

CARROLL<sup>®</sup>

**PROPERTY  
MANAGEMENT:  
OPERATIONS**



# Introduction

Operations at Carroll exist as an amalgamation of varying qualities and processes, a mixture of ingredients that work to unify teams and augment performance. The unique ingredients that power the success of operations include: People, Collaboration, an entrepreneurial spirit, Communication, and Performance. From the fine-tuned systems of teamwork to the competitive edge our ambitious employee mindset affords, Operations at Carroll find success through a medley of factors, each as imperative as the next.

# 01

## People

Acting as our greatest asset, the people we add to the Carroll Family both inside and outside our business keep us on an endless search to find fresh talent and perspectives. This requires all team members to actively search for unique individuals with a dedicated passion towards their career and our company, who are seeking that “opportunity of a lifetime” company to work with. With this standard in mind, we seek individuals that hold to a thread of success in every past endeavor and challenge. While some companies search for the 8’s, 9’s and 10’s to work for their organization, we at Carroll persistently scout the 10’s—the best in the business—to work with us, unwilling to settle in our pursuit of excellence.

# 02

## Collaboration

Our management philosophy of the “Inverted Pyramid” exists because we believe that our employees add value to the organization by harnessing their full capacity. Because of this management philosophy commitment, each support department collaborates with other departments and team members to bring about the most successful result regardless of the challenge. Decisions at Carroll are not often made in a silo but through a collaboration of shared and vetted ideas with a common goal of support and success to help enhance our teams and their performance. Our culture dictates that corporate management and support departments exist to not only ensure the growth and success of our people but also to provide exceptional customer service to our residents as well as exceptional returns to our investors.

# 03

## Entrepreneurialism

Once established, the list of materials and finishes is ready to aut  
The spirit of entrepreneurship surges vigorously through Carroll employees, as we constantly encourage our teams to think like business owners. The true art of operations most often occurs not in the black and white realm of an Operations Manual, but in the real-life situations that arise in the “gray areas.” Successfully operating in these gray areas requires the empowerment of associates to create win/win situations for all stakeholders. At Carroll, we embrace entrepreneurialism by encouraging out-of-the-box thinking and acknowledging and rewarding the process that follows.

# 04

## Communication

Not to be overlooked, the effectiveness of an open, honest, and nimble channel of communication acts as a key ingredient to successful operations. At Carroll, we strive to deliver communication with clarity, professionalism, and positivity, maintaining a welcoming space for new ideas and concepts. Through our wealth of communication systems, we provide timely and pertinent information to our associates, residents, and investors in a frequently occurring timeframe.

# 05

## Performance

Entrusted with the successful performance and results of an investment, the humbling experience of bringing our key ingredients together to produce a positive outcome makes the process more than worthwhile. Our teams drive performance by taking ownership of every asset as if it were their own, each eager to implement new ideas to further fine-tune the recipe for success. Our vision to outperform any market condition holds a firm grip on the reign of our operations, our teams relentless in our pursuit of excellence in all that we do, every asset we touch, every resident we provide a home for, and every investor that has partnered with us.

Though fundamentally sound in value and efficiency, the key ingredients ensuring the success of Carroll's operations continuously evolve with new and ambitious employees offering fresh perspectives and processes as they join the Carroll family. Acting as the recipe for success, the formula of people, collaboration, entrepreneurialism, communication, and performance works to simultaneously maintain and redefine the standard of success in operations, the teams behind these key ingredients acting as the driving force of these triumphs.

# About CARROLL

Carroll is a Private Real Estate Company that combines the infrastructure and abilities of an institutional investor, with a best in class team of real estate operations professionals. This unique combination of skills has allowed Carroll to become a top national real estate owner and operator. Our core focus is to acquire properties that exhibit attractive long-term investment characteristics, and improve the performance of these properties using our talented and passionate professionals.

Carroll has made a conscious effort to become institutional in our execution, reporting, and communications with our clients; while maintaining the mindset of an entrepreneur. We study trends, make quick thoughtful decisions, and continually recruit and hire the brightest minds in the business.

Our investments focus on capital preservation, generation of current cash flow, and the implementation of value creation strategies. This investment philosophy, in our opinion, is what makes our company unique. While we will always be ambitious, Carroll has the ability, and desire, to be patient and wait for the right investment opportunities.



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**CARROLL**

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