

BY THE NUMBERS

5

CITIES\*

\*2023 Goal

30K

Units Under  
Management

3

Current Offices

278

EMPLOYEES

In 3 Geographies



SHAPING THE FUTURE OF PROPERTY MANAGEMENT



## ONE OF OUR CORE VALUES

# GLASSFUL™



We work hard, but this business is hard. So we keep it Glass-ful by working as a team, supporting each other and capturing and solving the things that get hard. The more we solve the better it gets – for us, and our clients. We have a structured approach to improvement that is scalable and translates across multiple business units. And we have tools to lean on that are unique in our industry.



### >> TECHNOLOGY LEADERS

Property Management can seem like an antiquated industry, and it is. That's the opportunity that we've seen from the beginning. We've leveraged best in class platforms, we've developed custom applications and automations, making things less cumbersome, and more productive. We're proving that you can have great service at scale.

We've been doing virtual meetings for years. More productive, more involvement, more on task.

### COMMUNITY ASSOCIATIONS

Our leadership, managers and teams all bring the credentials and work ethic to be successful for their clients. Through technology, training and the resources to become more efficient every day, we're delivering a better product.

### RENTAL MANAGEMENT

For multi-family and single unit properties, we partner with owners to ensure predictable income and happy tenants. From leasing, maintenance and major projects we have the right team and the industry experience to be confident our clients' investments perform.

### MAINTENANCE

We have a remarkable group of trades staff – all under one name – Westward PROS™. From Handyman and HVAC to Plumping, Fire Safety and Exterminating, all operating on the same rules and systems. Everything that's hard about working with an outside vendor becomes much easier. And the service can be much more accurate and personalized based on how we use client data.

### >> TRAINING

We have a unique training plan, that leverages technology, and easy tools to make sure everyone gets up to speed.

### >> VENDORS

We have a close relationship with our vendors based on our size and influence in the industry. Leveraging this provides better service and pricing to our clients. Another example of how scale provides a better product.

### >> COMMUNICATION

It's one of the top three things we focus on. This is the hardest part of the job.

“It always seems impossible. Until it's done.”





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our industry.

## MAKING IT EASIER

Make it easy to take it easy. It's a motto of ours. The easier things are to do, the more productive we can be. This is a guiding principle for how we operate.

## A STRONGER BUSINESS

Customers tell us the most about how to better our product. It's a working relationship, and a work in progress. But when we listen, and leverage our platform, it ensures we continue to get it right and keep happy clients.

We were founded in late 2005, in Chicago's Lakeview neighborhood, with just a few original employees. We're now almost 300!

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What's next? We want to continue our rapid growth and build out our vision by assembling great talent and acquiring new, geographically diverse clients. We can (and will) be the gold-standard in the industry.



OUTER BANKS CAPITAL is the parent company to Westward360 and allows us to easily absorb new companies and talent.

Outer Banks is focused on products and services that create value for Westward360 and its clients, and those products and services that support and enhance the real estate and property management industries.



## CORPORATE HEADQUARTERS

1464 W Webster Ave  
Chicago, IL 60614

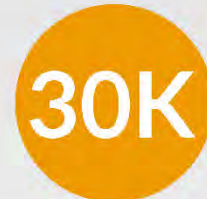
[westward360.com](http://westward360.com)

800-901-5431

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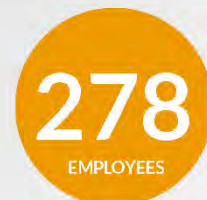
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