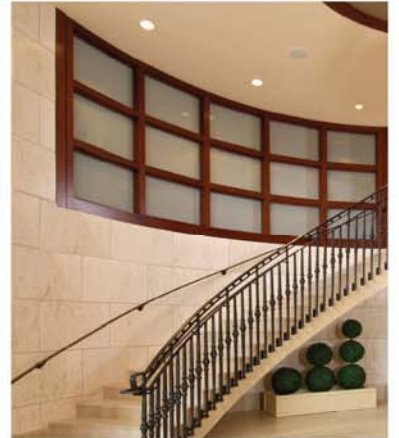


FOUNDED ON VALUES. BUILT ON INTEGRITY.



Voted Nation's Best
MANAGEMENT COMPANY
— BY NAHB® —

ACQUISITIONS

CONSTRUCTION

DEVELOPMENT

HOMEBUILDING

LAND DEVELOPMENT

PROPERTY MANAGEMENT

Marketing Initiatives

- Bozzuto.com
- Mobile Websites
- Text Messaging
- Crisis Communications
- BMC Branded Materials / The Bozzuto Store
- Leasing with iPads
- Future initiatives
- Social Media

Bozzuto.com



Bozzuto.com



APARTMENTS
NEW HOMES
ABOUT US
OUR SERVICES



[CAREERS](#) [CONTACT US](#)

[ACQUISITIONS](#) [CONSTRUCTION](#) [DEVELOPMENT](#) [HOMES](#) [LAND](#) [MANAGEMENT](#)

[Find an Apartment](#)

[View our Homes](#)



IT'S THE IDEA
OF A PLACE.
AND THE PLACE ITSELF.



Founded on Values. Built on Integrity.

**Voted Nation's Best
MANAGEMENT COMPANY**

BY NAHB®

Corporate Digital Brochure



Corporate Digital Brochure



CONCERN for the communities and people we touch.

CREATIVITY in everything we do.

PASSION in our approach to business.

PERFECTION as a goal worth pursuing.

The six integrated companies of The Bozzuto Group cover a broad range of real estate development services. Underlying all these services is the shared vision that we will create communities where people will thrive.

Since our beginnings in 1988, our story has been one of hard work and commitment. The result is a solid reputation for delivering as promised and standing behind the quality of our work. The single word we live by is "integrity." It defines how we operate. It guides every decision. And it is the foundation of our good name.

For more than 30 years, we've been driven by the belief that every person deserves to live in quality housing. And we are committed to providing that opportunity with everything from luxury homes and apartments to affordable housing.

We've put the Bozzuto name on more than 50,000 homes and apartments. And we would be proud to live in any one of them ourselves.



**Voted Nation's Best
MANAGEMENT COMPANY**
BY NAHB®

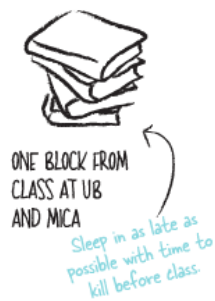
The Fitzgerald Digital Brochure



The Fitzgerald Digital Brochure

WELCOME TO CENTER STAGE.

