



PARAGON PROPERTIES

live apartment style

live total package style

THE TOTAL PACKAGE. Proven results. *It's all yours.*

Accounting, marketing, reporting...and everything else. This is Paragon's TOTAL PACKAGE dedication. We're an experienced team of industry leaders with proven results. We know how to maximize your returns through a 10-point system we call **#TheTotalPackage**:

- Staffing & Training
- Operations
- Marketing
- Reporting and Technology
- Accounting & Compliance Reporting
- Risk Management/Loss Prevention
- Long Term Strategic Planning
- Branding and Community Involvement
- Asset Management
- Best Practices Reviews & Implementation



Home base is Bingham Farms, Michigan – a suburb of Detroit, the most up-and-coming urban landscape in the country. Here, innovation stands on the broad shoulders of tradition. Having fun and working hard is in our DNA. Our culture is sought after by our clients, embraced by our team and appreciated by our residents.

How We **#DeliverTheGoods** (Formerly known as “The Mission Statement”)

Our creative and evolving environment provides results-driven, **total package** dedication to our clients, our team members and our residents. Our **total package** design honors clients' needs, enriches team members' lives and provides authentic community for our residents.

TOTAL PACKAGE staffing.

Success launches when you have quality people behind your business. That's why we are dedicated to sourcing the very best leasing, management, sales and maintenance teams, custom selected for your market and property.

Total package staffing begins with our extensive industry search for the very best employees. We employ rigorous pre-employment screening, a super-clean hiring process, and top-notch professional training, both in the classroom and in the field.

OUR TRAINING IS COMPREHENSIVE AND MOTIVATING, AND HERE'S WHY:

- Our trainers are National Apartment Leasing Professional (NALP) certified and have decades of combined industry experience. They're genius at encouraging and inspiring the very best in their participants.
- Our trainers engage to make learning fun. They laugh, they cheer, they encourage **#cupcakeconsumption**. The end result? Participants become true team members, ready to deliver total package results.
- Our trainers are customer-focused. Everything they do is designed to nurture a customer-forward staffing perspective. Your residents will appreciate the difference and you'll notice the boost in your bottom line. We promise!



Paragon Properties is your **TOTAL PACKAGE** solution.



- Turn-key property management
- Staffing ~ training ~ mentoring ~ HR administration
- Sophisticated processes & policies
- Compliance management
- Customer-driven approach
- Safety & loss prevention
- The highest rent & occupancy in your market
- Industry-leading financials, reporting & analytics
- Receivership, acquisition and takeover support
- Bulk purchasing power
- Marketing, social media, branding
- Community-building events
- Philanthropy

Live. TOTAL PACKAGE. Style.

Here's a Total Package story that touches our hearts:

I'm Galila, and I'm an assistant manager with Paragon Properties. But I was a resident at Woodland Villa Apartments in Westland, Michigan. Unfortunately there was a fire in my apartment, and I lost pretty much everything...except what was most precious. Woodland's property manager went right to my apartment and saved my two birds for me. I was so touched by the involvement of everyone at Woodland Villa and at Paragon that I knew I had to work here. I HAD to be part of this amazing team. I'm so glad I am because now I can provide the level of service and attention I've experienced from day one with Paragon.

TOTAL PACKAGE marketing.



Residents, clients, employees. Everyone on the Paragon team is integral to our business culture, and everyone represents our brand.

We are skilled at building brand platforms to support social media, SEO, marketing, advertising and promotion. In short, we place you directly into the consciousness of prospective residents. Your relationship will begin the moment Paragon's marketing efforts capture their attention.

Prospective residents will experience 3-D floor plans, get pumped by quarterly promotions, engage with tweets, posts, **#hashtags** and pics. They'll marvel at the consistency and professionalism – and they'll do more than make your property their home. They will become part of your community...and you'll be impressed by how easy it was to get them there.

TOTAL PACKAGE technology.

The power of multiple platform technology is in our hands...and yours too.

Because we're fluent in Yardi Voyager 7s, the most sophisticated property management software in the industry, we offer real-time, multi-directional data between office and field environments. Mobile devices allow us to conduct due diligence inspections and asset reviews to provide timely and accurate cost assessments whenever and wherever necessary. And, intelligent website design enhanced by dynamic number insertion, allows us to accurately track leads so our properties are always clued in and ready to follow up.

Nuanced, sophisticated cost/benefit analyses and other custom reports? **#NoProblem**. It's what we're all about.

All this makes us—and you—instantly able to know, respond and perform, **#RealTime**.



