



A VALUE PROPOSITION FROM UNILODGE

A partnership to improve operational efficiency, enhance the student housing experience, and position Canadian institutions as a top choice for students.



ENHANCING HOUSING BRANDS

UniLodge's marketing capabilities strengthen the presence of student housing both on and off campus, building stronger visibility, engagement, and alignment across the institution's community.



AMPLIFY HOUSING IDENTITY

Position student residences as a premier experience within the local city and institution by creating targeted marketing campaigns for prospective students and families.



INTERNAL ENGAGEMENT

Promote greater campus-wide awareness of housing's impact on student success by equipping faculty and staff with messaging tools and resources to support recruitment efforts.



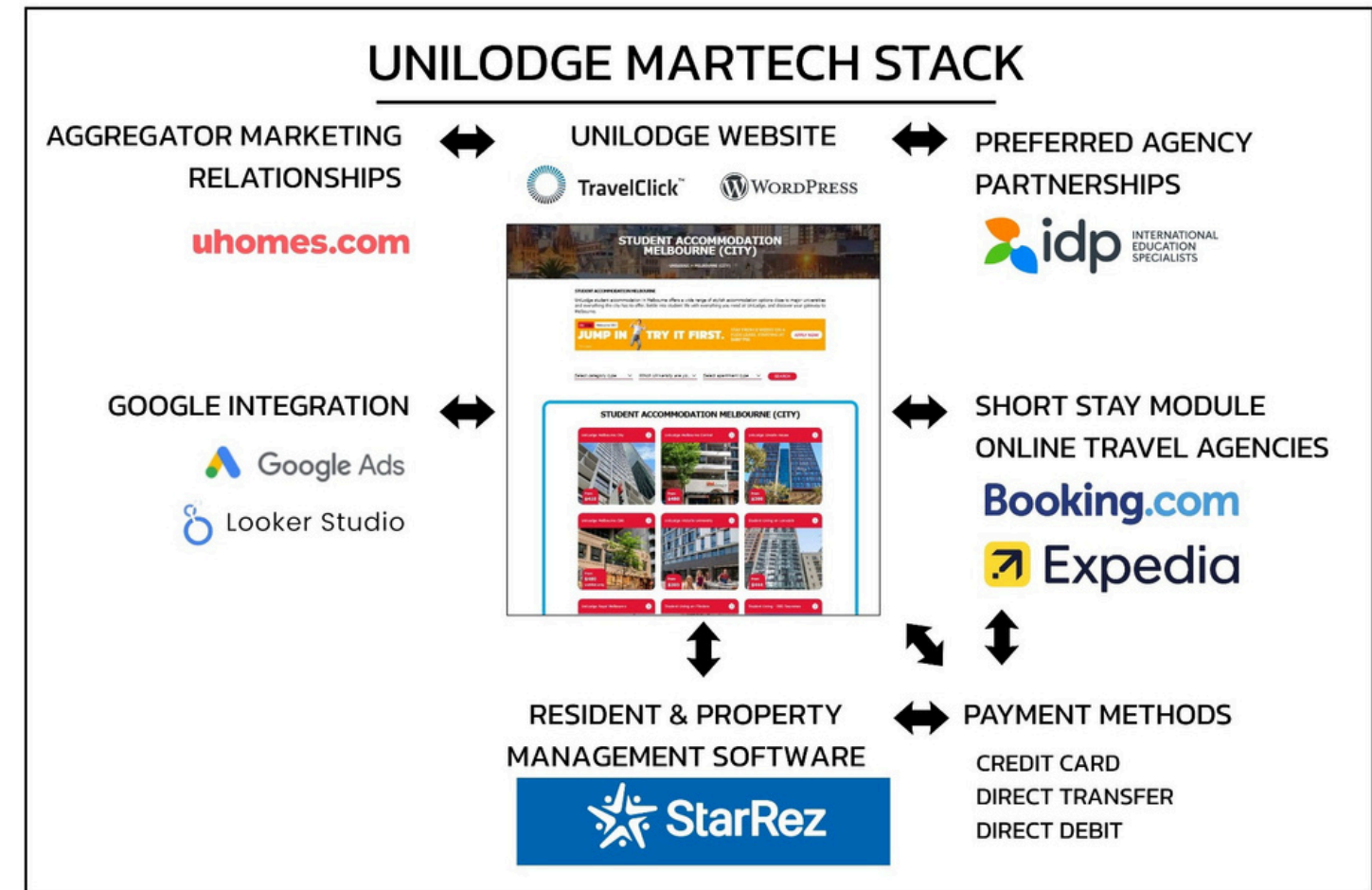
BRAND ALIGNMENT

Integrate student housing into the institution's broader brand and student experience, supporting a unified message across marketing and recruitment—subject to alignment with the institution's overall goals for student housing.