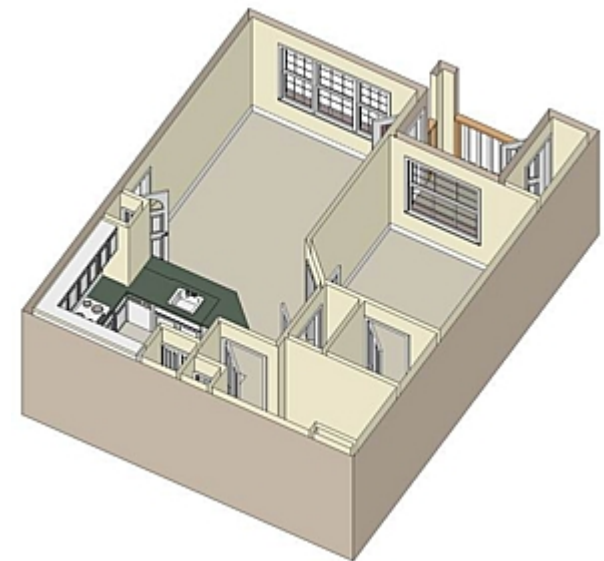
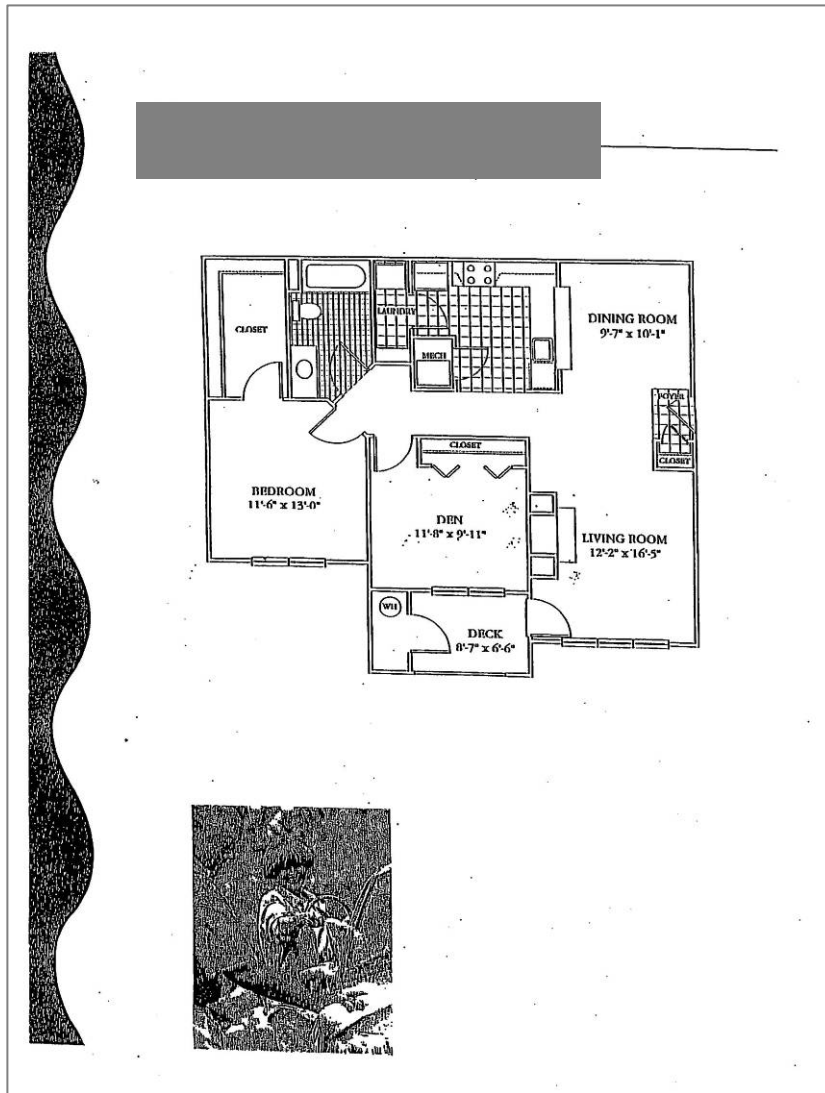
THE PERFECT PLACE FOR PEOPLE WATCHING—FROM BIG THINKERS TO WHIMSICAL CREATIVES, THE FITZGERALD LIVES AT THE INTERSECTION WHERE ALL THEIR PATHS CROSS. EXPLORE THIS BALTIMORE RENAISSANCE NEIGHBORHOOD OR DRAW INSPIRATION FROM THE BUILDING ITSELF.



When the muses demand a mocha or a magazine, we've got you covered.



Bozzuto.com—Floor Plans



- What you need to review
 - Messaging
 - Photography
 - Floor plans



Mobile Websites



[01. Visuals](#)[02. Neighborhood](#)[03. Floor Plans](#)[04. Features](#)[05. Contact](#)[06. Resident Services](#)[▶ LEASING CENTER NOW OPEN
CALL TODAY TO SCHEDULE A PERSONAL TOUR](#)

V14: ALL VIEW EVER WANTED

From a rise on 14th Street, View 14 looks out on the Capital City offering stunning scenery from every home, validating the building's name. But the views are just the beginning. Touting private balconies and rooftop terraces, fine flooring, sleek lighting, granite, stainless steel, porcelain and outstanding resident services and amenities, View 14 is all you ever wanted in an upscale apartment home.

