

# Portfolio Optimization Review

7-Asset Florida Portfolio · Orlando & Jacksonville · Q1 2024 · Confidential Sample

## Executive Summary

A private investor with seven assets across Orlando and Jacksonville engaged ELEV8 for a full portfolio audit. The owner believed refinancing was the only lever to improve returns. Our asset-by-asset analysis revealed a hold/sell/reposition strategy that unlocked \$1.2M in trapped equity and added \$18,000/month to rent roll.

## Asset-by-Asset Action Matrix

Asset	Location	Current NOI	Action	Projected Impact
Property A	Orlando (Downtown)	\$4,200/mo	SELL	Release \$380K equity
Property B	Orlando (Winter Park)	\$3,800/mo	REPOSITION	+ \$1,200/mo rent lift
Property C	Jacksonville (Riverside)	\$2,900/mo	HOLD	Stable, refinance at lower rate
Property D	Jacksonville (San Marco)	\$3,100/mo	SELL	Release \$290K equity
Property E	Orlando (Lake Nona)	\$5,400/mo	HOLD	Best performer, raise rents 4%
Property F	Jacksonville (Avondale)	\$2,400/mo	REPOSITION	+ \$800/mo after renovation
Property G	Orlando (Colonialtown)	\$3,600/mo	REPOSITION	+ \$900/mo after unit upgrades

## Performance Audit Methodology

Each asset was scored on: (1) trailing 24-month cash-on-cash return, (2) rent-to-market gap, (3) deferred maintenance liability, (4) submarket absorption rate, and (5) financing cost trajectory. Properties A and D scored below the portfolio's weighted average on three of five criteria, triggering sell recommendations.

## Repositioning Economics

For the three reposition candidates, we modeled renovation scope, contractor bids, lease-up timing, and post-rehab rent premiums. Property B's Winter Park location showed a 32% rent premium for renovated units. We coordinated GC vetting and permit timelines through ELEV8's vendor network.

## Recommendation & Outcome

Properties A and D were listed and sold within 90 days at 98% of asking. Repositioning on B, F, and G completed over 8 months. Total portfolio rent roll increased from \$25,400/month to \$43,400/month. The \$1.2M in released equity was redeployed into two acquisition targets identified in our Q2 market report.