



## Case Study: Atlantic City, NJ

**Number of Units:** 208

**Type of Residence:** Senior Citizen, HUD Section 202

**Major Achievement:** Achieved 100% occupancy in 8/11/10 and has maintained high occupancy ever since by creating a supportive environment, improving management-resident communication, and creating a sense of community.

A Senior Citizen property located in Atlantic City, NJ has been under the management of the professionals at CRM since June of 2009. Previous to CRM's direction, the property had 17 to 18 vacancies, but, under the direction of Executive Property Manager Monique Strickland, the property achieved 100% occupancy in August of 2010. With the help of an exceptional staff, the property has become a thriving community of individuals excited about their place of living.

Once CRM took over, Monique and her staff remodeled and updated the circa 1961 lobby and created a community room where residents could participate in regularly scheduled events and connect with one another through games and activities. The community room provides residents with a space for workout routines, computers, and a place to celebrate birthdays and gather for parties several times each month. The management even purchased a Wii, giving residents more opportunities to enjoy each others company in the comfort of their own complex.

The community room also serves as an activity center for outside groups and individuals to come and interact with the residents. There are cards, games, puzzles, and arts and crafts once a week. With some outside help, residents also have a neighborhood network center to help them use the internet and connect with loved ones through email.

Even small improvements have made huge differences at the property. Coffee, served fresh every morning in the lobby, helps bring residents together

in a common area to talk and share stories. New additions to outdoor areas and decks have given residents more room to interact, play games, and enjoy all the facilities in their home.

In addition to the physical upgrades, CRM has also helped to improve the working relationship between the Resident Association and the management, giving both the residents and the staff an opportunity to make improvements that benefit everyone.

Monique visits the property regularly to interact with the residents and the on-site staff. The manager has an open-door policy that keeps the office and management accessible to the residents. Not only does this improve overall communication, but it also gives residents access to management personnel and provides them with a sense of ownership of the community.

With improved communication and living spaces, this senior property has a more positive and encouraging atmosphere, resulting in an environment where seniors can thrive. The site has become a winning combination of supportive staff and happy residents.