TOTAL PACKAGE accounting: small but mighty.

Actually, we like the term **#boutique**.

However we refer to it, our smaller size translates into **total package financial services** with zero red tape. Our in-house accounting professionals offer full-service attention and care, including:

- Utility management
- Accounts payable and accounts receivable
- Advanced custom analytics
- Collections management
- IT and tactical hardware and software support
- Disciplined bookkeeping and auditing for compliance and overall accounting accuracy
- ...even HR, payroll and benefits administration

We work hard to make sure it all adds up. But most of all, we're friendly and accessible, so you'll always be on top of the **#numberside** of your business.



TOTAL PACKAGE asset protection and loss management.



From the moment we join forces, Paragon looks after your property with the same pride and attention as an owner. And that means the safety of all team members, residents and you, as owner and investor, is our top priority.

That's our total package attention to risk management, loss prevention and safety.

We employ risk-averse panel-centered counsel on behalf of our owner investors, our institutional property companies and our joint venture partners. We head monthly safety talks regarding all the properties we support and ensure all personnel are continuously trained to recognize potential safety challenges.

Our monthly, quarterly, biannual and annual safety inspections mean nothing gets by us, and our on-site safety kiosks reinforce every single safety point.

Let us share with you our mandatory **#rentersinsurance** partnership policy that we've had in place since 2006. You'll be impressed by our 95% plus compliance record, but more importantly, you'll be able to sleep better at night.

That's Paragon's total package safety policy, and it surrounds each of us every single day. We take it seriously and it shows.

TOTAL PACKAGE purchasing power.

Show your budget some love. Paragon's total package purchasing power keeps your budget on target. We have national account status with a wide variety of brand name providers, and that translates into deep discounts on appliances, furnishings, supplies...even services. Our purchasing power means you can more accurately predict costs and benefit from rebates and incentives for the smartest buying decisions you'll ever make. You'll find we have strict quality standards, too.

Our preferred pricing extends way beyond appliances and carpeting to integrated, efficient resident screening services provided at volume discount. (Bet you never expected that!)

Quality, consistency, low cost, **#budgetfriendly** – it's a total package. What could be better?



TOTAL PACKAGE community.

There's no "I" in COMMUNITY. (Well...there really is, but...)

At Paragon, community means everything, and it shows in the strong sense of pride and connection staff and residents feel to the properties we manage. How do we do it? **#COMMUNITYINVOLVEMENT.**

When we partner with local charities and nonprofits, we create opportunities for staff and residents to come together to make the world a better place. We know that when people donate time and energy to worthy causes, it pays back hundred-fold in **#feelgoodequity.**

Our **#PayItForward** partners include Children's Hospital of Michigan, Gleaner's Food Bank, Alex's Lemonade Stand and many others. Each partnership gives our team members and residents an opportunity to make a difference and connect with their communities.

Imagine residents donating canned goods, employees working side-by-side at a local food bank, maintenance workers building lemonade stands...and Paragon matching every dollar raised for each worthy cause. We have a long history of sponsoring fun runs, hosting charity events and working hard to help those in need. And we do it all together because working together and having fun together builds strong communities. **#truestory**

It's **total package** care that sets us apart.



Extending our **TOTAL PACKAGE** reach.



Dover Realty Advisors, is our rock-solid multifamily and commercial real estate arm that specializes in receivership, repositioning and asset management for private and institutional clients.

Together, Paragon and Dover Realty Advisors provide overall asset management, including underwriting, financial analysis, capital improvement, asset evaluation, strategic planning and receivership.

In partnership with Paragon, Dover Realty Advisors excels at providing extensive consulting and due diligence support through a proprietary five point diagnostic evaluation to gather and analyze data, then custom design a plan to achieve your desired result. We use only the industry's leading software and hardware platforms to produce custom reports that lead to solid, long-term investment results.

See the results of **TOTAL PACKAGE** performance.

We were studied in our decision to outsource our property management work to concentrate on purchasing assets and growing our portfolio. For the entirety of our relationship, we were impressed with Paragon for their ability to drive revenue and cash flow in a challenging market, due in no small part to their marketing and training programs and timely information and communications. Paragon's ability to communicate clearly and effectively while providing professional reporting spoke volumes to their integrity and reputation.

-- J. L. Podolsky, President, Woodbury Management, Inc.

We find Dover Realty Advisors/Paragon Properties to be extremely professional. Their key principals are experienced, honest and candid and they know their markets well. They are thorough in their analyses of property operations, proactive in reporting and communicating recommendations and diligent in seeing corrective measures take place. They enthusiastically seek solutions and represent owners' interests well. It's been a valued relationship.

