

BOZZUTO **BUZZ**

HIGHLIGHTS

WE ASKED: WHERE WERE YOU IN 1988? **8** | SANCTUARY FOR ALL **20** | HOW ARE OUR COMMUNITIES DEVELOPED? **24**



Our Partnerships Make Bozzuto

BOSTON STRONG

Alma Tambone and Lentz Chery
help make The Kensington extraordinary

BEAUTY & RICHNESS OF DIVERSITY

From Tom & Toby Bozzuto

ONLY ONE THING IS MORE IMPORTANT THAN FAMILY

A Founder's View

CONTENTS

In Every Issue

- 4 Peer Praise
- 6 Happenings
- 7 Extraordinary Experiences
- 8 We Asked: When Bozzuto was founded in 1988, where were you?
- 9 Influencing Our Industry
- 10 Awards and Recognition

Features

- 12 Brand Journey Part 2
- 13 Four Tips for Supporting New Retailers
- 20 Sanctuary for All
- 22 Celebrating Community
- 24 How Are Our Communities Developed

On The Cover

- 16 Boston Strong with BFIT Partnership

The Bozzuto Way

- 3 A Look Ahead: The Beauty and Richness of Diversity
- 26 A Founder's View: Only One Thing Is More Important Than Family

In the Next Issue

The Bozzuto Management Awards (BMAs)

Destination Inspiration: Chicago

We're asking: What's your funniest or most rewarding parenting moment?



Send pictures and your answers to
bozzutointranet.com



30 Dalton | Boston



OUR COMMITMENT: THE BEAUTY AND RICHNESS OF DIVERSITY

“We approach our customers and clients as we do our colleagues. We welcome them. We help them. We don’t care where they may be from. We do not discriminate, we never have and we never will.”

IN THIS TIME of national rancor and confusion, we want to remind and assure you that Bozzuto remains thoroughly committed to a policy of inclusion and non-discrimination.

We have built our company through the combined efforts of people with a variety of backgrounds, genders, cultures, races and abilities. The last time we counted, our colleagues reflected something in the order of 52 different nationalities. We are proud to be a part of an organization that recognizes the beauty and the richness of diversity.

We are black, we are white, we are brown. We trace our ancestry to Asia, to Central and South America, to Europe, to the Middle East, to Africa and even

to Oceania. Our firm represents a wide diversity of thought, ethnicity, gender and sexual orientation. We have come together and merged ourselves into an organization that has a common purpose, that of providing extraordinary homes and experiences to our customers, clients and partners.

Furthermore, we approach our customers and clients as we do our colleagues. We welcome them. We help them. We don’t care where they may be from. We do not discriminate, we never have and we never will.

We believe that is what America stands for. We know that is what Bozzuto stands for.

Thank you for your continued service to our company. We hope that you continue to find sanctuary here while providing the same for our customers.

Warm regards,

Toby Bozzuto
PRESIDENT & CEO

Tom Bozzuto
CHAIRMAN, CO-FOUNDER &
CHIEF CULTURE OFFICER



JERICHO RESIDENCES, LANDOVER, MD

CYMANDA WHEELER, PROPERTY MANAGER

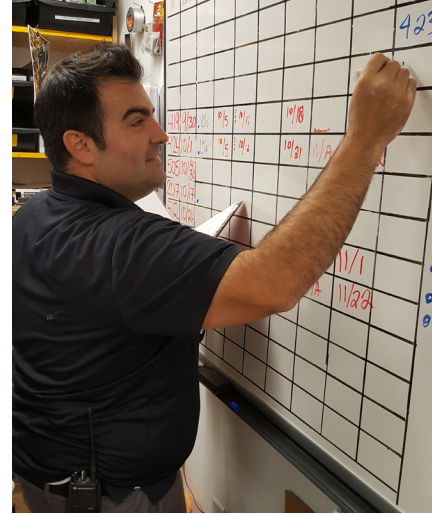
As part of the onboarding process, I was able to shadow Cymanda and learn about the standard operating procedures of Bozzuto. This experience allowed me to learn how Bozzuto implements roles and responsibilities differently than other management companies. Thank you for helping me transition within our company while managing your property simultaneously. I promise to shine like the star that you are!

PARC HURON, CHICAGO

DANIELLE COOK, PROPERTY MANAGER



I'd like to give a shout-out to our awesome property manager, Danielle. She does so much for our community and her team. Parc Huron recently received an award from the Chicagoland Apartment Association, and we couldn't have done it without her. We learn from her every day. Thank you for all that you do! You are truly appreciated.



Brian Denet, Maintenance Manager— The Castle, Port Chester, NY

I would like to compliment Brian Denet. His wealth of knowledge on how our community functions and his exceptional service make him incredibly valuable to both our team and Bozzuto. Thank you for all that you do, Brian!

Justine Willis, Executive Concierge— Concord in Crystal City, Alexandria, VA

In her position as Executive Concierge, Justine goes above and beyond her duties to build meaningful connections and a sense of community at Concord in Crystal City. As an avid pastry chef, Justine uses her talent to create delicious treats and bring everyone together at community fundraisers. She bakes cupcakes, cookies, Rice Krispies Treats® and “almost anything covered in chocolate!” Try baking her famous Lemon-Yogurt Crumb Cake at home.



