

*Lifestyle*  
by CORE

**LET'S GET THIS  
PARTNERSHIP  
STARTED.**





# CORE SPACES IS A PREMIER STUDENT HOUSING BRAND

Core Spaces acquires, develops, and manages the best real estate in educational markets. We bring together progressive design and exceptional resident service to create the lifestyle and community that help people live their best.



## ACQUIRE

We create value in fatigued properties through creative planning, physical renovation, and professional management.

## DEVELOP

We design and build the best real estate in educational markets, from apartments to mixed-use developments.

## MANAGE

We consistently lead the industry in property, long-term tenant satisfaction, and asset performance.



# OUR BRANDS

Each of our brands target a specific style, market, and identity.



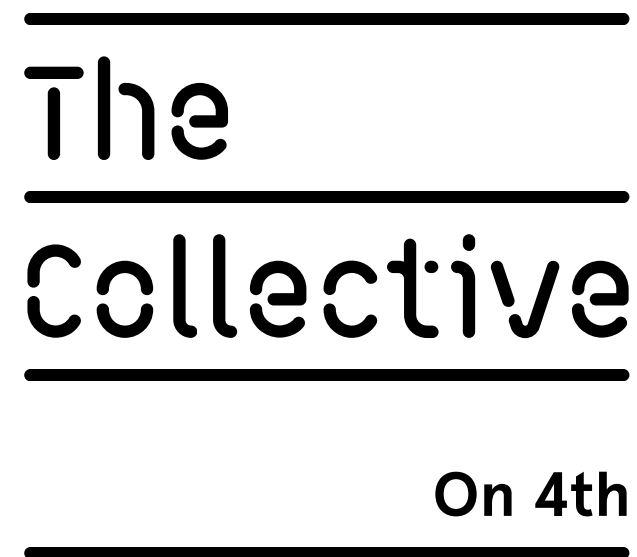
Hub is our flagship brand meant for college students. Hub Lifestyle is one of Hub’s strongest assets.



ōLiv debuted in 2019. This brand is meant to be the graduate of Hub for young professionals or grad students.



State is made up of renovated properties. Found in college markets nearby universities for students.



Collective debuted in 2019. This brand is meant for young professionals or grad students.



Our newest Heritage brand is how we classify acquisitions. This brand is for properties found near universities that are being fully-renovated.



We didn't build it, but we wish we did. The Rive properties are Hub-like acquisitions and centrally located to top-tier institutions.

# OUR HISTORY



## 2018

Lifestyle begins with 3 properties by hiring an Event Planner at Hub Columbia, Orlando, and Tuscaloosa

## 2019

Lifestyle expands to East Lansing, Lexington, Tucson, and West Lafayette and launches an app platform