Please click here to see past marketing playbooks: [Marketing Playbooks](#)

Occupancy Growth Through Strategic Marketing

- 1 **Understand Student Preferences**
Conduct comprehensive surveys and focus groups to identify what attracts students to campus living and what encourages multi-year residency.
- 2 **Competitive Market Analysis**
Analyze the local housing landscape to position the institution's residence offerings competitively within the broader market.
- 3 **Segment-Specific Marketing**
Develop targeted funnels for domestic and international students after their first year in traditional housing—this includes returning students, transfer/exchange students, graduate students, and other professional school students.



Growing Summer & Non-Student Revenues

(For applicable facilities)

Conferences & Conventions

Leverage location to attract academic and professional events during summer months



Short-Term Programs

Target international English and French language and specialized academic programs



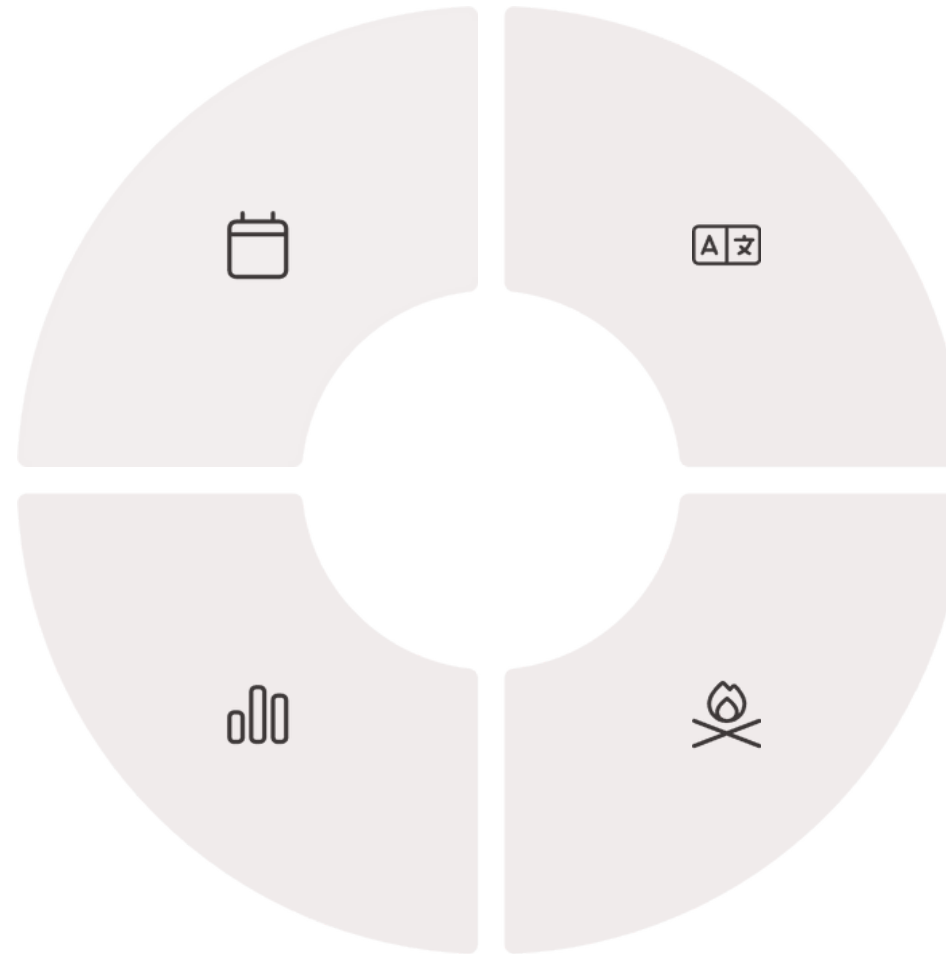
Revenue Impact

Increase in summer revenues without compromising a student-first mission



Summer Schools & Camps

Host youth athletics and academic enrichment programs during off-peak periods



Driving Operational Efficiency

UniLodge's focused operational model is built to maximize value on a per-asset basis. Our approach centres on driving performance, reducing costs, and protecting the long-term integrity of the building while delivering a strong student experience.

Capital & Contracts

- Establish a maintenance and care strategy tailored to the buildings systems and layout
- Review and advise on key service contracts to identify potential savings or efficiencies
- Offer flexible maintenance models: UniLodge can directly manage day-to-day repairs or coordinate with a preferred contractor
- Set clear service benchmarks for cleaning, caretaking, and minor works through proven vendor templates

Utilities & Systems

- Conduct an initial building assessment to recommend short- and long-term utility savings
- Implement UniLodge systems for efficient rent collection, maintenance requests, and operational tracking
- Identify cost-reduction opportunities for internet, water, HVAC, and appliance use where possible
- Support smart reporting and usage monitoring through our in-house tech platform or integrate with an existing system

Leveraging Scale & Technology



Centralized Systems

Simplify leasing, rent collection, room assignments, and maintenance through UniLodge's integrated property management platform. Designed for flexibility, it can operate standalone or connect with existing institutional systems.