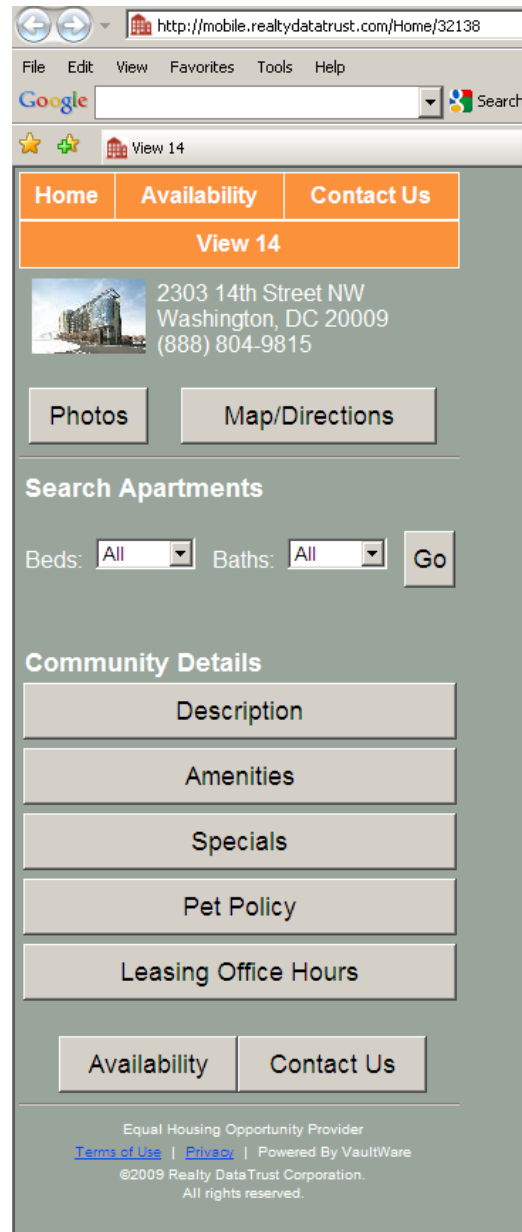
SIGN-UP NOW

Learn About Our Current Specials
Save Up to \$3000*



VIEW
14

Vaultware mobile sites



Mobile websites

- What we need from you
 - Review results if you have a current site
 - You may wish to budget for mobile site if you don't currently have a site



Text Messaging



Crisis Communications



Crisis Communications

Emergency Contact Numbers

Property Manager: _____

OFFICE: _____ MOBILE: _____ HOME: _____

Service Manager: _____

OFFICE: _____ MOBILE: _____ HOME: _____

Todd Jarrett Regional Portfolio Manager

OFFICE: 301-623-1592 MOBILE: 240-565-4770

Chad Cooley Senior Vice President

OFFICE: 301-446-2269 MOBILE: 301-785-5816

Lauren McDonald Manager of Corporate Communications

OFFICE: 301-623-1579 MOBILE: 240-429-8051

Emergency Procedures Guide



The following constitutes an emergency:

1. Murder/Death/Assault/Rape
2. Fire/Flooding
3. Terrorist Threat/Bomb Threat
4. Extreme Weather/Hurricanes/Tornados
5. Pandemic Threat
6. Building Evacuations

The following procedures must be followed:

1. **First Response:** Take immediate action to restore safety, protect employees and the public, limit damage and restore operations.
2. **Notify Appropriate Individuals:** Contact your RPM. He/she will contact the SVP, the owner and all other necessary parties. If you are not able to

reach your RPM immediately, please contact your SVP and the Manager of Corporate Communications directly.

3. **Media Relations:** If media representatives are present, take action to keep them off the site and away from emergency, rescue or investigation operations. Do not talk to the media without the prior approval of the Manager of Corporate Communications or a SVP. Respond to any media inquiries with, "Let me give you the contact information for someone who can help you," and direct them to call the Manager of Corporate Communications.
4. **Communications:** All written communications to residents must be approved by the Manager of Corporate Communications, SVP and legal counsel prior to distribution.



**Voted Nation's Best
MANAGEMENT COMPANY**
BY NAHB®

Crisis Communications

1. First Response

- Take immediate action to restore safety, protect employees and the public, limit damage and restore operations. *(obviously...you already know this!)*

2. Notify Appropriate Individuals

- Contact your Regional Portfolio Manager. He/she will contact the SVP, owner and other necessary parties, allowing you to focus on the situation. *(obviously...you already know this!)*
- If you are not able to reach your RPM immediately, please contact your SVP and me directly.



Crisis Communications

3. Media Relations

- If media representatives are present, take action to keep them off the site and away from emergency, rescue or investigation operations.
- Our communities are private property, and thus we have every right to respectfully ask them to leave the premises.