Justine's Lemon-Yogurt Crumb Cake

Ingredients:

Crumb Topping

- 1 ½ cups all-purpose flour
- ⅔ cup granulated sugar
- 1 tablespoon lemon zest
- 1 tablespoon orange zest
- ⅛ teaspoon salt
- ½ cup cold butter, cut into pieces

Cake Batter

- ½ cup butter, softened
- 1 ½ cups granulated sugar, divided
- 3 large eggs, separated
- 1 ½ cups all-purpose flour
- ⅛ teaspoon baking soda
- ½ cup plain Greek yogurt
- 1 tablespoon lemon zest
- ¾ cup Quick and Easy Lemon Curd
- ¼ cup powdered sugar

Preparation:

- 1 **Prepare crumb topping:**
Preheat oven to 350°F. Combine first 5 ingredients; cut cold butter into flour mixture with a pastry blender or fork until crumbly. Cover and chill.
- 2 **Prepare cake batter:**
Beat softened butter at medium speed until creamy. Add 1-¼ cups granulated sugar, beating 3 minutes or until fluffy. Add egg yolks, one at a time, beating until yellow disappears.
- 3 **Stir together flour and baking soda:**
Add to butter mixture alternately with yogurt, beginning and ending with flour mixture. Stir in lemon zest.
- 4 **Beat egg whites at high speed until foamy:**
Gradually add remaining ¼ cup granulated sugar, beating until stiff peaks form. Fold into batter. Pour batter into a greased and floured 9" square (2" deep) pan. Dollop with lemon curd; gently swirl with knife. Sprinkle crumb topping over batter.
- 5 **Bake at 350°F for 45–50 minutes**
or until an inserted wooden toothpick comes out clean. Remove from oven; dust with powdered sugar. Serve warm, or cool on wire rack for an hour.



EMPLOYEE SPOTLIGHT:

Meet Gabrielle Wolff, Project Engineer

What brought you to Bozzuto?

I lived in several Bozzuto buildings, Cornerstone, Portland Flats and now I live in Elevation, so I knew Bozzuto, but it wasn't until I went to a job fair and met Senior Talent Advisor, Michelle Richman, that I considered working here. At the time, I was going to Catholic University for mechanical engineering and I left just after the fair for spring break. When I got back, Bozzuto had called me up with an offer.

What surprises do you like about working at Bozzuto?

I like that I'm learning all the time. From our subcontractors, my coworkers. I never feel weird about asking questions and being open about what I want to learn. It's a great environment to discover new things and grow.

Looking forward, what are your plans for the future?

Next, I'd like to be on a project that I can see from the ground up. Then, I think I'd like to go to the preconstruction side of things and gain some experience there. My little sister, Madeleine, is at Catholic University pursuing a civil engineering degree now. It would be nice to see her follow in my footsteps and join Bozzuto in the future.

Favorite activity?

Skiing for sure. I've been an avid skier since I was three years old. Seven Springs Mountain Resort in Seven Springs, PA is one of my favorite spots to ski. This year is the first time I've been off the slopes since I started skiing because of a bad injury from a car accident. I can't wait to get back out there.

What did you want to be when you were a kid?

At first I wanted to be a vet, and then it's funny, for a long time I wanted to be a hairdresser. All I can say is my mom is so glad I changed my mind. **BB**



Dar Mohamed, Bozzuto Homes Community Sales Manager

Give it Up for the Uplands Team

In 2016, Dar Mohamed, Bozzuto Homes Community Sales Manager, and his team at Uplands in Baltimore broke the Bozzuto Homes' record for sales in a calendar year with 57 sales! The entire Uplands team deserves congratulations for delivering extraordinary and authentic experiences to our Uplands' homeowners.

SAVE THE DATE

Bozzuto Management Awards

An exclusive night of awards and recognition, the BMAs celebrate our management team and their outstanding achievements in creating extraordinary experiences of home and community for our residents.



When:
Thursday, March 9, 2017

Where:
National Building Museum
401 F Street, N.W.
Washington, D.C. 20001

Doors Open: 6:00 p.m.
Awards Show: 7:00 p.m.



Exceptional Happens at Hahne & Co.

On January 23, Hahne & Co. celebrated its official grand opening, complete with a ribbon-cutting ceremony and cocktail reception. Once known as one of the most elegant department stores in America, Hahne & Co. now offers contemporary apartment homes with great future retail including Whole Foods, Barnes & Noble and a new Rutgers University community art space. More than 500 guests filled the beautiful redeveloped atrium, including guest speaker Newark Mayor Ras J. Baraka, U.S. Senator Cory Booker (NJ) and restaurateur Marcus Samuelsson, whose restaurant will open at the property later this year.



Happy Birthday Charlotte, NC

Last year, we headed south to Charlotte for the first time, and have been extremely busy since then. A very happy first birthday to the Charlotte team!



Trish Andrews at a Gaslight Commons lemonade stand | South Orange, NJ

“

I always tell people that Bozzuto is the best company I have ever worked for. You're always treated well and their employees are a top priority.”

—Trish Andrews, Sales and Marketing Associate

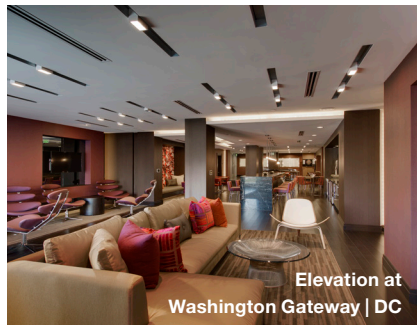
Reputation Reviews



Gaslight Commons | South Orange, NJ

Trish began working for Bozzuto in 1996 as a sales and marketing associate and assistant property manager in Virginia, working closely with Julie Smith. Trish fondly remembers her toddler son playing in the Bozzuto offices, and now that he's all grown up he lives in a Bozzuto community, bringing the connection full circle. When her husband's job was transferred to Pittsburgh, her family relocated and she left Bozzuto. Now, 20 years later, she's excited to be back. Trish proclaimed, “This will be the last job I'll ever have!”

Trish Andrews
SALES AND MARKETING ASSOCIATE
GASLIGHT COMMONS,
SOUTH ORANGE, NJ



Elevation at Washington Gateway | DC

“I have lived here for almost two years and if it weren't for my government orders to relocate, I'd gladly stay. Our Building Manager, Sarah Scher, is proactive and always willing to help. I'm grateful to her for helping me with this last-minute transition. Heads-up to military and government folks: this management is helpful and understanding with orders. There were no hidden charges because I had to leave early. Once I'm back in DC, I'll happily move back in. Kudos and thank you, Sarah and Bozzuto Management.”

