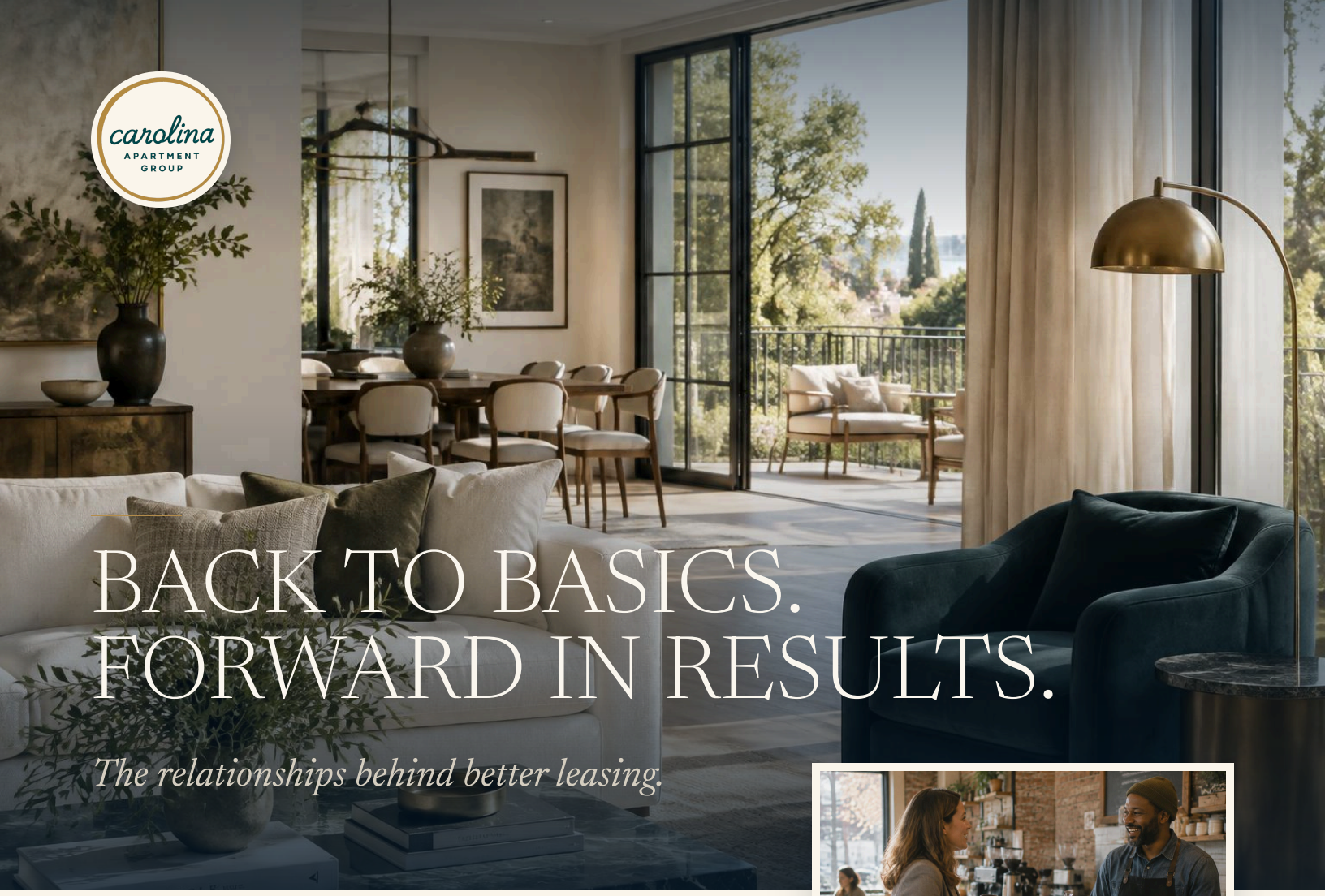
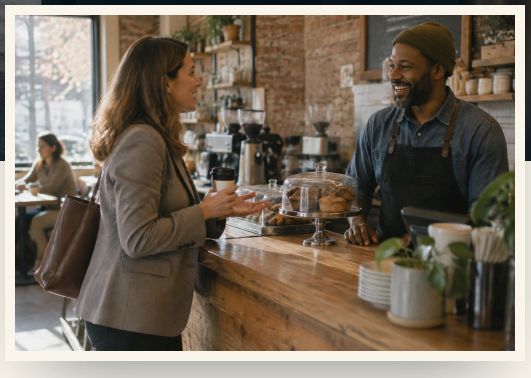


BACK TO BASICS. FORWARD IN RESULTS.

The relationships behind better leasing.



Apartment marketing has changed. The importance of human connection has not.

Carolina Apartment Group is a boutique apartment advisory and hyperlocal outreach firm built on years of hands-on multifamily experience. We believe some of the most valuable leasing opportunities begin with a local employer, a neighborhood business, a trusted introduction, or a simple conversation.

We help owners and property managers turn those everyday connections into consistent, intentional leasing opportunities.

VISIBILITY HELPS. *Connection converts.*

Digital marketing helps people discover a community. Local relationships give them another reason to consider it.

We complement advertising and onsite leasing teams by building local connections busy property teams lack time or resources to maintain.

I.

EXPERIENCED PERSPECTIVE

Grounded in real apartment operations, leasing, marketing, and resident experience.

II.

LOCAL RELATIONSHIPS

Personal outreach to employers, neighborhood businesses, and community organizations.

III.

INTENTIONAL EXECUTION

Consistent activity, thoughtful follow-up, clear communication, and measurable results.



WHAT WE DO & HOW IT WORKS

WE WORK THE MARKET AROUND YOUR PROPERTY.

The best leasing opportunity is not always another advertisement. Sometimes it is a relationship that has not yet been developed.

CAG brings a disciplined, boots-on-the-ground approach to building those relationships and connecting prospective renters with apartment communities.

01 UNDERSTAND

We begin with the community: its leasing position, competitive environment, resident profile, business objectives, and operational priorities.

02 CONNECT

We identify and engage relevant employers, local businesses, workforce organizations, and community partners through personal, neighborhood-level outreach.

03 ACTIVATE

We introduce approved property information, develop referral relationships, and create direct connections to the onsite leasing team.

04 MEASURE

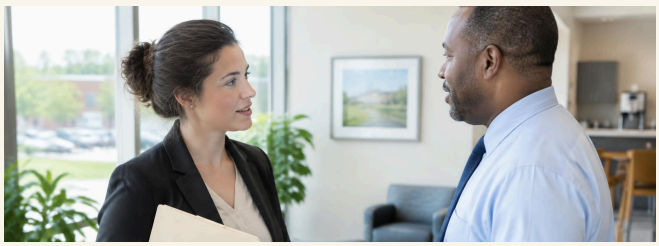
We document outreach activity, maintain relationships, track attributable introductions, and review leasing outcomes with management to refine the strategy.

WHY IT MATTERS

- Expands awareness beyond crowded digital advertising channels.
- Creates a more consistent local source of leasing conversations.
- Strengthens employer and neighborhood relationships.
- Supports lease-up, occupancy, and longer-term leasing objectives.
- Allows onsite teams to focus on tours, applications, resident service, and closing leases.

OUR COMMITMENT

High-touch by design. CAG intentionally serves a limited number of communities within each submarket so our relationships remain personal, relevant, and consistent.



We don't replace your leasing team. We help create more opportunities for them to succeed.

LET'S BUILD SOMETHING LOCAL.

Whether you're launching a new community, working toward stabilization, or strengthening an established property, we'd welcome a conversation.

START A CONVERSATION →