Crisis Communications

- If a reporter calls or shows up:
 - “I’m afraid I’m not authorized to work with the press, so let me give you our PR manager’s contact information. She will be able to help you.”
 - “It’s our company policy that all media inquiries go through our PR manager. May I take down your info and have her give you a call?”
 - Do not give “no comment” as a response (it means “guilty as charged”).



Crisis Communications

- If the reporter would like you to take down their information, remember that everything you say is on the record, even if it's "off the record."
- Ask questions and take notes.
 - Who's calling? Get the reporter's phone number and email.
 - What publication or station?
 - What's the story about?
 - What information is needed?
 - What is their deadline?
- Then email or call me with the information.



The Bozzuto Store

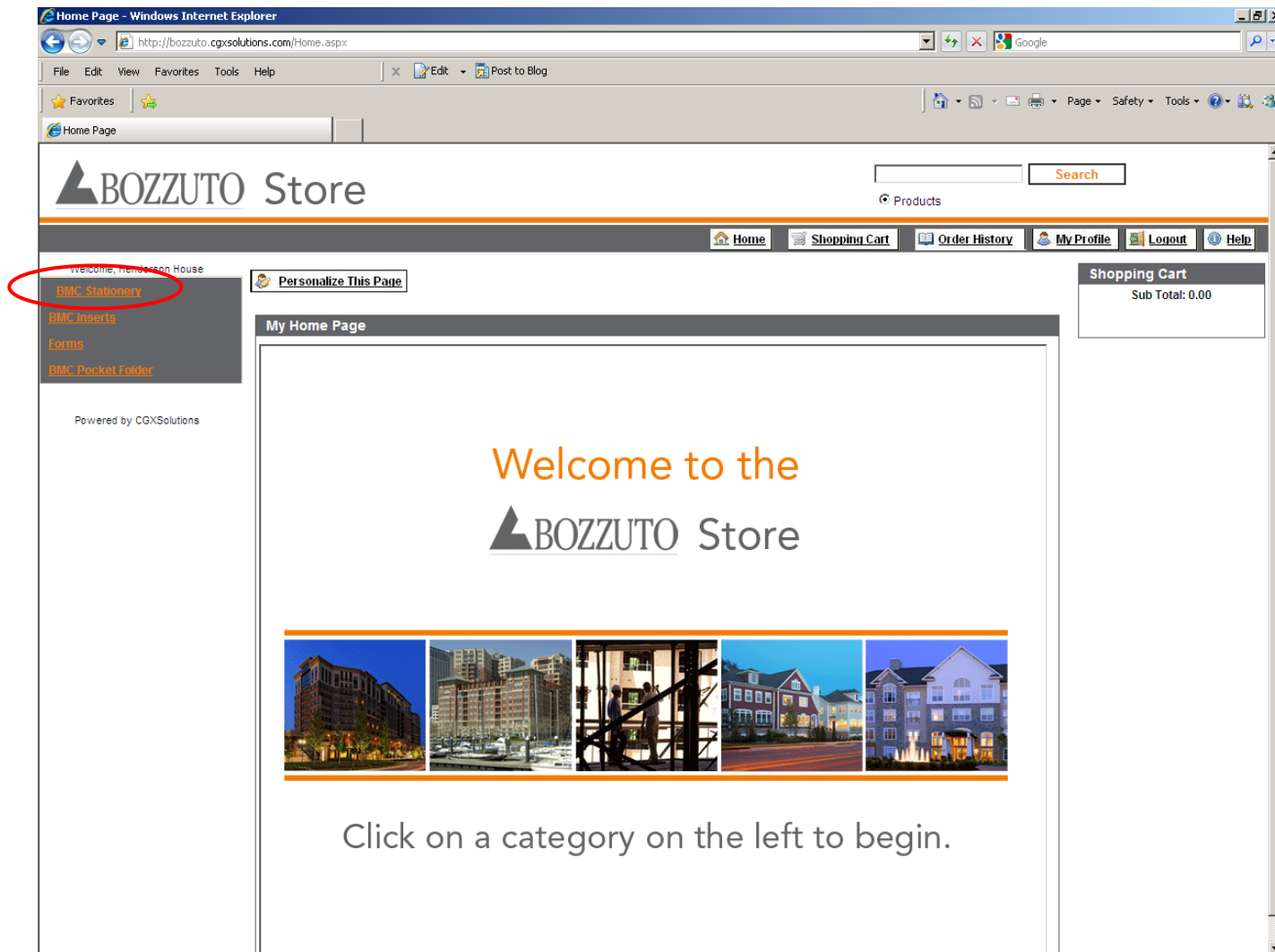


The Bozzuto Store

- What's on the store now?
- What's coming in the future?



