were actively engaging with industry leaders at this and other events over the , forging valuable connections that are vital to our mission. We're grateful for the opportunity to collaborate with these influential groups.

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Avanath's Brand is Rooted in Family Values and Strong Relationships

A Q&A with Kelly J. Walker,
Vice President, Marketing and Community Engagement for Avanath



1. What makes Avanath's marketing a core proficiency?

At Avanath, everything we do is guided by integrity, excellence, and a commitment to creating thriving neighborhoods. We believe our communities should feel welcoming and enriching, so we focus on sharing that message in authentic and consistent ways.

Our marketing isn't just about filling apartments – it's about telling the story of what it means to live in our communities. We listen closely to resident feedback and use data-driven insights to continually improve the experience for both current and future residents. This approach not only strengthens our reputation but also helps us attract a greater share of interest and leases in the markets we serve.

From branded materials and advertising to community events, technology, and social media, we take a strategic, thoughtful approach to presenting ourselves. The result is a clear, consistent, and trusted brand presence that reflects the decades of success we've built together.



2. How would you define Avanath's approach to marketing, and how does it distinguish the company from others in the industry?

At the core of our marketing approach is the belief that everything we touch reflects "Lifestyle Within Reach." This philosophy guides how we treat every community – whether it's a high-rise in Brooklyn or a garden-style community in Pasadena – with the same level of attention, care, and consistency.

We don't differentiate our communities by creating separate brand identities. Instead, we unify them under one cohesive brand that emphasizes connection, inclusion, and a shared lifestyle. That's why we refer to them as communities rather than apartments or assets. We aim to foster a true sense of belonging for our residents.

Our brand is rooted in family values and strong relationships. We work to reflect that spirit across all marketing efforts, building not just places to live but communities people are proud to call home.

3. How does Avanath's marketing strategy benefit investors? Residents?

Avanath's unified marketing philosophy, "Lifestyle Within Reach," creates a strong, consistent brand identity across all communities. This cohesive approach enhances brand recognition and loyalty, which in turn drives demand, stabilizes occupancy, and improves long-term asset performance. By focusing on a unified brand that resonates with everyday people, investors see the value in both the Return on Investment (ROI) and the long-term growth.

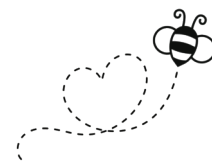
Residents benefit from a marketing approach that puts people and community first. Rather than feeling like they're living in a generic apartment complex, they experience a genuine sense of belonging. By emphasizing connection, lifestyle, and affordability, Avanath fosters environments where residents feel respected, supported, and part of something bigger. This enhances resident satisfaction, retention, and overall quality of life.

4. What are some future goals you hope to achieve for Avanath through marketing?

- **Strengthen Brand Awareness Nationwide**—Continue to build recognition of the "Lifestyle Within Reach" message across all markets, making Avanath a household name in affordable and workforce housing.
- **Deepen Community Engagement**—Create more opportunities for resident interaction through local events, partnerships, and campaigns that celebrate community life and build stronger connections.
- **Enhance Digital Presence**—Invest in digital marketing strategies including revamped, user-friendly websites for each community, stronger SEO and local search visibility, and targeted social media campaigns
- **Leverage Data-Driven Marketing**—Use analytics to better understand resident demographics, behavior, and preferences. Tailor campaigns to speak more directly to the needs of specific audiences and improve conversion rates.
- **Launch Resident Ambassador or Referral Programs**—Empower happy residents to become brand advocates by rewarding referrals and encouraging testimonials and social media shares.
- **Develop Video and Storytelling Content**—Continue to showcase resident stories, staff highlights, and behind-the-scenes content to humanize the brand and create emotional connections.
- **Support Leasing with Marketing Automation**—Use tools like CRM automation, chatbots, and automated email follow-ups to support leasing teams and streamline the resident journey from first click to move-in.
- **Track and Improve Resident Satisfaction through Surveys and Feedback**—Continue to use surveys to gather insights from residents and use that data to shape marketing messages and highlight community strengths.

LIFESTYLE WITHIN REACH





Avanath Community's First Anti-Bullying Program Launches

Long Beach Unity, a contractor through Avanath's third-party service provider COR Community Development Corporation, recently launched the first anti-bullying program at Northpointe, an Avanath affordable housing community in Long Beach, California. The campaign is aimed at increasing awareness of and stopping bullying in local schools, communities, and the surrounding neighborhood.

The program kicked off with a meeting to discuss the issue at Northpointe attended by parents, children, additional stakeholders, and Long Beach Unity Festival (LBUF), a nonprofit organization focusing on underserved Long Beach communities whose mission is to promote unity, reconciliation, and non-violence through music, arts, and healthy lifestyle initiatives. Jenean Thomas with Better Days Integrated Programs (BDIPS), a nonprofit dedicated to promoting mental health and well-being, and guest speaker Topekia Jones, Ed.D., director of climate, culture & equity at Paramount Unified School District (PUSD), also attended the meeting, which attracted 35 attendees in total. Dr. Jones' presentation explored the many faces of bullying and the emotional toll it can take on children and their families.

As a result of the meeting, a public community dialogue around the topic of bullying has begun for all who live and work at Northpointe. Children who were present without their parents were empowered

with information (including brochures and other printed materials) to take home and share with their families, and parents/adults present were enlightened on the topic and committed to share the information with their neighbors and encourage other parents to attend the next gathering. Parents and adults also expressed an interest in becoming more involved and remaining vigilant about reports of bullying.