Aayan Das
RESIDENT
ELEVATION, WASHINGTON, DC



Twenty20 | Cambridge, MA

“I've been living at Twenty20 for over six months and I couldn't be happier. I toured many communities before I visited Twenty20 and I knew right away—this was home. The staff was friendly, helpful and supportive throughout the leasing process and to this day make living here a pleasure. Twenty20 throws some great parties and constantly offer fun activities creating a true sense of community. It's nice to feel as though I'm part of a tight community where I see friendly, familiar faces on a regular basis. I'd highly recommend Twenty20.”

Brent J.
RESIDENT
TWENTY20, CAMBRIDGE, MA

WHEN BOZZUTO WAS FOUNDED IN 1988, WHERE WERE YOU?



**Adam Hendricks,
Property Manager—
Dalian on the Park,
Philadelphia**

In 1988, when Bozzuto was founded, I was busy tearing up the dance floor and rocking out to “Monkey” by George Michael!



**Amy Nelson,
Property Manager—
The Fitzgerald,
Baltimore**

I was just starting kindergarten and was so excited to be at school with the big kids!



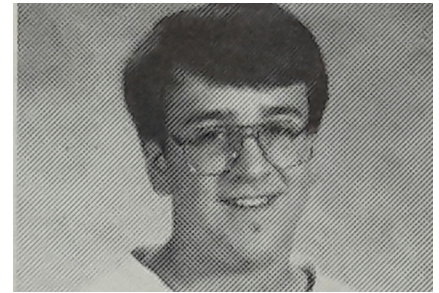
**Jonathan Polanco,
Assistant
Maintenance
Manager—
Rolling Hills,
Germantown, MD**

I was 3 years old. I spent my time being adventurous and exploring the world around me.



**Tamara Kaye,
Software Specialist**

I was working as an exhibits manager for a trade association in Washington, D.C., and looking forward to the birth of my first child, David, who was born in July 1988.



**Brian Rhodes,
Maintenance
Manager—Rhode
Island Row, DC**

I was in eighth grade in Bellevue, Ohio.



**Frankie Colville,
Director, Real Estate
Accounting**

I was a high school freshman in love with The Smiths, The Cure and Pearl Jam.



Next Issue: What's your funniest or most rewarding parenting moment? Share yours at bozzutointranet.com.



Toby Bozzuto sharing his insights at the International Builders' Show | Orlando, Fla.

NATIONAL ASSOCIATION OF HOME BUILDERS

Toby Bozzuto at NAHB International Builder's Show

Toby Bozzuto, President and CEO, was a featured panelist at the Building for Tomorrow: Executive Insight into the Multifamily Industry session in Orlando, Florida on January 10. His primary focus was on how to create a meaningful and lasting change in the multifamily industry. "Living in a building today is about the way residents are treated and their lifestyle. We continue to differentiate ourselves by ensuring that those who enter our communities feel inspired."

COLLEGE RECRUITER

Allison Lane at College Recruiter

Allison Lane, Director of Corporate Communications and Marketing, spoke with College Recruiter, a leading job board for college students, about how Bozzuto consistently positions itself as a top workplace. She explained how Bozzuto puts employees first and makes sure that all stakeholders feel connected to the company.

NATIONAL MULTIFAMILY HOUSING COUNCIL

Keith Harris at NMHC Apartment Strategies Outlook Conference

Keith Harris, Senior Vice President and Director of Capital Markets, moderated a discussion on how to make the value-add proposition work. The theme of the talk was, **Seize the Day: Is the Aging Apartment Stock a Value-Add Opportunity?** Panelists explored what to expect in terms of rent growth, return and affordability with changing value-add environments.

BISNOW

Mark Weisner at Bisnow Future of the Philadelphia Suburbs

Mark Weisner, Senior Vice President of Preconstruction, spoke about upcoming Bozzuto Construction projects in the Philadelphia area. He discussed hot areas such as King of Prussia, where Bozzuto is building Canvas, a new 55+ community.

MULTIFAMILY EXECUTIVE

Top Five Properties by ORA Score For the 50 States and Washington, D.C.

"Washington, D.C., maintained its status as the number one "state" with the best online reputation among apartment residents for the third year in a row. With a score of 65, the nation's capital improved by two percent since March 2016. Bozzuto manages three of the top five properties in Washington, D.C."

BISNOW

Bozzuto Wins National Development Award

"One of D.C.'s top developers has just received national recognition for its work. Greenbelt-based Bozzuto was named Multifamily Development Firm of the Year by the National Association of Homebuilders at its awards ceremony on Tuesday in Orlando, Florida."

YAHOO! FINANCE

Bozzuto Increases Online Prospect Engagement with RENTCafé

"We partnered with the RENTCafé team to create a custom property website template that supports Bozzuto's brand and marketing strategy," said Kelley Shannon, Vice President of Consumer Marketing at Bozzuto."

NATIONAL AWARDS

NATIONAL ASSOCIATION OF HOMEBUILDERS 2016 MULTIFAMILY DEVELOPMENT FIRM OF THE YEAR



THE NATIONAL ASSOCIATION OF HOMEBUILDERS (NAHB) named Bozzuto the Multifamily Development Firm of the year at the NAHB Multifamily Pillars of the Industry Awards on January 10 in Orlando, Florida. A panel of multifamily development and design experts selected winners in categories from excellence in building and marketing to individual and corporate achievement. This exceedingly prestigious award affirms the hard work and vision that we have all poured into creating unique and extraordinary experiences.

Since 1988, we've developed nearly 22,385 apartment units from distinctive high-rises to mixed-use communities to affordable housing. President of the Bozzuto Development Company Steve Strazzella said, "We work to be placemakers, creating communities with thoughtful attention to the needs of the future residents." Bozzuto offers

its unique perspective to each project, building upon and enhancing the existing community. Developing and customizing each project to its specific neighborhood.

As placemakers, it's an honor to be recognized for nobly creating communities and sanctuaries that differentiate Bozzuto from its peers.