The Bozzuto Store – Business Cards



The Bozzuto Store – Business Cards

Product Catalog - Windows Internet Explorer

http://bozzuto.cgxsolutions.com/Catalog/ProductCatalog.aspx?collection=4147

File Edit View Favorites Tools Help

Product Catalog

BOZZUTO Store

Search

Products

Home Shopping Cart Order History My Profile Logout Help




Welcome, Henderson House

[BMC Stationery](#)
[BMC Inserts](#)
[Forms](#)
[BMC Pocket Folder](#)

Powered by CGXSolutions

BMC Stationery

The products that match your search criteria are listed below.

Thumbnail	Product Name	Description	Pricing														
	BMC Business Card	To be used as business cards for properties using the BMC-branded collateral (brochure/folders with inserts).	<table><thead><tr><th>Quantity</th><th>Price</th></tr></thead><tbody><tr><td>500</td><td>\$30.00</td></tr></tbody></table>	Quantity	Price	500	\$30.00										
Quantity	Price																
500	\$30.00																
	Letterhead/Floor Plan Paper - Henderson House	To be used as letterhead and floor plan paper for properties using the BMC-branded collateral (brochure/folders with inserts).	<table><thead><tr><th>Quantity</th><th>Price</th></tr></thead><tbody><tr><td>500</td><td>\$332.00</td></tr><tr><td>1000</td><td>\$338.00</td></tr><tr><td>1500</td><td>\$345.00</td></tr><tr><td>2500</td><td>\$407.00</td></tr><tr><td>5000</td><td>\$490.00</td></tr><tr><td>10000</td><td>\$703.00</td></tr></tbody></table>	Quantity	Price	500	\$332.00	1000	\$338.00	1500	\$345.00	2500	\$407.00	5000	\$490.00	10000	\$703.00
Quantity	Price																
500	\$332.00																
1000	\$338.00																
1500	\$345.00																
2500	\$407.00																
5000	\$490.00																
10000	\$703.00																
	#10 Envelope - Henderson House	To be used as envelopes for properties using the BMC-branded collateral (brochure/folders with inserts).	<table><thead><tr><th>Quantity</th><th>Price</th></tr></thead><tbody><tr><td>500</td><td>\$338.00</td></tr><tr><td>1000</td><td>\$399.00</td></tr><tr><td>2000</td><td>\$521.00</td></tr><tr><td>3000</td><td>\$631.00</td></tr><tr><td>4000</td><td>\$727.00</td></tr><tr><td>5000</td><td>\$823.00</td></tr></tbody></table>	Quantity	Price	500	\$338.00	1000	\$399.00	2000	\$521.00	3000	\$631.00	4000	\$727.00	5000	\$823.00
Quantity	Price																
500	\$338.00																
1000	\$399.00																
2000	\$521.00																
3000	\$631.00																
4000	\$727.00																
5000	\$823.00																

Shopping Cart

Sub Total: 0.00



The Bozzuto Store – Business Cards

The screenshot shows a Windows Internet Explorer browser window displaying the Bozzuto Store website. The address bar shows the URL: <http://bozzuto.cgxsolutions.com/Catalog/ProductDetails.aspx?productid=77170>. The page features the Bozzuto Store logo and a navigation bar with links: Home, Shopping Cart, Order History, My Profile, Logout, and Help. A sidebar on the left lists categories: BMC Stationery, BMC Inserts, Forms, and BMC Pocket Folder. The main content area displays the 'BMC Business Card' product, specifically the 'MetroPointe' version. It includes a form for personalization with a dropdown menu set to '500', a table showing the quantity and price, and a 'Personalize' button circled in red. A shopping cart summary on the right shows a sub-total of 0.00.

Product Details - Windows Internet Explorer

http://bozzuto.cgxsolutions.com/Catalog/ProductDetails.aspx?productid=77170

File Edit View Favorites Tools Help

Product Details

BOZZUTO Store

Search

Products

Welcome, Henderson House

BMC Business Card

MetroPointe

To be used as business cards for properties using the BMC-branded collateral (brochure/folders with inserts).

