

CASE STUDY

Couch 9 - Portland



Barsala helps buildings create income on otherwise vacant units. We turn negative cash flow (for example, the carry cost on vacant units) into positive cash flow. This boosts overall NOI during lease up significantly.



We partnered with Couch9 when they opened in Portland a couple years ago and have helped them maximize their revenue. We managed 26 of their units and helped them earn \$1,350,000 in annual revenue. You can see view detailed charts on the following page about how much revenue they were able to bring in per unit.

"The positive added income from the revenue share has been a great experience with Barasla. This opportunity is a "WIN WIN" for everyone who is involved. This partnership has been an incredible adventure that has exceeded expectations at the property level and with ownership."

– Holly Johannessen / Senior Property Manager in Portland, OR



BARSA LA

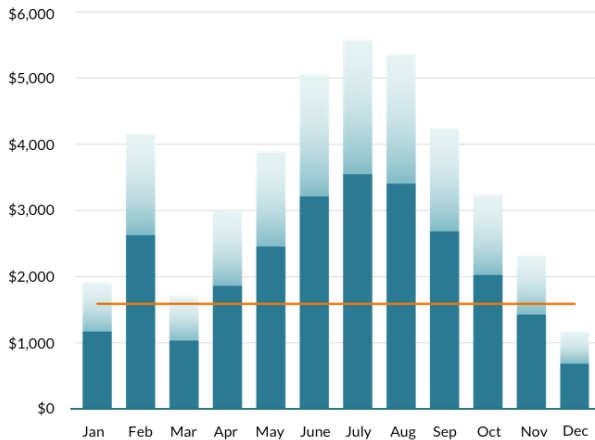
CASE STUDY

Couch 9



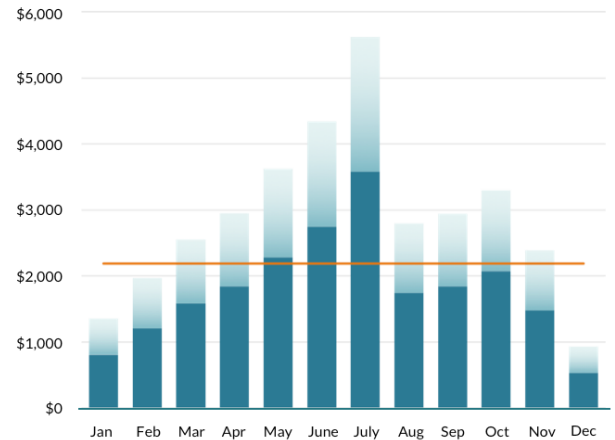
Vacant Studio Units

Results: 137% of market on average



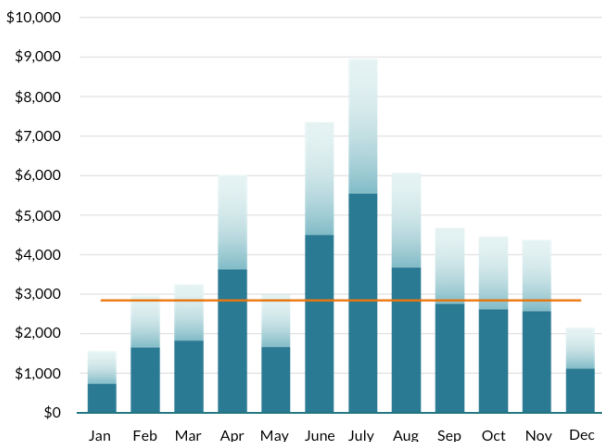
Vacant 1-Bedroom Units

Results: 83% of market on average



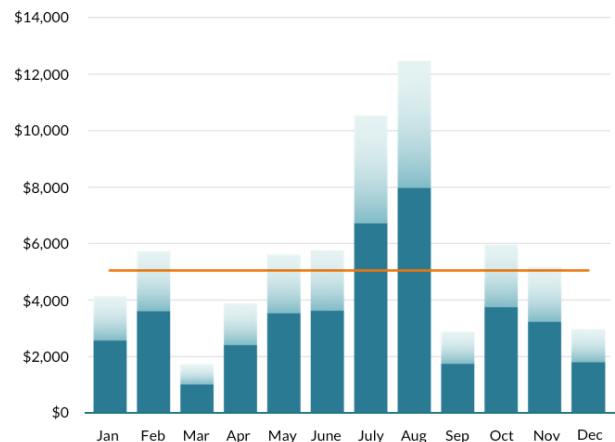
Vacant 2-Bedroom Units

Results: 95% of market on average



Vacant 3-Bedroom Units

Results: 69% of market on average



— = Average market rent
 = Owner revenue
 = Barsala revenue

Owner Revenue = 65% of gross revenue less furniture rental expense.
 Barsala revenue = 35% of gross revenue.