Congrats to Bozzuto Development Company! **BB**



NAHB Marketing Director of the Year, Kelley Shannon, with Egypt Sherrod, host of HGTV's Property Virgins, Jessica Itzel and Jamie Gorski.

- Multifamily Development Firm of the Year:** Bozzuto Development Company
- Marketing Director of the Year:** Kelley Shannon
- Best Website:** Flats 8300
- Best Model:** The Hepburn



Sage at Maple Lawn |
Fulton, MD

NAHB Best in Green

Best in Green Single-Family Production
Home: Sage at Maple Lawn



Renderings of Anthem
House | Baltimore

NAHB Nationals Silver Awards

The Nationals pay tribute to superior sales and marketing achievements by individual sales and marketing professionals and homebuilders. We were also proud to win several silver awards for:

Marketing Director of the Year:

Jessica Itzel

Best On-The-Boards Community:

Anthem House

Best Green/Sustainable Home Design:

Sage at Maple Lawn



REGIONAL AWARDS

U.S. GREEN BUILDING COUNCIL (USGBC) MARYLAND WINTERGREEN AWARDS

The Wintergreen Awards for Excellence in Green Building celebrate, promote and recognize excellence in high performance, healthy design and building, environmental stewardship and community impact. They also serve to highlight the green building initiatives and achievements of the U.S. Green Building Council Maryland community projects, businesses, local members and other individuals.

Winner for Residential: Flats 8300

Finalist for Residential: Flats at Bethesda



Corsair |
New Haven, CT

Connecticut Apartment Association Nutmeg Awards

Property of the Year: Corsair

BRAND JOURNEY PART 2

Why We Buy \$8 Coffees



IN TODAY'S HIGHLY accessible world, any one of us could source a cup of coffee for less than five cents. Order bulk coffee beans, grind them yourself and brew it up. Coffee used to be a luxury, and over time, it became truly the poster child of commodity. Then came Starbucks. Suddenly it wasn't just about the brew. It was the experience of having that delicious concoction artfully crafted and ritualistically presented by a barista, amidst the bustle of a warm and cozy environment, with a tribe of fellow enthusiasts celebrating the artistry of bohemian living. That'll be \$8.00 please.

This experience is not left to chance. It is based on strong branding. There's a reason people are willing to wait in

long lines for hours to be one of the first to own the next Apple product. There's a reason why people readily pay considerable money to purchase a cell phone manufactured by a search-engine company. Consumers have expectations of what a product will do and how it will behave. Strong branding is powerful because it taps into what is meaningful and valuable to customers. The value is there and the customer happily pays.

So, the next time you buy yourself an \$8.00 cup of coffee, take a second between sips to consider how you can create experiences so powerful our residents will become die-hard Bozzuto fans. **BB**

Strong branding works because it:

- 1 **Knows its customer.**
Beyond the stereotype of income, age, gender, strong brands know the psychology of their customer—emotional preferences, desires, aspirations, annoyances and fears.
- 2 **Is emotional.**
Brands that share emotional beliefs connect at a deeply human level rather than merely conducting a transaction.
- 3 **Is consistent.**
Dependability and trust are gained through consistent experiences with a brand.
- 4 **Builds loyalty (beyond reason).**
Strong brands continue to build upon their customers' trust to the point where those loyalists stop looking for alternatives. They don't care what else is out there. They love the brand and—more importantly—will not purchase competitive brands.
- 5 **Inspires advocacy.**
Powerful brands offer an experience and relationship that is so good their customer wants to tell the rest of the world about it. Customer advocacy is massively more influential to new customers than what a company says about itself.

RETAIL SPOTLIGHT

FOUR TIPS FOR SUPPORTING NEW RETAILERS

When describing your property’s amenities, are your onsite retailers top of mind? With so much competition, onsite retail is a valuable way to appeal to prospective residents and provide a desired amenity.

- 1 Create a buzz:**
 Before a retailer opens, get the community talking. Post “Coming Soon” graphics to share the news.
- 2 Build relationships between retailers and residents:**
 Introduce your residents to the new retailer through the following:

 - Invite the retailer to an upcoming residential event
 - Host a sneak peek party for residents prior to the public grand opening
 - Partner with the retailer to create a resident discount
 - Include retailer items/gift cards as part of the new resident move-in gift
- 3 Maximize awareness online:**
 Promote your new retailer through online marketing tools. Show photos of the construction progress, highlight the local business owner’s story, showcase the retailer’s offerings and update your property website with the retailer’s information.
- 4 Explore signage opportunities:**
 Promote new retailers using a WindMaster sign, a sign at the concierge desk or in the elevators. Signs can also be placed in parking garages and on sidewalks, providing exposure throughout the property.

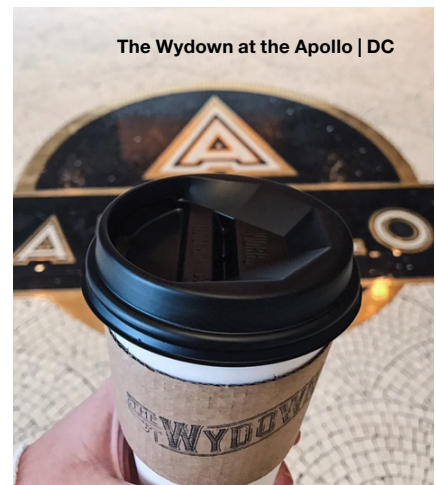


Starbucks opened in November 2016 at Monroe Street Market in DC. Not only does it offer breakfast all day, as well as small plates, beer and wine, this location also offers Starbucks Reserve coffees, a selection of rare coffees from around the world.



Now open at The Fitzgerald in Baltimore

Brass Tap offers hundreds of craft beers, happy hours, weekend brunch, live music and special events, creating a true gathering place for residents, University of Baltimore students and the surrounding community.



Coffee and Cocktails just steps away from the Apollo

The Wydown recently opened a second location at the Apollo on H in DC. Residents and guests can enjoy fresh pastries, curated coffee, espressos and exceptional cocktails.