Your Name | Your Title

Your Address
City, ST 12345
P 123-456-7890
yourname@bozzuto.com

Powered by CGXSolutions

This product should be customized before it is ordered. Please click the "Personalize" button below and create a new entry to enter your property-specific information.
[Click to Enlarge](#)

500

Quantity	Price
500	\$30.00

Personalize

Shopping Cart
Sub Total: 0.00



The Bozzuto Store – Business Cards

Versionable Product Detail - Windows Internet Explorer

http://bozzuto.cgxsolutions.com/Catalog/VersionableProductDetails.aspx

File Edit View Favorites Tools Help

Versionable Product Detail

BOZZUTO Store

Search

Products

Home Shopping Cart Order History My Profile Logout Help

Welcome, Henderson House

[BMC Stationery](#)
[BMC Inserts](#)
[Forms](#)
[BMC Pocket Folder](#)

BMC Business Card

MetroPointe

To be used as business cards for properties using the BMC-branded collateral (brochure/folders with inserts).

Your Name | Your Title

Your Address
City, ST 12345
P. 123.456.7890
yourname@bozzuto.com

Powered by CGXSolutions

This product should be customized before it is ordered. Please click the "Personalize" button below and create a new entry to enter your property-specific information.
[Click to Enlarge](#)

Versionable Product Details

Products with variable data (name, phone number, etc.) use entries to store the information you enter. Multiple versions of a product are saved with different entry names. Entries can then be retrieved at a later time for modification or reorder.

Matt Cabaniss - SSA Business Cards

Save

Shopping Cart
Sub Total: 0.00



The Bozzuto Store – Business Cards

Versionable Product Detail – Windows Internet Explorer

http://bozzuto.cgxsolutions.com/Catalog/VersionableProductDetails.aspx

File Edit View Favorites Tools Help

Versionable Product Detail

BOZZUTO Store

Search

Products

Home Shopping Cart Order History My Profile Logout Help

Welcome, Henderson House

Add To Cart Proof Save New Delete Check Spelling Insert Special Save as Defaults

BMC Business Card

MetroPointe

Your Name | Your Title

Your Address
City: ST 12345
P: 123.456.7890
yourname@bozzuto.com

Powered by CGXSolutions

Shopping Cart

Sub Total: 0.00

Versionable Product Details

Matt Cabaniss - SSA Business Cards or New Entry Save As ...

Property Email: HendersonHouseApartments.com

Community: Henderson House

Name: Matt Cabaniss

Title: Sales & Service Associate

Address1: 101 East Mount Royal Avenue

Address2:

City, State Zip: Baltimore MD 21202

Phone: 410.659.5810

Fax: 410.659.5174

Email: mcabaniss@bozzuto.com

Next Step: Proof



The Bozzuto Store – Business Cards

The screenshot displays the Bozzuto Store website in a Windows Internet Explorer browser. The main content area shows a business card proof for "Henderson House". The card features the name "Matt Cabaniss | Sales & Service Associate" and contact information: "101 East Mount Royal Avenue, Baltimore, MD 21202, P. 410.659.5810 | F. 410.659.5174, mcabaniss@bozzuto.com". A red circle highlights a message: "If your proof does not appear below, please click [here](#) to view it. After proofing product, please close window to continue ordering." The website also includes a sidebar with navigation links like "BMC Stationery", "BMC Inserts", "Forms", and "BMC Pocket Folder". A shopping cart on the right shows a "Sub Total: 0.00".



The Bozzuto Store – Business Cards

Versionable Product Detail - Windows Internet Explorer

http://bozzuto.cgxsolutions.com/Catalog/VersionableProductDetails.aspx

File Edit View Favorites Tools Help

Versionable Product Detail

BOZZUTO Store

Search

Products

Home Shopping Cart Order History My Profile Logout Help

Welcome, Henderson House

[Add To Cart](#) [Print](#) [Save](#) [New](#) [Delete](#) [Check Spelling](#) [Insert Special](#) [Save as Defaults](#)

BMC Stationery
BMC Inserts
Forms
BMC Pocket Folder

BMC Business Card

MetroPointe

To be used as business cards for properties using the BMC-branded collateral (brochure/folders with inserts).

Your Name | Your Title

Your Address
City, ST ZIP+4:
P: 123.456.7890
yourname@bozzuto.com

Powered by CGXSolutions

Versionable Product Details

Matt Cabaniss - SSA Business Cards or [New Entry](#) [Save As ...](#)

Property Email:

Community:

Name:

Title:

Address1:

Address2:

City, State Zip:

Phone:

Fax:

Email:

Next Step: [Add To Cart](#)

Shopping Cart

Sub Total: 0.00



The Bozzuto Store – Business Cards

Shopping Cart - Windows Internet Explorer

http://bozzuto.cgxsolutions.com/ShoppingCart/ShoppingCart.aspx

File Edit View Favorites Tools Help

Shopping Cart

BOZZUTO Store

Search

Products Entries

Home Shopping Cart Order History My Profile Logout Help

Welcome, Henderson House

[BMC Stationery](#)
[BMC Inserts](#)
[Forms](#)
[BMC Pocket Folder](#)

Powered by CGXSolutions

Shopping Cart

Update quantities as desired, then proceed to checkout. Click Product Code to see a thumbnail or click an Entry Name from the second column to view a proof.

