

The Hampton
Collective

Straight-A Realty



PARTNERSHIP PROPOSAL



Straight-A Realty has a unique advantage: a trusted database of renters who already rely on the company for housing, payments, and day-to-day service. This proposal outlines an education-first system designed to thoughtfully guide renters who are curious about ownership—without pressure or disruption to existing operations.

The result is a scalable, relationship-driven pipeline that creates qualified buyer conversations while strengthening trust, retention, and long-term value for Straight-A Realty and its residents.

BUILT ON
EDUCATION
LED BY
EXPERIENCE



TEAM LEAD & BROKER

Brandi Hampton turns housing curiosity into informed buying decisions. With a background in enterprise-level negotiation and strategy, she designs clear, low-pressure paths to ownership grounded in education, timing, and trust.



OPERATIONS & ENABLEMENT

Mitchell Maurer leads operations and sales enablement, driving efficient execution across partnerships. With a strong emphasis on process, communication, and structure, he helps education-driven programs scale strategically while accelerating revenue growth.



OMOR EGUASA
Senior Agent



BRITNI PARTEE
Agent



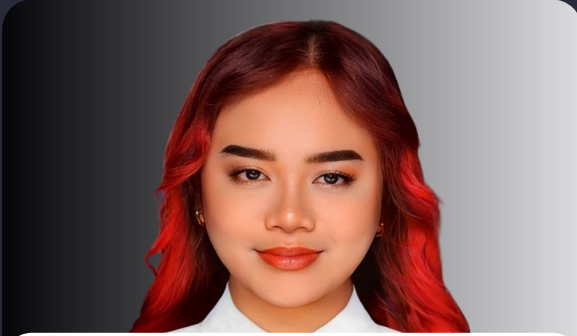
OLIVIA CARPENTER
Agent



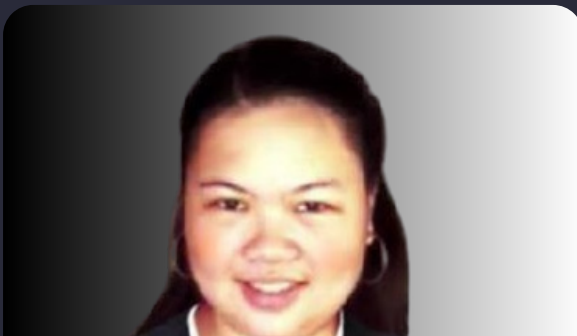
DASJHA EGUASA
Showing Agent



KEMI DARAMOLA
Leasing Agent



JESTINE PI-IS
Client Intake Coordinator



ANNA GARIN
Showings Coordinator

THE INTENT.

/1

PURPOSE

To give renters a private, education-first way to explore homeownership—without pressure, sales tactics, or forced timelines.

This partnership provides clarity and optionality, allowing renters to make informed decisions when ownership actually makes sense for them.

/2

TARGET AUDIENCE

This program is designed for renters who are:

- Ready to buy or exploring next steps
- Curious but not ready to commit
- Unsure if buying is even possible for them
- Facing renewals, rent increases, or life changes
- Want clarity, flexibility, and informed timing

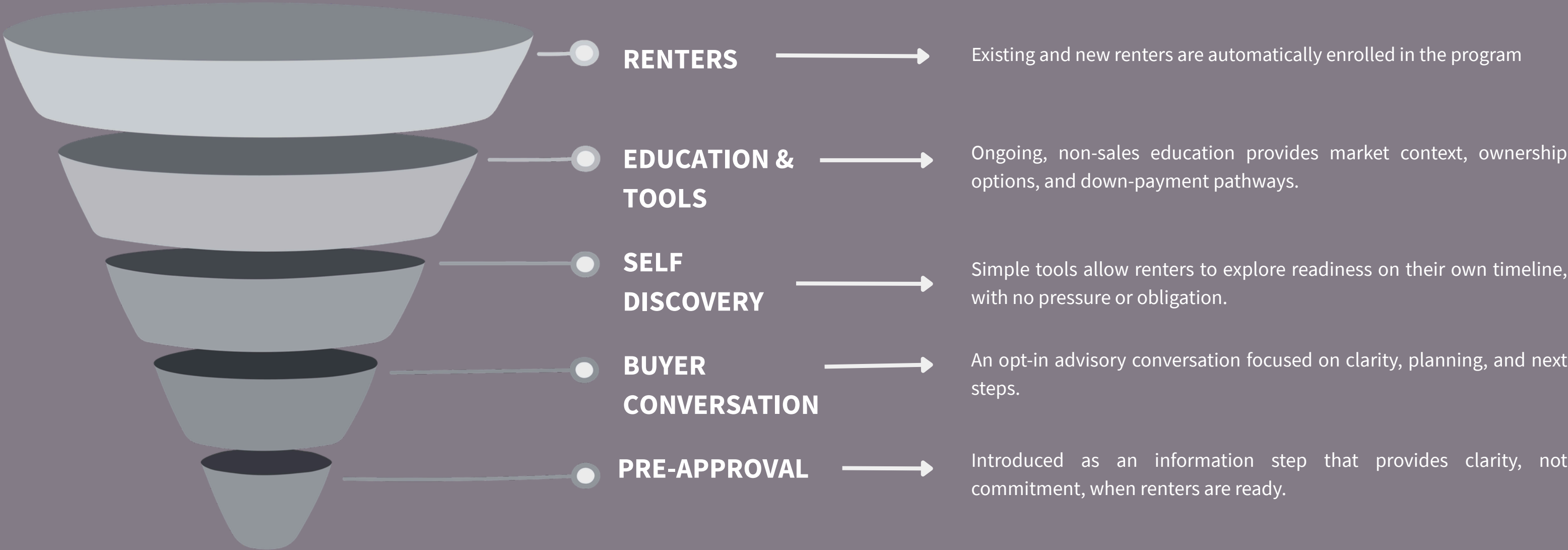
Built to support both short-term renters and long-term planners.