-- N. Rabb, Assistant Vice President, TriMont Real Estate Advisors

Dover Realty Advisors and Paragon Properties have been engaged on some of my trouble asset portfolio since 2008, through a strong recommendation of the loan servicer who wanted this team in place. I find them to be very professional and responsive to the needs of Fannie Mae They are extremely communicative with a very professional reporting package. Their employees represent the company well, with the ability to get the job done and improve performance even when faced with poor markets, bad resident profile and significant asset physical hurdles. Most importantly, they stand behind their commitments; they are open and honest. They work hard. They never overpromise or underdeliver.

-- G. Moore, Senior Asset Manager, Fannie Mae

Dover Realty Advisors and Paragon Properties served as receiver on several distressed properties I have managed, and they have always been responsive and professional throughout the receivership and foreclosure process. They immediately assess the needs of the property upon takeover and provide thorough reporting for review. I can unequivocally recommend them.

-- C. S. King, Senior Asset Manager, Fannie Mae

You and your entire staff are real pros! I have seldom seen a receivership go this smoothly and with this good of a result. I certainly recommend Paragon.

*-- A. C. Firstenberger, Attorney at Law,
Strip, Hoppers, Leithart, McGrath & Terlecky Co. L.P.A.*



Our **TOTAL PACKAGE** properties.

CORE PROPERTIES

1. **Three Oaks** • Troy, MI
2. **Lakeside Village** • Clinton Twp., MI
3. **Dover Hills** • Kalamazoo, MI
4. **Knottingham** • Clinton Twp, MI
5. **Drawbridge** • Harrison Twp, MI
6. **Eastwood Village** • Clinton Twp, MI
7. **Park Lane** • Southfield, MI
8. **Franklin River** • Southfield, MI
9. **Woodland Villa** • Westland, MI
10. **Westwood Village** • Westland, MI
11. **Prentiss Pointe** • Harrison, MI

ILLINOIS

The Metropolitan • Carbondale
Saint Germain Hill • Carbondale

INDIANA

Arrowwoods • Indianapolis
Cambridge Station I • Indianapolis
Cambridge Station II • Indianapolis
Chapel Hill • Indianapolis
Cold Springs Manor • Indianapolis
Pine Meadow • Newburgh
Regal Manor • Seymour
Strawbridge Green • Indianapolis
Westbrook • Gary

OHIO

13. **Eagle Watch** • Cincinnati
17. **Laurel Springs** • Fairborn
29. **Riverview** • Rossford
30. **Silver Cliff** • Cincinnati
43. **Wilmington Court** • Wilmington

KENTUCKY

Blue Diamond • Louisville
Kentucky Home Life Bldg • Louisville
Preston Oaks • Louisville

MICHIGAN

Clairemont • Saginaw
Country Meadows • Ypsilanti
Country Ridge • Saginaw
Country Squire • Clinton Twp.
Drakeshire • Lapeer
Eagle Pointe • Ann Arbor
Falcon Crest • St. Clair Shores
Heritage Glen • Taylor
Maple Grove • Sterling Heights
Mapletree • Southfield
Mill Road Condominiums • Flint
Springbrook Estates MHC • Romeo
Springport Glen • Jackson
Town Commons • Howell
Twin Arbors • Plymouth
University Green East • Ypsilanti
University Green North • Ypsilanti
University Green South • Ypsilanti
Weathervane • Clinton Twp.
West Olive Estates MHC • West Olive
Westland Park • Westland
Westminster Park • Taylor
Woodridge • Livonia



Our **TOTAL PACKAGE** team.

Terry Schwartz, Principal, Dover Realty Advisors, LLC

Terry Schwartz is considered a leader in the multifamily real estate industry. During his extensive 35-year career (19 in the C-suite of two top service-comprehensive multi-family companies), Terry has managed more than \$1 billion in development, and has handled \$600 million in acquisitions and repositionings.

As Principal, Terry oversees Dover Realty Advisors' and Paragon Properties' expert multifamily asset management, repositioning and receivership services, as well as due diligence support for institutional clients. It's safe to say Terry is a big part of what makes Dover Realty Advisors the Midwest's premier multifamily real estate advisory company and Paragon one of its outstanding property management firms.

The industry is eager to learn what Terry already knows about multifamily housing. He has served many roles in his 20-year membership with the National Multi-Housing Council, most notably as Director and Executive Board Member, as well as Chairman of the Property Management Committee and the Tax Committee. He authors articles for various real estate trade publications and speaks about multifamily housing issues at conferences across the country.