WE'RE SHIPPING OFF TO BOSTON

AS WE SPREAD out across the nation we want to keep up with all our Bozzuto brothers and sisters. In each issue of the Buzz you can join us as we journey and collect inspiration from one amazing city to the next.

Now, let's take a trip down the Charles through Boston, the capital and largest city of Massachusetts. Boston is home to the Freedom Trail, Fenway Park and The Kensington, three-time winner of the J Turner Top Property for Online Reputation. **BB**



WHAT'S IN THE WORKS

Harrison Albany

Bozzuto Development is advising on a state-of-the-art multifamily project that will bring approximately 696 new apartments and amenity spaces to Boston's vibrant South End neighborhood and answer Boston's Mayor Marty Walsh's call for more housing by 2030.

The Harrison Avenue corridor is emerging as one of Boston's most sought-after residential neighborhoods. This transformative, contemporary development is designed to respond to the scale and history of the South End, and will include a mix of market-rate and affordable rentals.

The existing site is underutilized at the moment, but by strategically designing pedestrian-friendly open spaces, retail storefronts, and tree-lined streets, Harrison Albany will transform the area into a vibrant and active place.



Boston Favorites

Boston Cream Pie was declared the official Massachusetts State Dessert in 1996. Though it's technically a cake, the Omni Hotel claims their Armenian-French chef M. Sanzian created the dessert for the opening of the hotel back in 1856, when the Omni was known as The Parker House Hotel.

Bozzuto in the Boston Community

Whether it's through Bozzuto or on their own, our Boston employees take the time to grow and support their great city.



Arts

Lauren Jezienicki, Vice President of Development, sits on the board of Design Museum Boston. As a member of the working board, Lauren assists with growing the museum and increasing its impact in the community.



Education

Julie Zelermyer, Development Manager, sits on the Harvard Real Estate Alumni Board, where she's involved with current Harvard students and alumni working in the real estate sector. Julie also works as a mentor for current students looking to enter the industry.



Community Service

The Kensington teamed up with a local homeless shelter for food and clothing drives in addition to volunteering opportunities. The St. Francis House was featured at the monthly Wine Down Wednesday events, where a representative was present to answer questions about their important work in the area. Another event featured artwork with proceeds supporting local artists from St. Francis House. A representative was present to answer questions about their important work in the area. Another event featured artwork with proceeds supporting local artists from St. Francis House.

Top 3 Bostonian “Must Do” Spring Events



- 1 **St. Patrick's Day Parade: Sunday, March 19**
Colorful floats, music and Irish good cheer await at Boston's annual St. Patrick's Day Parade.



- 2 **Boston Red Sox Opening Day: Monday, April 3**
Watch America's favorite pastime with one of the nation's most beloved teams when they open the 2017 season in a game against the Pittsburgh Pirates.



- 3 **The 121st Boston Marathon: Monday, April 17**
Cheer on runners in the world's oldest annual marathon and one of the most prestigious racing events in all of sports.

ON THE COVER

BOSTON STRONG WITH THE BENJAMIN FRANKLIN INSTITUTE OF TECHNOLOGY **PARTNERSHIP**



IT USED TO take months of searching and interviewing to hire the right maintenance technicians in the Boston area. Now, it can happen in weeks.

About a year ago, Bozzuto Talent Advisor, Satinae Robinson, visited the Benjamin Franklin Institute of Technology (BFIT), quickly opening the doors to a powerful partnership. “Boston was an area where we really struggled to find maintenance technicians,” Robinson explained, “which means it took a long time to fill those roles and put a lot of pressure on our property teams. This partnership has really helped alleviate that stress.” Most BFIT candidates are so prepared that they’re hired immediately, instead of

being enrolled in the Bozzuto Work and Learn program that many new employees undergo.

“We’re happy BFIT is part of the Bozzuto family, and as Browne put it so eloquently, ‘Boston is home and Bozzuto is family!’”

These students stand out because of the well-rounded education offered by BFIT’s heating, ventilation and air conditioning (HVAC) certificate program. Emily

Leopold, Director of Career Services and Industry Partnerships, said, “BFIT takes pride in not just educating our students in the hard skills that are necessary in a technical field, but also in teaching them how to be professional, reliable and good communicators who can handle conflict.” It’s these social skills that give their students an edge over prospective candidates and make them a great match for Bozzuto.

Lentz Chery, Maintenance Technician at The Kensington, recognizes this advantage most when he’s answering residents’ questions. He sees these moments as an opportunity to be a little funny and laugh with them, relying on his



ON THE COVER

technical skills to know the answer and his social ones to connect on another level. “That’s when the technical and social lessons I learned from BFIT combine as one.” Drake Barnes, Maintenance Technician at 30 Dalton politely agreed with Chery, sharing how the one-on-one relationships with teachers really helped him break out of his shell. “I was shy, but my teachers helped me gain confidence. Today, I can easily talk to residents about my work and I’m tremendously grateful to everyone at BFIT for that.”

The active participation of BFIT faculty shows how much they care. Robinson sees this commitment and dedication trickle down and spread to the students. Unlike candidates from some of the other programs she’s worked with, the BFIT students are eager to grow and learn, but are also constantly looking for ways they can be an asset to the people around them. Rashaud Browne graduated at the top of his class, but after working as a maintenance technician at Park Lane

Seaport, he happily admits he learns something new every day. “I learn from my maintenance team, the leasing staff and even contractors. They want me to know the company inside and out and never hesitate to pass on their knowledge.”

Having an open line of communication is what’s really helped this relationship develop into a two-way street. On the Bozzuto side, Robinson has really taken the time to nurture this partnership. “Satinae has been really open in communicating with my team about hiring needs, but also in communicating with us after we present a candidate.” Leopold explained how most employers don’t follow up, and that by simply letting her team know if a student did well on an interview—or more importantly if they didn’t—and sharing the reasons why can make all the difference. “If we know, we can help them improve on those opportunity areas and do better next time.”