WHAT THIS UNLOCKS.

- Straight-A already has trusted access to renters at critical housing moments
- Renters want clarity before commitment, not sales pressure
- Education and resources create better timing, stronger loyalty, and better outcomes



HOW IT WORKS.



SYSTEM & INFRASTRUCTURE

10001	100000	Platinum Property Development	David Morrison	\$1,124,271	\$1,204,271	Current Plan
10002	100000	Goldfield Capital Inc.	Gregory	\$1,500,000	\$1,500,000	Current Plan
10003	100000	One Under Bannock Ck	David Morrison	\$1,500,000	\$1,500,000	Current Plan
10004	100000	Black Mountain Association	David	\$2,500,000	\$2,500,000	Current Plan
10005	100000	Advanced Energy Industries Inc.	David (Singer)	\$4,120,000	\$4,120,000	Current Plan
10006	100000	Urban Strategies Inc.	Julia	\$6,000,000	\$6,000,000	Current Plan
10007	100000	1140, Third St.	David Morrison	\$10,000,000	\$10,000,000	Current Plan
10008	100000	Canada One Bank Group	Gregory	\$12,000,000	\$12,000,000	Current Plan
10009	100000	147 Supply Holdings Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10010	100000	Advanced Genetic Technologies Corporation	Gregory	\$15,000,000	\$15,000,000	Current Plan
10011	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10012	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10013	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10014	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10015	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10016	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10017	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10018	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10019	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan
10020	100000	Urban Strategies Inc.	David	\$15,000,000	\$15,000,000	Current Plan

a. WHERE THIS LIVES

- Housed within a shared, co-owned CRM environment to streamline lead management and facilitate ongoing nurturing through a defined renter-to-buyer pipeline
- Likely no changes to Straight-A’s website or application flow
- Existing renters are enrolled automatically
- New renters are added as they apply, lease, and onboard

THE SYSTEM GROWS NATURALLY AS THE RENTER DATABASE GROWS.



b. HOW IT RUNS

- Shared CRM with full transparency for both teams
- Automated email education sequences along with educational events
- Tagging by renter stage, engagement, and readiness
- Advisors directly engage only when renters request

DESIGNED TO OPERATE QUIETLY IN THE BACKGROUND.



c. HOW IT HELPS STRAIGHT-A

- No added workload for leasing or admin teams
- No disruption to renter experience
- Clear visibility into activity and outcomes
- Additional revenue opportunity



THE BUSINESS CASE.

Unlocking Value Inside Your Existing Portfolio



Uses existing renter relationships to create transaction participation while bringing structure and context to renewal discussions.

Brand Differentiation & Owner Appeal



Positions Straight-A as a housing advisor — not just a manager — strengthening resident trust, online sentiment, and owner acquisition.

Revenue Participation Without Operational Lift



Enables Straight-A to participate in transaction upside without adding headcount, excessive marketing spend, or workflow disruption.

Stronger Retention & Predictable Turnover



Reduces reactive move-outs and creates more stable, forecastable renewal cycles.

NEXT STEPS.

/1

ALIGN ON PARTNERSHIP STRUCTURE

Confirm roles, transparency, and referral economics.

/2

ADOPT CRM AND DEVELOP

Choose a shared system and build the core automation, tagging, and visibility.

/3

BUILD INITIAL EDUCATION ASSETS

Create the first set of emails,, tools, and webinar content.

The Hampton
Collective

Straight-A Realty



THANK YOU

Email

BRANDI@THEHAMPTONCOLLECTIVE.COM

MITCHELL@THEHAMPTONCOLLECTIVE.COM

Phone

630.538.7928

630.348.7588

Website

THE HAMPTON COLLECTIVE