After completing his B.S. in business administration at University of New Haven, he earned a master's in city and regional planning from Rutgers University.



Our **TOTAL PACKAGE** team.



Justin Duncel, *President*

Justin manages the day-to-day, every day. He creates management systems and procedures, maintains client and customer relations, standardizes business policies and administers due diligence for acquisitions and dispositions.

During one of Detroit's most recent and troubling economic climates, Justin was instrumental in building Paragon Properties Company from a single-client, 4,000-unit portfolio to a regional, multi-ownership operation with more than 7,000 multi-family units under management, as well as adding numerous jobs to the economy.

Maximizing property value is where Justin really digs in. He is an expert in lease-up and repositioned properties, asset preservation, and boosting the performance of properties with value-added potential. During his 20-plus year career, Justin catapulted through a major Midwest property management company, acing numerous roles from Leasing Consultant through VP, for 3,000- to 25,000-unit portfolios.

Under Justin's leadership, Paragon Properties Company received Property Management Company of the Year awards from both the Detroit Metropolitan Apartment Association (DMAA) and Property Management Association of Michigan (GLAStar).

A former professional athlete with the Detroit Neon of the Continental Indoor Soccer League and full athletic scholarship recipient to Butler University in Indianapolis, Justin applies a sports team perspective to Paragon's TOTAL PACKAGE dedication. "We approach our game/match/round every day with strategy, flexibility and enthusiasm," says Justin. "There's no other way! Be a difference maker..."

Our **TOTAL PACKAGE** team.

Tony Denome, Senior VP Accounting & Asset Management

Tony, our finance pro, is a senior level financial executive with 10+ years experience in corporate accounting, internal auditing, asset management, underwriting, systems implementations and staff development. He is a specialist in property management with “hands on” experience in multi-family and commercial real estate. Tony is a firm believer the best way to develop team members is finding roles that reinforce their strengths while continually developing their skill set.

Tony has played an integral financial role as Paragon has expanded from a single-client, 4,000 unit portfolio to a regional, multi-ownership operation with more than 7,000 multifamily units. Tony is the Senior VP Accounting & Asset Management but acts in a multifaceted capacity for the organization. He also serves as the chief underwriter for the organization and runs point on acquisitions and dispositions. While Tony realizes Paragon’s strength lies in real estate he does not limit investment opportunities to just multi-family. His core principle for investment is that finding solid income producing property is simply an exercise in patience.

Tony holds an MBA from DeVos School of Management at Northwood University and a Bachelor of Arts in Finance from Michigan State University. He graduated with high honors from both institutions.



Our **TOTAL PACKAGE** team.



Tom Pavelich, *Vice President-Controller*

“Home is always home, and working in an industry where we are providing people a place to live is kinda cool,” says Tom Pavelich. He joined Paragon Properties early in 2019 with 25 years of experience in office and retail property management, and loves the challenge and excitement of multifamily housing. Tom earned his Bachelor of Business Administration degree at the University of Michigan, and his Master of Business Administration degree from Oakland University, and once pictured himself as a math teacher and sports coach.

While he did coach rec-league baseball when his own kids played the sport, he’s happy that property management became his lifetime career. “When you study and become an accountant, you don’t necessarily pick the industry. The industry picks you,” he says. Tom is thrilled to work with Paragon’s close-knit team that is empowered to provide excellence to those they serve in the industry. “There’s a lot of camaraderie here and everyone is excited about all aspects of the company. It’s really inclusive in that regard,” says Tom. Married with three tween- and teen-aged boys, Tom is enjoying the work home he’s building at Paragon Properties, where he can immerse himself in the joy of numbers and accounting. “For me, numbers tell stories,” he says.

Our **TOTAL PACKAGE** team.

Sharisse Myren, Vice President

“My job doesn’t exist without the front-line people doing their jobs well.” It’s a mantra that Sharisse lives by. Sharisse directly oversees two flagship properties comprising 1,248 units and 30 employees. Her dual-role encompasses a global focus as the Yardi point, oversight of Paragon’s guidelines for operations and a dynamic manager training committee. Her highly organized, priority-efficient approach boosts employee morale, and provides a high level of satisfaction to both residents and ownership.

Sharisse graduated magna cum laude with dual degrees in business and international marketing from EMU and she will always be a Huron! With 25 years of experience in property management, Sharisse’s favorite part of property management is working alongside and mentoring the Paragon teams. Her life can be described in one word – busy! Sharisse spends her free time focused on her twin daughters’ athletic and academic endeavors, biking, gardening and volunteering at her church.