## 2020

Lifestyle expands to expands to 11 markets and launches a website platform

## 2021

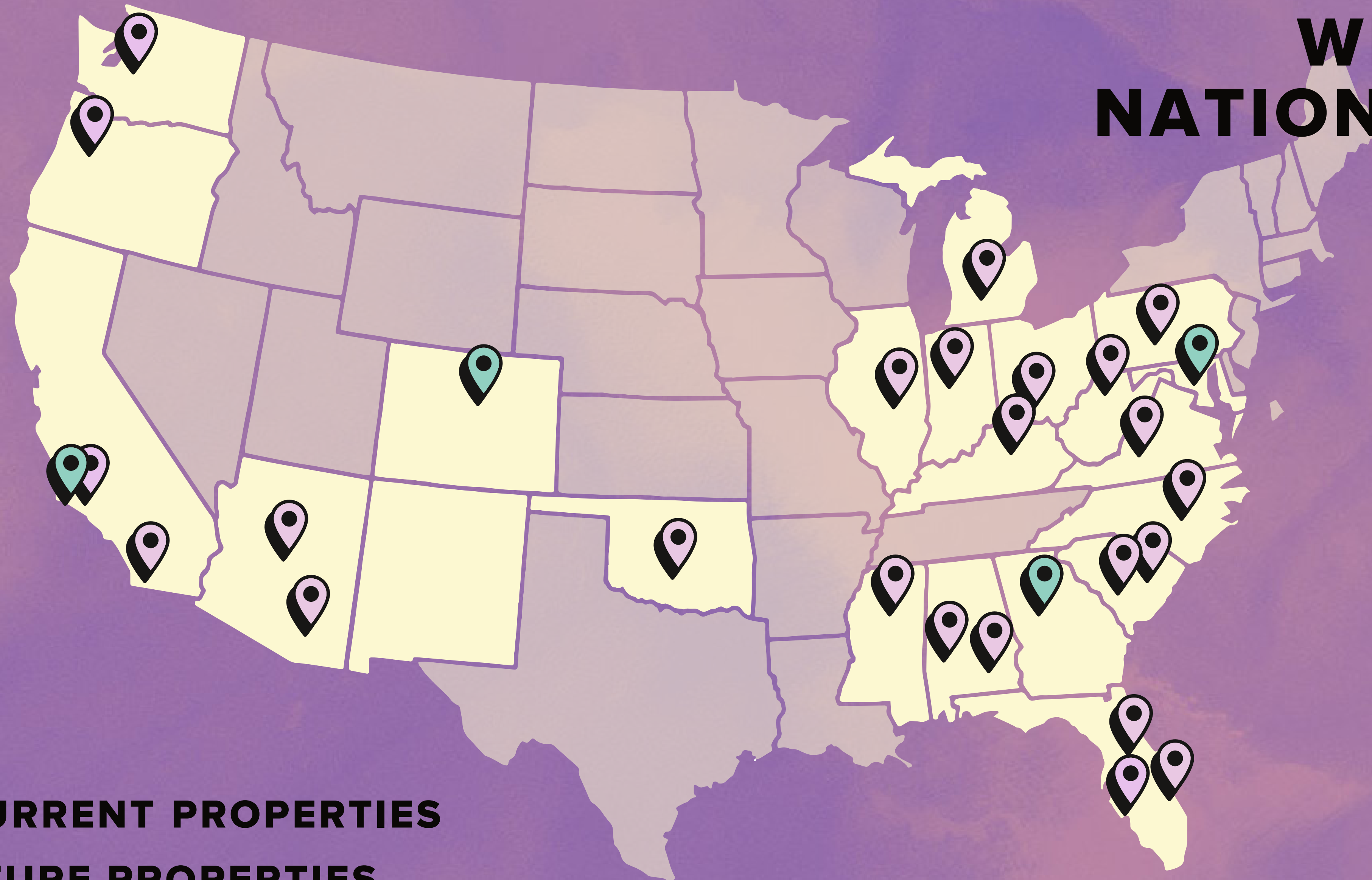
Lifestyle grows to 19 properties and begins portfolio wide expansion to other Core Brands such as oLiv, State, and Collective

## 2022

Lifestyle grows to 45 properties and adapts portfolio wide expansion of Lifestyle by Core