Remove	Product Name	Entry Name	Qty	Pricing
<input type="checkbox"/>	BMC Business Card Bozzuto Management – Business Cards	Matt Cabaniss - SSA Business Cards	500	\$30.00
Total:				\$30.00

[Update](#) | [Remove All](#)

Checkout

[Checkout](#)



BMC Branded Materials



BMC Branded Materials


- BMC branding
- Custom branding
- Branding concept applies to all marketing pieces and efforts should be made wherever possible.



BMC Branded Collateral Package




BMC Branded Collateral Package



All the Elements of Great Living

Arbors
AT ARUNDELPRESERVE



Brought together in one place for you.

Start with a massive stone clubhouse. Add a splash of perfect water in the oversized pool. A spacious airy new apartment. Premier level service. A run through the woods and short one minute drive to Arundel Mills. And a central location between Washington, DC and Baltimore. Everything is within reach: work, play, shopping and services, trains and planes, major thoroughfares and world class cities. Close to everything. And a haven from it all. Water. Stone. Wood. Air. Fire. Light. Brought together for a lifestyle of perfect chemistry. Created to address the human element. You.






AMENITIES

- Stunning smart style clubhouse with massive stone fireplace
- Expansive fitness center with cardio theater
- Pub room with billiards, shuffleboard and wide screen television
- Theater room with 60" screen
- Business center & conference room with WiFi
- Oversized swimming pool with sandbar
- Outdoor grills and open firepit
- Pet friendly community

NEIGHBORHOOD

Arbors at Arundel Preserve is a stone's throw from the Baltimore Washington Parkway (295), making the community incredibly accessible to everything in the DC/Baltimore metro area. And, to make life even easier, right around the corner, Arundel Mills shopping and entertainment district is a short every day with vibrant happy hours, welcoming restaurants, shopping and the silver screen.

FEATURES

- Mid rise and garden style 1-, 2-, and 3-bedroom apartment homes with optional kits and dens
- Elevator building with direct access garage
- Designer kitchens: maple cabinets, Whirlpool appliances, upgraded finishes, etc.
- Dramatic windows and spacious walk-in closets
- Balconies and gas fireplaces*
- Washer and dryer in every apartment
- Garage structure and private garages available

Arbors
AT ARUNDELPRESERVE

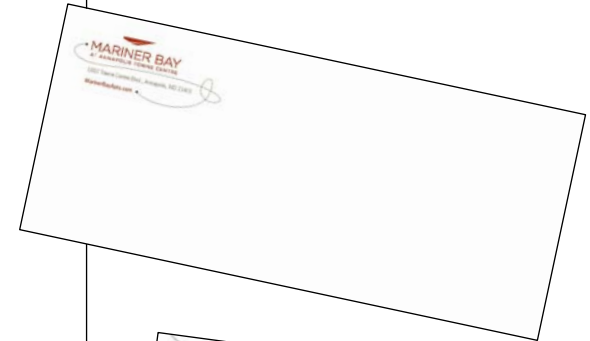
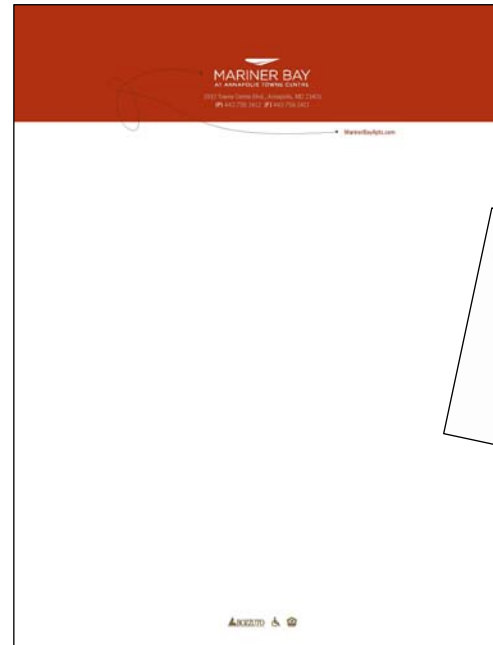
*In select apartment homes