Going forward, LBUF recommended establishing a parent safety commission focused on ensuring the safety of neighborhood children; a door-knock/meet-and-greet parent and caregiver initiative; anti-bullying signage and graphics throughout the property; a Northpointe Neighborhood Association; and a regular meeting, workshop, seminar, and/or forum for parents, caregivers and adults to be held once a month.

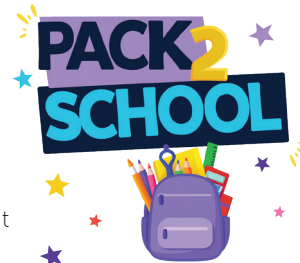


Residents of Two California Communities Attend "Pack to School" Event



Avanath recently invited residents of two of its affordable housing communities in Long Beach, California – Northpointe and Seaport Village, both located in the 8th District – to attend a back-to-school event titled "Pack to School," hosted by the office of 8th District Councilwoman Tunua Thrash-Ntuk.

Avanath tabled alongside our third-party service provider COR Community Development Corporation and donated 200 of the 1,200 backpacks that were given away at the event. Avanath also sponsored a DJ, and our vendor Allied Security sponsored a 70-inch TV to raffle off that day as well.



"Supporting students in and around our communities is deeply rewarding for our team," says Kaniesha Washington, Director of Resident Services for Avanath. "This event was about more than school supplies; it was about lifting spirits and building connections. The day was filled with smiles, music, and a true sense of togetherness, helping students start the year with confidence while easing the financial strain on parents. It was a wonderful reminder that our youth, and their families, have a whole village cheering them on."

Avanath Recognized as Urban Alliance Job Partner of the Year

Avanath has been named Job Partner of the Year by Urban Alliance of Greater Chicago for 2024-2025. This recognition reflects our ongoing commitment to bridging opportunity gaps and building inclusive pathways to meaningful careers in real estate.

“At Avanath, we believe that talent is everywhere – but opportunity is not,” says Dana Bartlett, Director of Talent Acquisition at Avanath. “As someone who once needed that first door to open, this award is heartfelt. Our partnership with Urban Alliance is one way we live our mission: where we seek to positively impact communities through thoughtful investment in sustainability and promoting principles of social equality, diversity, and opportunity.”

This marks the third year of Avanath’s partnership with Urban Alliance, during which we’ve proudly hosted more than 20 high school interns across our corporate offices and communities. Through hands-on experience, mentorship, and exposure to careers in real estate and property management, these students gain the tools to launch their professional journeys with confidence.

Avanath currently partners with Urban Alliance in Greater Chicago, Detroit, and Greater D.C., expanding our reach and impact across multiple markets. This recognition is a testament to our shared values and our belief in the power of early access, mentorship, and meaningful opportunity.



Avanath Wins NAA Top Employers Award; Outperforms Industry Benchmark in Every Area

The National Apartment Association (NAA) has recognized Avanath with a “Top Employers” award. The honor was given to Avanath for scoring higher than the industry benchmark in every category of the NAA’s Annual Industry Employee Satisfaction Report.

Avanath received even higher scores from employees in the 2025 survey than it did in the 2024 survey. Questions to employees covered:

- overall satisfaction with the organization and their role
- likelihood of recommending the employer to a friend looking for a new job
- likelihood of recommending their current supervisor for a raise or promotion
- how meaningful their work is
- how openly information and knowledge are shared within the company
- how interested their manager is in their professional development
- how familiar they are with the company’s strategic high-level goals
- how competitive their salary is compared to jobs they might find elsewhere
- how much they feel respected and valued

“At Avanath, we’re proud of the strong, supportive culture we’ve built and continue to nurture,” says Pat Gaudin, Executive Vice President of Human Resources at Avanath. “This award – and our steadily improving scores – reflects the commitment of our team and the environment that helps them thrive. It’s a culture that keeps our people growing with us, and one that ultimately enhances the value we bring to investors and residents alike.”



Avanath was granted the Urban Alliance Job Partner of the Year award on July 25, 2025. The award is to reflect activities and accomplishments that took place during the period July 1, 2024-June 30, 2025. Urban Alliance recognizes companies that have demonstrated an ongoing commitment to bridging opportunity gaps and building inclusive pathways to meaningful careers in real estate.
Avanath was recognized as a “Top Employer” by the National Apartment Association (NAA) in May 2025. The award is to reflect activities and accomplishments that took place during the period May 2024-April 2025. The NAA recognizes companies that have demonstrated an ongoing commitment to providing a positive work environment for their employees.



Avanath Ranked as a Top Owner for 2024 by Affordable Housing Finance

Avanath has been named on *Affordable Housing Finance's* list of Top 50 Affordable Housing Owners of 2024. The list includes the 50 companies with the highest number of affordable housing units in their portfolios.

Read article at
<https://shorturl.at/NejQe>
 or scan QR code



The Supply-Demand Puzzle in Real Estate's Living Sector

PERE recently featured quotes from Avanath's President and COO John R. Williams in an article about deepening supply-demand imbalances in housing across Europe and the U.S., driven by demographic shifts and structural constraints. John says, "The most critical cause for this imbalance is that many developers don't see how to make building affordable housing pay. They believe that the development of luxury multifamily communities is more financially viable."

Read article at
<https://shorturl.at/6gJqB>
 or scan QR code