This open communication and feedback culture has also carried over into the HVAC classrooms. BFIT looks to Bozzuto for ways to enhance and update their curriculum, checking out the mechanical materials we use to stay on top of the ever-changing industry. Looking forward, this relationship will only expand as we continue to collaborate and discuss new opportunities like the possibility of Bozzuto sharing unused materials to update BFIT classrooms or even hiring former BFIT instructors as Bozzuto maintenance managers.

By intimately intertwining ourselves with educational institutes who share our values, we’re able to quickly and effectively recruit exceptional employees. As we continue to grow in Boston, so do our ties to the area and to valued partners like BFIT. We’re happy BFIT is part of the Bozzuto family, and as Browne put it so eloquently, “Boston is home and Bozzuto is family.” **BB**



Maintenance team members, Felix Velez, Adam Goldman and Joseph Pacheco in The Kensington Workshop | Boston



BFIT Career Services Staff, Tracy Williams, Deja Foster and Emily Leopold, reunited with past students

MEET SOME OF THE
Bozzuto-BFIT Maintenance Technicians



Josh Cabral, Deco



Lentz Chery, The Kensington



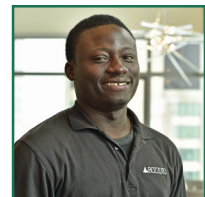
Drake Barnes, 30 Dalton



Rashaud Browne, Park Lane Seaport



Adin Mahinic, Jack Flats & Batch Yard



Issac Kofi Baah, Watertown Mews & Currents on the Charles

SANCTUARY FOR ALL

Our Mission Since 1988

IN CELEBRATION OF National Fair Housing Month this April, we've been looking back on our 29 years of creating open and welcoming communities. And while we're proud of our past successes, we're always looking for better ways to deliver on our promise of caring for the people around us.

One of our most recent projects, Union on Queen in Arlington, Virginia epitomizes our belief that home is a sanctuary for residents, regardless of cost or location. With its extensive list of outstanding amenities, features to help residents save money, transit-oriented location and convenient setting, Union on Queen represents the next generation of housing affordability. As one of the few mixed-income housing developments in Arlington, the community plays a pivotal role in helping fulfill Arlington County's Affordable Housing Master Plan while inspiring other developers to build multi-income communities.

As a desirable community, demand has driven rent and homes in Arlington to rise faster than incomes. There are 17,000 renter households with incomes below 60 percent of the area median income and only 9,500 apartments with affordable rents for this group. Which means there is a need for 7,500 affordable units in Arlington.



Toby Bozzuto, President and CEO believes, “Bozzuto’s commitment to creating a sanctuary for all, regardless of income levels, is realized through the Union on Queen community. Union on Queen is an exceptionally designed project that offers our residents many choices and caters to many lifestyles.” This is a commitment shared by Ingrid Leon, Property Manager at Union on Queen. When Leon was 13, she left El Salvador with her mother for the United States. Escaping an unsafe situation, they went from being well-off to having only the clothes on their backs. “We didn’t speak English and slept together on a carpet in a basement, but we were safe and grateful to be together.” When times were especially tough, the two would walk on opposite sides of the street, searching for dropped coins. But Leon’s mother never gave up, motivating her daughter to work hard and make her mother’s sacrifice worth it.

“It doesn’t matter how you define home—home is the base of all our life experiences.”

“As I grew older, I realized home is where you’re free to be vulnerable because you’re safe. It’s where you can get the rest and strength you need. It’s where

you’re surrounded by the people and things you love. It doesn’t matter how you define home—home is the base of all our life experiences.” Leon carries this thought with her to work every day where she uses her experience and personal story to connect with people looking for affordable housing. “This is my dream job. It’s an honor to be part of creating this community at Union on Queen. It touches me to see the tears of joy from residents who are in disbelief that they can afford their dream home.”

With the community now complete, some residents from the former Pierce Queen building have moved into brand-new homes. “The owners and developers of the project thought of everything, and even included a coffee maker in the lobby where I can get my daily cup,” says Maria Trakas, former Pierce Queen resident who now resides in one of the stunning one-bedroom affordable apartments. “I am so happy to be back and I feel right at home already.”

Since 1988, we’ve done more than create buildings—we’ve designed communities with our residents in mind. No matter where we build and work, our communities provide residents with a place they can call their own. We pride ourselves on providing sanctuary for all and will continue to pursue this mission as we move forward. **BB**

Our Leaders Weigh In



“In 1988, consideration for the greater environment was not a top priority and not many people knew what ‘sustainability’ meant. It seems unthinkable now, but the construction industry regularly built with formaldehyde-treated particleboard and lumber saturated with arsenic.

The construction industry has gone through a transformation and now takes responsibility for building sustainable structures. Our customers, both renters and homebuyers, expect that we will build in a sustainable and responsible manner.

Our specific responsibility as contractors is to ensure that we do high-quality work on every job, every time. Everyone in our industry, not just the construction industry, plays a part in reducing our impact on the environment and supporting responsible and proactive building practices.”

Mike Schlegel

PRESIDENT, BOZZUTO CONSTRUCTION COMPANY



“Since day one, our primary purpose has been to make a difference. After years of encouraging our employees to make an impact on their communities, workplace and planet, we are still inspired by their extraordinary levels of philanthropy and volunteerism. It’s the hearts of our employees that have, and will continue to be, vital to our success.”

Julie Smith

CHIEF ADMINISTRATIVE OFFICER, BOZZUTO

“I believe our corporate responsibility is to harness the talents of all our divisions and consultants to deliver a product that we believe will be here longer than we will. We want to deliver an environment that will make people feel good, and ultimately improve the day of those who are interacting with what we have created for the community. It is our passion for delivering spectacularly built environments that defines us.”

Jeff Kayce

SENIOR VICE PRESIDENT, BOZZUTO DEVELOPMENT COMPANY

“Creating an environment of social responsibility for our employees, customers and clients plays a part in our brand reputation. We must do our best to operate efficiently by using less resources and encourage everyone to give back.”