Our **TOTAL PACKAGE** team.



Aaron Piotrowski, *Regional Manager*

Sure, we can do that! It's a phrase that Aaron says often—and he means it. Service-oriented and authentic, Aaron puts customer satisfaction at the top of each day's priority list. With five properties in his portfolio, he thrives on the variety his role offers. Skilled in sales, business and customer service, Aaron lives the Paragon mission with a keen eye on excellence. His open-minded attitude means he's always willing and ready to support his properties' teams, and he seeks creative solutions to challenges, large and small. When he's not inspiring his teams to do their best work or leveraging corporate profitability, Aaron enjoys playing golf, spending time outdoors with his family and socializing. "I'm a casual fitness junkie. A gym rat for sure."

Our **TOTAL PACKAGE** team.

Lori Fronimos, *Regional Manager*

Total Package commitment runs deep with Lori, whose motto sings “There is always room for improvement.” With a special focus on fast paced problem solving and motivating her team, Lori works closely with the five communities, 1,274 units, and 40 staff members she oversees. Building a strong team culture through extensive training opportunities, effective feedback, and remarkable financial performance is Lori’s top priority.

A dozen years of industry experience behind her, she connects with her employees to solidify the company’s vision. Two degrees in business administration and interior design both root and raise Lori’s focus to the industry’s many moving parts, keeping her communities fresh and on-trend. Lori is a true influencer.

“My favorite days are when I’m on-site, boosting employee morale and directly impacting the bottom line for my communities by creating positive results – it’s an amazing feeling.”



Our **TOTAL PACKAGE** team.



Tracey Urcheck, *Marketing and Training Director*

Tracey is our marketing and training expert at Paragon Properties. She began her career with our company in 2008 and as a Leasing Consultant and quickly moved up the ranks filling several high-profile managerial positions before joining our Marketing and Training Department in 2015.

She oversees our portfolio's digital foot print, including social media, SEO, reputation management, customer relationship management, business intelligence and overall branding for the company. When she's not out motivating Paragon's teams in the field she's focusing on building a strong foundation by combining customer service best practices and a cutting edge sales training program.

Tracey is the happy face our teams look to for support, skill building, inspiration and, of course, a reviving round of cheerleading now and then.

Our **TOTAL PACKAGE** team.

Bruce Horner, *Regional Facilities Manager*

Bruce carries a tool belt brimming with 18 years of multifamily housing maintenance and management know-how, plus ten years of experience gained from a profit-focused family business. He has built a rock-solid team of contractors for local and remote maintenance projects and draws upon his substantial leadership skills to build partnerships that best serve the ownership and contractors as a team. Budget- and deadline-conscious, Bruce focuses on the process as well as the result, and does what it takes to exceed every goal. Simply put, Bruce gets things done, TOTAL PACKAGE-style.



Our **TOTAL PACKAGE** team.



Tammy Knurek, *Human Resource and Benefit Manager*

The mere fact that Tammy Knurek administers payroll makes her a VIP among staff at Paragon Properties. But that's not the only reason she's so special. A dedicated professional who coordinates benefits enrollment, onboards new hires, and works closely with Regional Managers whenever a challenge arises, Tammy also knows "the face and name of every single person" who works at Paragon Properties--quite a feat for a company of this size. And that in-depth knowledge fuels her passion for the work she does. "I love interacting with employees and being an advocate for them," she says. Tammy also takes inspiration from the top. "Justin Dunckel is a good listener, approachable and gives employees a voice. He allows you to do your job independently and autonomously without micromanagement. I love that about his leadership," she says. In her spare time, Tammy enjoys golfing, bowling, baking, exercising and gardening. But what she loves most of all is spending time with her two grown sons, friends and family.

Our **TOTAL PACKAGE** team.

Marissa Stasa, *Operations Analyst*

Joined Paragon's team four years ago as a Leasing Consultant and quickly moved up the ranks to Executive Property Manager before being named Paragon's Operations Analyst. Having a first-hand experience in the field helps Marissa focus on identifying where improvements can be made in business procedures.

Sitting behind her desk with all of her color-coded files (and pens to match), Marissa plays a key role in supporting the onsite employees through training and troubleshooting any Yardi software technical issues. She works hand in hand with the Vice President (Sharisse) and Marketing and Training Director (Tracey).

"Every day is different, and I love the variety of my job where I'm able to problem solve, improve Paragon's best practice techniques and help our employees and communities be successful."



paragonapartments.com

