



MEDIA FACT SHEET

"The housing affordability crisis in our country means more people are wanting to rent. The communities we've been creating for more than six years resonate with Millennials, GenZer's and Boomers because we deliver the benefits of a single-story single-family home with smart home technology and private backyard combined with the resort-style amenities. Not only do these communities check all the boxes for much of America, but they also deliver solutions to municipalities that need quality housing to attract businesses."

– Todd Wood, CEO Christopher Todd Communities

Who: Rental Community Revolution

Christopher Todd Communities has been leading the charge in the rental community revolution, creating Build-To-Rent (BTR) gated communities since before BTR was even defined by the housing industry. The company was one of the first in the nation to recognize the incredible potential of this innovative hybrid product as America's housing preferences began to shift to a Renter Nation.

Christopher Todd Communities, founded by Arizona entrepreneur Todd Wood, opened its first rental community in Phoenix metro in January 2018. The privately held company now has completed well over 2,000 Christopher Todd branded homes. All communities are specifically designed to offer an alternative to traditional apartment living with the ultimate resident engagement in mind.

A New Way To Live:

Todd Wood wanted to create a New Way To Live® with this inspired housing option. Watching housing preferences shift in the United States with a growing number of people becoming Renters By Choice, he knew the time was right to create innovation.

The Brand:

We are the only BTR company in the nation creating branded single-family luxury rental home communities, recognizing the significance of a brand such as the Marriott model. Branding matters, and for Christopher Todd it encompasses over 600 touchpoints from initial prospective resident engagement through final move out. It sets an expectation on what each resident and visitor will experience from the welcome at the Home Leasing Center to the interaction with the on-site maintenance team, to the care of the luxury lifestyle amenities that set Christopher Todd Communities apart from the others. There is a style and substance behind the Christopher Todd Communities brand that embraces relaxation and well-being. The signature Adirondack chair that is part of the company's logo is the brand essence and is the visual cue of comfort and peace-of-mind.

Millennials and Gen Z dominate the renter profile with Baby Boomers on the other end of the spectrum. They are renters by choice who appreciate the maintenance-free lifestyle, the mobility, and the financial predictability of renting – no roof or AC replacement, not even a lightbulb. Since these communities are planned as rentals, professional management ensures a high level of resident satisfaction and engagement.

A New Way To Live®





The Communities:

The professionally managed, smart-gated communities are currently comprised of single-story, one and two-bedroom single-family homes, ranging in size from approx. 750 to 1,050 square feet. Every home has quartz or granite countertops, stainless steel appliances, upgraded cabinetry and energy efficient dual pane windows, high ceilings, full-size washer and dryer, plus a doggy door and gated private backyard. All homes are equipped with satellite TV access, smart home technology including keyless entry, climate control, doorbell camera, lighting, and security cameras all controlled with a smart phone or tablet. This technology helps the residents save up to 12% annually on their heating and cooling costs.

There are no stairwells to navigate or railings to touch like in a traditional apartment setting and the keyless door entry makes home access so easy. The included high-speed internet is great for those working from home. Plus, the private backyards give every resident the space and freedom to enjoy. And there are no noisy neighbors above or below.

Every community offers a resort-style swimming pool, outdoor fireplaces and ramadas, Event Lawn, barbecue areas, Serenity Parks, on-site Fitness Center, and depending upon the site plan, a Bark Park may also be included to provide the family pet a place to run.

Philanthropic Initiatives:

Giving back to the community is part of the Christopher Todd DNA. The company created Adirondack *Chairities*™ to support outreach programs in Christopher Todd's many communities across the US, advancing causes that are complementary to their mission of helping communities prosper by offering a hand up to those in need.

An equally important "why" for Todd Wood is the non-profit he created when he launched his company. A New Lease On Life® is the company's way of giving back. The company has given homes rent-free for a year to veterans transitioning to civilian life. We also supported a home for out-of-town patients of MD Anderson Cancer Center where they could stay rent-free while receiving outpatient treatment at the Center. In future communities the company will identify neighborhood needs and help make a difference one person, one family or one facility at a time.

Other Differentiators: Our Communities are Built To Rent – Designed To Live™

Our homes have keyless door entry vs. punching elevator buttons, while offering beautiful Walkways vs. Hallways™. The single-story homes let You Hear the Rain on Your Roof vs. You Hear the Party Upstairs™. And the included pet doors and private backyard mean Pet Freedom vs. Pet Duty™. The carefree lifestyle means Maintenance-Free vs. To Do List™ while the single-story nature of the homes means you're Grounded vs Surrounded™.

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A New Way To Live®

