

AFFORDABLE HOUSING DESERVES BETTER, WE BUILT IT.

- Frustrated Affordable Operator
- Identified gap in innovation
- Developed Fortress OS





THE STRUCTURAL STRAIN IN AFFORDABLE HOUSING

5+ Days

Until Completed Application

4-7 Rounds

Correction Cycles Per File

2 WEEKS

Average Approval Timelines

Site teams juggle: Leasing, Compliance, Resident Engagement,
Reporting all within fragmented technology

This is not a staffing problem. It is a threat to NOI.



THREE FINANCIAL LEVERS SMART OPERATORS CONTROL

The most resilient operators manage these levers intentionally.

1

Accelerated revenue capture through faster application turnaround

2

Payroll efficiency and productivity

3

One purpose-built system to eliminate operational friction and redundant costs



ROI #1: FASTER AFFORDABLE APPLICATION TURNAROUND

50%

50% of applicants now complete their application through AffordaPortal in one sitting.

75%

File errors reduced by 75% by implementing standardized leasing processes.

Increased Approval Velocity

File errors reduced by 75% by implementing standardized leasing processes.

Enabled Applicants

Applicant response times went down from 2 hours to just 12 minutes, eliminating frustration and streamlining the experience.

Speed is not a convenience metric. It is a revenue protection strategy.



ROI #2: TIME SAVED BECOMES PAYROLL STRATEGY

75%

**Reduction in
file errors**

**Lowered
Administrative
Burden**

Increased volume handled
without proportional
headcount growth

**Reduced
Turnover
Pressure**

**12
Minutes**

Average applicant
response time, compared
to a previous 2 hours

Compliance teams shifted from repetitive correction cycles to high value exception management.

In today's labor market, the ability to scale without hiring is a competitive advantage.



ROI #3: CONTROL YOUR TECHNOLOGY. PROTECT YOUR MARGIN

**Eliminated
redundant
workflows**

**Reduced
manual
reconciliation**

**Centralized
compliance
tracking**

**Lower
operational
costs**

Consolidating even two overlapping systems across a portfolio can save six figures annually at scale.

Control your technology. Protect your margin.

FOR OWNERS & OPERATORS FOCUSED ON IMPROVING NOI, THE STRATEGY IS CLEAR:

Align operational structure with purpose-built technology

Eliminate redundant work

Shorten approval cycles

Scale without adding cost