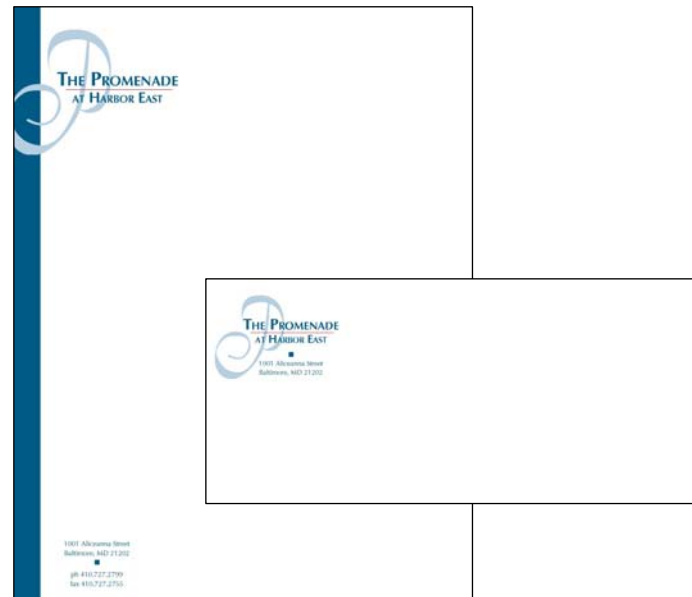
2109 Piney Branch Circle | Hanover, MD 21076 | ArborsArundel.com
ArborsArundel@bozzuto.com | P. 410.379.5305 | F. 410.379.5308



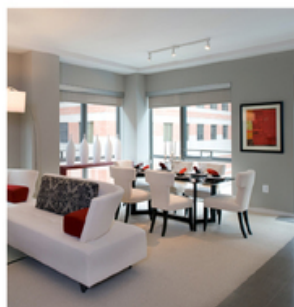

Property Branded Materials



Mixed Branding – What to Avoid



WestEnd25



WestEnd25

✓ Following

Lists

Settings

Restaurant week is upon us- offering delicious options just blocks away! Check out Sushi-Ko, 1789, or Hook among... <http://fb.me/4bW636r>

about 21 hours ago from Facebook

A nickel for your thoughts? RT @nbclocaldc: A must-read for DC shoppers: Your guide to the 5 cent bag fee: <http://ow.ly/Ugu0> #dc

9:15 AM Jan 8th from HootSuite

Already?! RT @DistrictEats: Restaurants with extended Restaurant Week deals, some have already started! <http://bit.ly/7u5CXn>

9:27 AM Jan 7th from HootSuite

DistrictInsider BREAKING: Accused Holocaust museum shooter James Von Brunn has died in a prison hospital:

<http://bit.ly/7OyIKv> | via @wusa9 #dc

11:49 AM Jan 6th from web

Retweeted by WestEnd25

If you missed the "Young Frankenstein" matinee today at @KenCen, make sure to catch the performance at 7:30 tonight! <http://ow.ly/TpMJ> #dc

11:51 AM Jan 6th from HootSuite

RT @DistrictInsider #DC Restaurant Week: Just 1 week away! LOTS OF NEW MENUS ADDED + promo extensions:

<http://ow.ly/T1K9> | via @ldshap00

10:18 AM Jan 5th from HootSuite

RT @DistrictInsider @ESPNZoneDC Join us at 7 pm on

Name West End 25

Location Washington DC,
20037

Web <http://www.westen...>

Bio Live in the new luxury West End 25 Apartments, where splendor & convenience merge to create a fresh, one-of-a-kind experience. Located at 1255 25th St NW in DC.

89

following

58

followers

2

listed

Tweets

102

Favorites

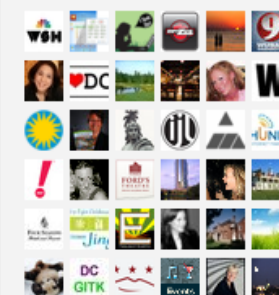
Actions

message WestEnd25


block WestEnd25

report for spam

Following



View all...

 RSS feed of WestEnd25's tweets

**MOBILE
APPS**

**RICH
MEDIA**

**BRAND
PARTNERS**

SEM

**SOCIAL
MEDIA**

**U-
FOLLOW-
UP**

**BRAND
STANDARDS**