Jamie Gorski

CHIEF MARKETING OFFICER, BOZZUTO

“We are a people-centric business. Our values serve as guiding principles both internally and externally. Creating extraordinary experiences for our employees means building programs that are meaningful and valuable to them. We have four generations of people working for Bozzuto and they often have different priorities. Millennials might be looking for ways to pay down student debt, while Baby Boomers may be planning for retirement.

We are focused on a more holistic approach to total rewards, and hope that the experience of our employees is enhanced by delivering benefits, perks and resources that speak to their specific needs. The basic concepts of employee engagement have not changed much, but certainly the expectation around transparency and the pace at which people want access to information is expedited. We still recognize the power and importance of timely, open and honest communication.”

Kristen Reese

VICE PRESIDENT, TALENT, DIVERSITY AND INCLUSION, BOZZUTO



Peter Zadoretzky, Director of Sustainability, and Brendan Hurley, Chief Marketing Officer of Goodwill of Greater Washington

Goodwill goBIN

Last April, Bozzuto partnered with Goodwill of Greater Washington to host a goBIN at its corporate headquarters, as well as at three Bozzuto-managed properties in the Washington, D.C., area. Bozzuto was the first company in the country, outside of San Francisco, where this concept was tested and developed. The goBINs allow employees and residents to donate clothing, shoes and accessories without ever leaving their building. The bins include a sensor to remotely measure the fill-level and notify Goodwill when it's full. This ensures that the bins don't overflow and reduces carbon emissions through optimal route planning.

In the past year, we've seen an incredible response from our employees and residents!

SUSTAINABILITY

Who Will Win the War of the Watts?



Nine Bozzuto properties are competing in the **War of the Watts**, an ENERGY STAR® Battle of the Buildings Competition. These communities are well underway in a friendly competition to see who can reduce their energy and water consumption the MOST over the first six months of 2017. Our biggest consumers of energy and water—residents—can also compete in engaging and educational contests at each community. Special prizes will be awarded to each community's winning residents, with an overall grand prize going to the winning property.

Throughout the competition, the BMC Sustainability team will be working with our energy conservation partners to target specific savings opportunities at each community. We'll also be designing and distributing 12 resident-focused campaigns around energy and water conservation.

According to EPA ENERGY STAR, energy use in commercial buildings account for nearly 20 percent of total U.S. greenhouse gas emissions and energy use, at a cost of more than \$190 billion per year. Most of the energy used in the

buildings where we work, play and learn comes from the burning of fossil fuels, which contributes to climate change. The less energy we use the fewer greenhouse gases we produce. Improving energy efficiency in buildings is the single most effective way to eliminate energy waste.

That means we can all do many things to save energy at work and home, like:

- 1 Turn off lights and lamps when you leave the room.
- 2 Activate computer power management settings that automatically power down your computer when it's not in use.
- 3 Unplug the charger from the wall after your cell phone is charged.

These small steps can save a lot of energy, especially when considered over hundreds or thousands of neighbors! **BB**

FAIR HOUSING FOR ALL

THIS YEAR WE celebrate the 49th anniversary of the Fair Housing Act with Fair Housing Month in April. The landmark law prevents discrimination in housing based on race, color, sex, national origin or religion.

At Bozzuto, we're committed to providing sanctuary for all. We embrace diversity and inclusion and take proactive steps to ensure that our communities are available, accessible and welcoming. We do this because everyone deserves to have a safe and comfortable home where they belong.

From the time our future residents first express interest to the moment they cross the threshold, they become an integral part of our community. Take time this quarter to explore and celebrate the unique differences and similarities of the people who come together to make us and our communities so exceptional. **BB**



STAPLES
Make More Happen[®]

Earth Month Is Every Month at Bozzuto

Earth Month is here again! While we strive to celebrate our planet every month, this April we'll be kicking off the largest

recycling campaign in Bozzuto history. In partnership with Staples Advantage, we'll be upping our on-site recycling game.

The goal is to make it easier for our property teams and residents to recycle as many of their discarded and unwanted items as possible—from laptops and small electronics, to batteries, light bulbs and more. Making it convenient and easy to be eco-friendly, means we'll be better at keeping compostable, recyclable and reusable waste from going to the landfill. Keep an eye out for announcements from your community, and Bozzuto Corporate.



BDC IN ACTION

University of Maryland Partnership: Southern Gateway Project

Downtown College Park will be enhanced with an innovative development at the intersection of Baltimore Avenue and Calvert Road. The 3.5-acre site will become a vibrant mixed-use community with 370 apartment residences and 75,000 square feet of dynamic retail and restaurants, providing a spectacular neighborhood-serving redevelopment at the southern gateway to the University of Maryland.

Bozzuto Development and the team have produced a schematic set of drawings and has begun the entitlement process. The project is expected to break ground by summer 2018. The project includes a ground lease with the University of Maryland Foundation, as well as a joint-venture partnership with Willard Retail. We are thrilled for the opportunity to deliver a transformative, market-leading development just four miles from our headquarters!

HOW ARE OUR COMMUNITIES DEVELOPED?

BDC From Start to End

Have you ever wondered how our communities are created? What work goes into developing the final product? While every project involves a consistent approach, each community is intended to be unique based on the opportunity's context, challenges and "soul." Here's a step-by-step overview of the process the Bozzuto Development Company (BDC) follows.

STEP 1

Land Acquisition and Joint Venture Partnerships

Bozzuto Development begins work long before a site has been found. Our team is constantly searching for the perfect development opportunity and assessing the feasibility of many sites. Once a project is selected, BDC begins by writing a Letter of Intent (LOI) for a land sale or joint venture partnership, followed by the drafting and execution of a contract. The preliminary concept and financials are presented internally and approved before moving on to the predevelopment process.

STEP 2

Design Direction and Product Development

Many consultants are engaged, including the architect, engineers, interior designer, landscape architect, specialists and attorneys. As the architectural concept is developed, they all come together to determine the "rallying cry," or essence of the project. This stage takes many months of collaboration and is all about strategically constructing the soul of the project.

