

## Property of the Year | Populus Waterside

Populus Waterside is more than an apartment complex; it is a premier community defined by operational perfection, local connection, and a resident-first culture. By blending high-performance standards with a vibrant social heartbeat, it has positioned itself as a "Property of the Year" contender.

---

### Key Performance Pillars

- **Operational Excellence:** The property maintains a 100% inspection score and a 97% Secret Shopper average. Maintenance is a top priority, with work orders consistently resolved in under 24 hours.
  - **Resident Loyalty:** High satisfaction is evidenced by a 60% renewal ratio, proving that residents view the community as a long-term home rather than a temporary stop.
  - **Local Integration:** The team has pioneered "outreach marketing as an art form," maintaining over 40 partnerships with local businesses like Duck Donuts, Five Wits Brewery, and Club Pilates to provide exclusive resident perks.
- 

### The "Heartbeat" of the Community

Populus Waterside excels at fostering a lifestyle of connection. Through weekly events and personalized service, the team focuses on the "human" element of property management—knowing names, celebrating milestones, and creating a welcoming atmosphere.

**The Verdict:** Driven by passion and polished by performance, Populus Waterside represents the gold standard of modern multi-family living by seamlessly integrating luxury amenities with genuine community spirit.