

HIGH-IMPACT GL SAVINGS PLAN

Villas at Turtle Creek (420 Units)

30 / 60 / 90-Day Action Plan with GL Codes

Objective

- Capture high-impact controllable expense savings while maintaining leasing velocity and resident service quality.

1) HIGH-IMPACT GL SAVINGS TARGETS

GL 7530 — Water/Sewer

- Current Annual Spend: ~\$302,400
- Savings Target: 8-12% (\$24,000-\$36,000)
- Lever: leak detection, irrigation controls, usage variance alerts

GL 7525 — ATT Bulk Agreement

- Current Annual Spend: ~\$191,520
- Savings Target: 10-15% (\$19,000-\$29,000)
- Lever: contract rebid/renewal and package optimization

GL 5150 — Advertising

- Current Annual Spend: ~\$96,000
- Savings Target: 20-30% (\$19,000-\$29,000)
- Lever: floorplan-targeted spend, attribution-based channel cuts

GL 7635 — Lawn Care

- Current Annual Spend: ~\$54,000
- Savings Target: 15-25% (\$8,000-\$14,000)
- Lever: route optimization, vendor rebid, seasonal scope tuning

GL 7630 — Landscape & Mulching

- Current Annual Spend: ~\$8,000
- Savings Target: 10-20% (\$800-\$1,600)
- Lever: seasonal scheduling and bundled vendor pricing

GL 7670 — Valet Service

- Current Annual Spend: ~\$50,400
- Savings Target: 30-50% (\$15,000-\$25,000)
- Lever: right-size coverage windows, hybrid service model

GL 6030 — Payroll/Leasing

- Current Annual Spend: ~\$120,636
- Savings Target: 15-25% (\$18,000-\$30,000)
- Lever: AI follow-up, centralized virtual leasing support, no-show reduction

GL 5100 — Management Fee

- Current Annual Spend: ~\$201,586
- Savings Target: ~\$20,000
- Lever: fee restructure from 2.50% to performance-based 2.25% equivalent

Estimated Combined Savings Range

- Conservative: ~\$120,000/year
- Target: ~\$185,000/year
- Aggressive Realistic: ~\$260,000/year

2) 30 / 60 / 90-DAY ACTION PLAN (WITH GL CODES)

DAY 0-30 (DIAGNOSE + QUICK WINS)

1. GL 5150 (Advertising): Launch source-level ROI tracker and pause lowest-performing channels
2. GL 6030 (Leasing Payroll): Deploy AI-first lead response and 24-hour tour SLA
3. GL 7530 (Water/Sewer): Start leak audit and high-usage exception report by building
4. GL 7635/7630 (Lawn/Landscape): Issue rebid RFP and route density review
5. GL 7670 (Valet): Analyze utilization by day/time and draft reduced-window pilot

Deliverable by Day 30

- Signed savings baseline by GL and approved owner matrix

DAY 31-60 (CONTRACT + OPERATING CHANGES)

1. GL 7525 (ATT Bulk): Complete negotiation and select revised package
2. GL 5150 (Advertising): Reallocate budget to converting floor-plan campaigns only
3. GL 7530 (Water/Sewer): Implement irrigation schedule controls + leak remediation actions
4. GL 7635/7630 (Grounds): Award optimized vendor contract(s)
5. GL 7670 (Valet): Launch revised service model and monitor resident-impact metrics

Deliverable by Day 60

- Executed contract changes and first verified monthly savings report

DAY 61-90 (STABILIZE + LOCK IN)

1. GL 6030 (Leasing Payroll): Finalize hybrid staffing model around AI leasing workflows
2. GL 5100 (Management Fee): Finalize fee restructure or performance-credit mechanism
3. GL 7530 (Water/Sewer): Validate 60-day consumption reduction trend
4. GL 5150 (Advertising): Lock quarterly spend caps with KPI thresholds
5. All target GLs: publish rolling 12-month forecast with realized savings run-rate

Deliverable by Day 90

- Executive scorecard with realized annualized savings and NOI uplift bridge

3) VALUE UPLIFT @ 5.5% CAP RATE

Method

- Value Increase = Annual NOI Increase / 0.055
- Assumption: Savings flow through to NOI

Estimated Additional Value

- Conservative Savings (\$120,000):

Value Uplift = \$120,000 / 0.055 = ~\$2,181,818

- Target Savings (\$185,000):

Value Uplift = \$185,000 / 0.055 = ~\$3,363,636

- Aggressive Realistic Savings (\$260,000):

Value Uplift = \$260,000 / 0.055 = ~\$4,727,273

Executive Read

- Every \$100,000 of annual NOI improvement adds about \$1.82M of value at a 5.5% cap.

4) OWNER MATRIX (RECOMMENDED)

- Revenue/Leasing Lead: GL 5150, 6030
- Operations Lead: GL 7530, 7630, 7635, 7670
- Procurement/Contracts Lead: GL 7525, vendor rebids
- Finance/Controller Lead: GL 5100 and savings validation
- Executive Sponsor: final approvals and cadence enforcement

5) KPI SCORECARD (WEEKLY)

- Savings realized by GL (\$)
- Variance vs savings target (%)
- Lead-to-tour conversion (%) and tour-to-lease conversion (%)
- Utility usage per occupied unit
- Vendor SLA compliance
- Resident impact flags (service quality)

6) EXECUTIVE CLOSE

Focus on controllable operating lines first, preserve leasing momentum, and convert savings into durable NOI expansion. Run the plan by GL owner, with weekly visibility and 90-day lock-in.