STEP 3

Brand Development and Messaging

Based on the approach determined early in design, the brand is further developed to distinguish the project from others in the area. All aspects of the project are intended to deliver a cohesive, emotionally resonant message that influences the customer's perspective.

STEP 4

Secure Approvals and Financing

As BDC obtains entitlements (permit approvals) and pricing from BCC, equity and debt partners are confirmed.

STEP 5

Project Approval & Groundbreaking

A detailed review is held internally for the "Preconstruction Approval." The Bozzuto team assesses the project's viability, including the construction and leasing schedule, budget, risks and returns. With this approval, a groundbreaking can finally occur—

frequently a couple years after site selection. This is a very good day!

STEP 6

Construction

The construction process takes approximately two years, depending on the project's size and complexity. During this time, BDC continues to leverage the expertise of BCC and BMC, while providing all stakeholders with a singular point of contact for all aspects of the project.

STEP 7

Leasing and Stabilization

BDC is responsible for a project's success through lease-up until stabilization (95% occupancy). The truly rewarding moment comes when leasing and first occupancies begin, with a BMC presence that turns the physical development into a true Bozzuto community. At stabilization, BDC transitions the project to Asset Management.



Land Acquisition and Joint Venture Partnerships



“There is a commonality amongst all of our projects with respect to the process, but the product for each is based on the particular site characteristics, partner and market.”



Design Direction and Product Development



“Upon determining an authentic brand and design, we continuously refine the details through an evolving and iterative process. Bozzuto Management and Bozzuto Construction play a critical role in bi-weekly meetings to ensure we’re always on-track with programming, pricing and many other aspects of the project.”



Secure Approvals and Financing



Brand Development and Messaging



“We’re all running in lock-step, which distinguishes us from much of the competition. Our product is a direct result of the One Bozzuto model.”



Project Approval & Groundbreaking



Construction



Leasing and Stabilization



“The combined talents of BMC, BCC and top-tier consultants allow us at BDC to deliver market-leading projects that contribute positively to the built environment. Our collective work will be here for a long time, so it should certainly make people feel good—whether consciously or subconsciously.”



“

“My father taught me there are times to save and be cautious, but he also knew you can’t get anywhere without taking risks.”

— Tom Bozzuto

ONLY ONE THING IS
MORE IMPORTANT
THAN FAMILY

Toby, on several occasions, has mentioned my father. This has led several of you to ask questions about him and my mother. At the risk of a bit of self-indulgence, and because they were ultimately very influential in defining what this company stands for and how we do business, I am going to use this column to talk about my dad, and the next to talk a bit about my mom.

“The only thing more important than family is your reputation.”

— Charlie Bozzuto

Archangelo Bozzuto was born in 1910, the son of Italian immigrants. Renamed “Charles” by a grammar school teacher

who could not pronounce his name, my dad grew up in Waterbury, Connecticut. By the time I came along as the third of four children (two born during the Great Depression and two after World War II), he had already been working for Scoville Manufacturing Company in their brass factory for 20 years.

A very dignified man of equally short stature (5'6" on his best day), Charlie Bozzuto was the consummate family man and provider. As to family, I remember being lectured when, in my early teens, I wanted to go out with my buddies one Saturday night instead of getting together with my father's four sisters and their extended families. "There is nothing more important than family Tommy. Long after your friends have left you, your family is with you. The only thing more important than family is your reputation."

And as to work, he set a high bar. A typical day for my dad started at 11 p.m. working the night shift in the factory until 7 the following morning. After work, he would come home and have breakfast with us before we went to school. Then, undeterred by exhaustion, he would get into the fuel oil truck he owned as a side business, and deliver oil until late morning. He'd come home, have lunch with my mother, then sleep, waking around five so that he could throw a baseball with us in the yard. After dinner, he'd watch television (and nap) and then go to work again. His days were long, but he always made time for his family.

He worked like this, until he retired at 65, so that we would have the wherewithal to have a better life than he did. But he wanted us to know how to work too. So, from the time we were eight, my younger brother and I would help "pulling hose," which is what we called delivering oil. (If you ask me privately, I might tell you about the time I took a date out to deliver oil one night shortly after getting my driver's license.) He also arranged for me to work with him in the brass mill during college summer breaks.

Yet with all his work, in his best year my dad made only \$7,500. Somehow, despite these meager earnings, when he died he left an estate of a quarter of a million dollars. He and my mom were very frugal people. Not stingy nor miserly by any means, just frugal. I remember one day in his later years when he called me with some excitement, to say he had gotten a credit card. Turns out he had used it to buy a television and then went right home, wrote a check to pay off the balance and cut up the card.

Even though my father took very few risks in his own life, he always encouraged us to do the opposite. When I was graduating from high school not only did he expect me to go to college, he insisted that I go to the best college I could get into. He said we'd figure out the money later. When I was considering quitting my first job in government, he encouraged me to take the chance and try something more fulfilling. Years later, when I was thinking about starting a business—this business—he strongly endorsed the idea. My father taught me there are times to save and be cautious, but he also knew you can't get anywhere without taking risks.

So, there you have it. The sum of a man's life perhaps, but what a legacy. His devotion to family, his work ethics, and his belief in taking reasonable risks defined him and inspired me. The Bozzuto Group would not exist today if he hadn't established the standards. **BB**



Tom Bozzuto
CHAIRMAN, CO-FOUNDER &
CHIEF CULTURE OFFICER



BOZZUTO

ALLISON LANE
Editor-In-Chief

DOMINIQUE BROWN
Creative Director

SAMANTHA SCHLEMM
Managing Editor

Looking for past issues?
Download the Bozzuto Buzz app



Have something to Buzz about?
Contribute your story at
www.bozzutointranet.com



Hooray!

Your Bozzuto Buzz has arrived.

Find out what's been going on with your Bozzuto Family. Give it a quick read, share it with your entire team and then proudly display it in your lobby so residents, prospects and other visitors may enjoy it too.

Have something to Buzz about? Not getting enough copies? Email Samantha.Schlemm@bozzuto.com today.

Best,
The Buzz Team