# WE ARE NATIONWIDE



 **45 CURRENT PROPERTIES**

 **4 FUTURE PROPERTIES**



PROPERTY	BEDS	CITY, STATE	UNIVERSITY
42 NORTH	420	TAMPA, FL	UNIVERSITY OF FLORIDA
BLVD 63	1379	SAN DIEGO, CA	SAN DIEGO STATE UNIVERSITY
COLLECTIVE ON 4TH	569	PORLAND, OR	PORTLAND STATE UNIVERSITY
HUB GAINESVILLE 3RD AVE	661	GAINESVILLE, FL	UNIVERSITY OF FLORIDA
HUB ATLANTA	763	ATLANTA, GA	GEORGIA SOUTHERN UNIVERSITY
HUB BLACKSBURG	1530	BLACKSBURG, VA	VIRGINIA TECH
HUB CHAMPAIGN	567	CHAMPAIGN, IL	UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
HUB COLLEGE PARK	475	COLLEGE PARK, MD	UNIVERSITY OF MARYLAND
HUB COLUMBIA	847	COLUMBIA, SC	UNIVERSITY OF SOUTH CAROLINA
HUB EAST LANSING	585	EAT LANSING, MI	MICHIGAN STATE UNIVERSITY
HUB LA COLISEUM	305	LOS ANGELES, CA	UNIVERSITY OF SOUTHERN CALIFORNIA
HUB LA FIGUEROA	577	LOS ANGELES, CA	UNIVERSITY OF SOUTHERN CALIFORNIA
HUB LEXINGTON	492	LEXINGTON, KY	UNIVERSITY OF KENTUCKY
HUB LIMESTONE	566	LEXINGTON, KY	UNIVERSITY OF KENTUCKY
HUB ORLANDO	745	ORLANDO, FL	UNIVERSITY OF CENTRAL FLORIDA
HUB PARK AVE	478	TUCSON, AZ	UNIVERSITY OF ARIZONA
HUB SPEEDWAY	186	TUCSON, AZ	UNIVERSITY OF ARIZONA
HUB STATE STREET	608	WEST LAFAYETTE, IN	PURDUE UNIVERSITY
HUB TAMPA	810	TAMPA, FL	UNIVERSITY OF SOUTH FLORIDA
HUB TUSCALOOSA	481	TUSCALOOSA, AL	UNIVERSITY OF ALABAMA
HUB GAINESVILLE UNIVERSITY	414	GAINESVILLE, FL	UNIVERSITY OF FLORIDA
NEWBERRY / THE RIVE	626	ATHENS, GA	UNIVERSITY OF GEORGIA
OLIV AUBURN	930	AUBURN, AL	AUBURN UNIVERSITY
OLIV BOULDER	384	BOULDER, CO	UNIVERSITY OF COLORADO
OLIV SEATTLE	584	SEATTLE, WA	UNIVERSITY OF WASHINGTON
OLIV TEMPE	464	TEMPE, AZ	ARIZONA STATE UNIVERSITY
OLIV TUCSON	605	TUCSON, AZ	UNIVERSITY OF ARIZONA
PARK HILL	289	STATE COLLEGE, PA	PENNSYLVANIA STATE UNIVERSITY
PARKSIDE	365	COLLEGE PARK, MD	UNIVERSITY OD MARYLAND
PRIDE COURT	79	TUSCALOOSA, AL	UNIVERSITY OF ALABAMA
THE PIER	1417	CLEMSON, SC	CLEMSON UNIVERSITY
STANHOPE	822	RALEIGH, NC	NORTH CAROLINA STATE UNIVERSITY
STATE BLOOMINGTON	468	BLOOMINGTON, IN	INDIANA UNIVERSITY
STATE MORGANTOWN	420	MORGANTOWN, WV	WEST VIRGINIA UNIVERSITY
STATE TUSCALOOSA	174	TUSCALOOSA, AL	UNIVERSITY OF ALABAMA
THE CANYON	746	STATE COLLEGE, PA	PENNSYLVANIA STATE UNIVERSITY
THE VERGE	495	CINCINNATI, OH	UNIVERSITY OF CINCINNATI
ULAKE	401	TAMPA, FL	UNIVERSITY OF FLORIDA

# DEMOGRAPHICS

## AGE

AVERAGE AGE	19.87
19 YEAR OLDS	39.57%
20 YEAR OLDS	25.49%
21 YEAR OLDS	13.69%
22 YEAR OLDS	4.49%

## GEO ORIGIN

INTERNATIONAL	4.47%
IN STATE	53.68%
OUT OF STATE	42.90%

## GENDER

FEMALE	57.53%
MALE	42.47%

# TOTAL BEDS

## 22,727







## HOSPITALITY

We make every resident feel welcome to have fun, grow as individuals, and build relationships that last a lifetime.

## WELLNESS

We help residents manage the stress of college so they can be their best in class and beyond.

## DEVELOPMENT

We inspire residents to develop new skills, build their network, and jumpstart their careers.

## COMMUNITY

We invest in every city we call home and partner with local businesses to create new opportunities for residents and neighbors.

## PARTNERSHIPS

We partner with businesses of every size—local and national—to elevate residents' lives and help partners build brand awareness.



# WHAT IS LIFESTYLE BY CORE?

Our properties are more than just a building. More than just an address. More than just amenities. Lifestyle is a brand. Lifestyle is hospitality. Lifestyle by Core takes you beyond the walls of your apartment and brings you activations, experiences, and opportunities.



# WE WORK WITH ALL BRANDS— BIG AND SMALL, NATIONAL AND LOCAL












# WE COLLABORATE TO CREATE THE RIGHT ACTIVATION FOR YOUR BRAND

Partnering with Lifestyle gets you in front of an incredibly hard-to-reach market: College students. And it gives us an opportunity to enhance the hospitality we offer residents. We're always open to new ideas, so if you have one let's chat.

## WAYS TO PARTNER

-  Sponsor an event
-  Participate in Welcome Boxes
-  Host a pop-up shop
-  Support a cause
-  Cater an event
-  Social Media Campaign
-  Elevate Move-In







# WE MAKE PARTNERING A BREEZE

To get started visit [LifestyleByCore.com](https://LifestyleByCore.com) and submit a partnership form. Or you can contact Addy Berg at [addyb@corespaces.com](mailto:addyb@corespaces.com) to learn more. We'll get back to you quickly to start the conversation. Reach out now to get this partnership started!