Efficient Processes

Streamline critical workflows—from move-in/move-out and maintenance requests to room transfers—using standardized procedures refined across diverse student housing environments.



Unified Reporting

Leverage intuitive dashboards to track real-time metrics related to occupancy, revenue, maintenance KPIs, and resident engagement, helping teams make faster, data-informed decisions.

A Successful Track Record

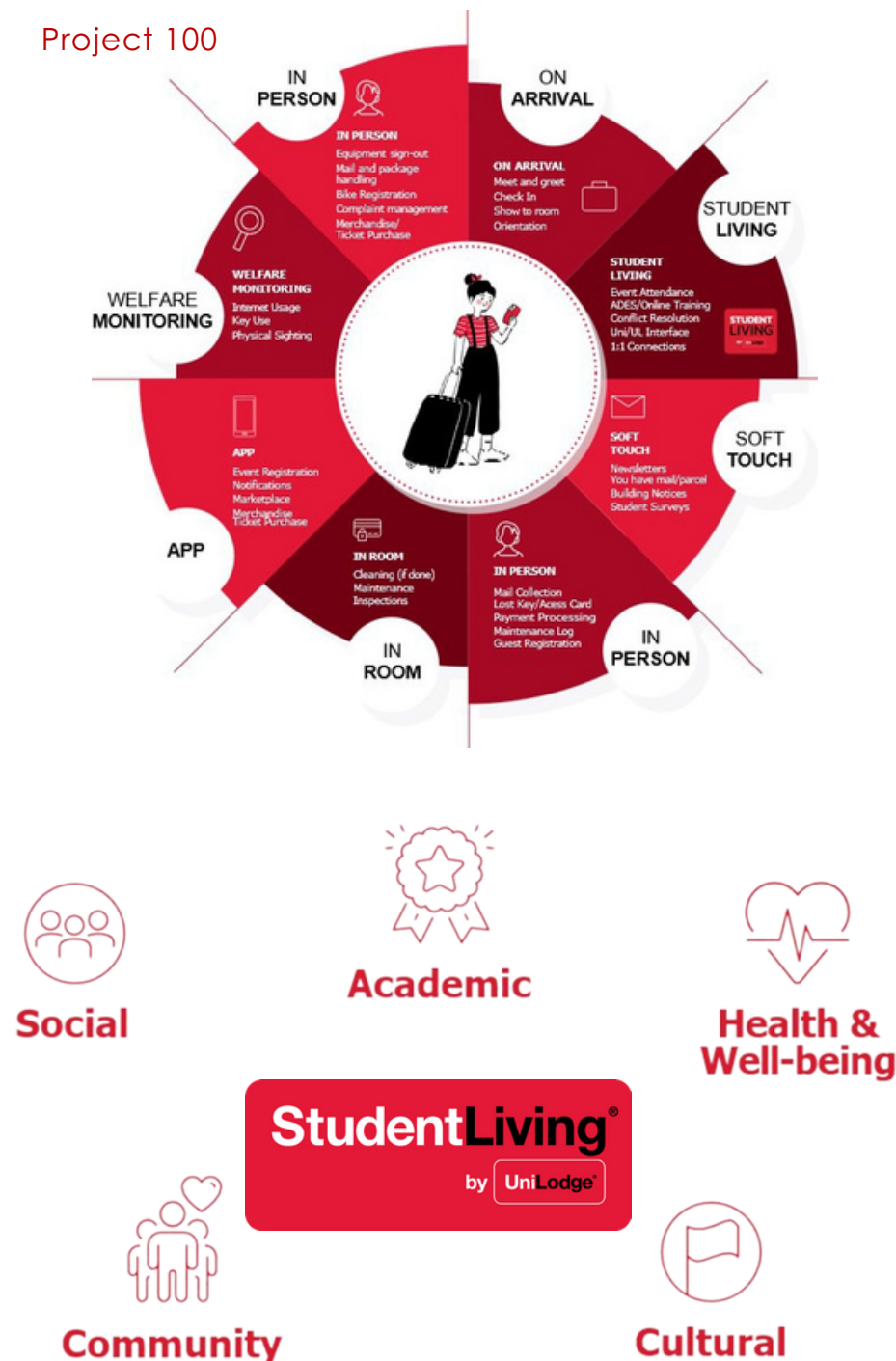
UniLodge has extensive experience in the take-over, transition or mobilization of properties, having performed this role in over

17,000 beds

and many properties in the **past 3 years**

Exclusive Resource Access

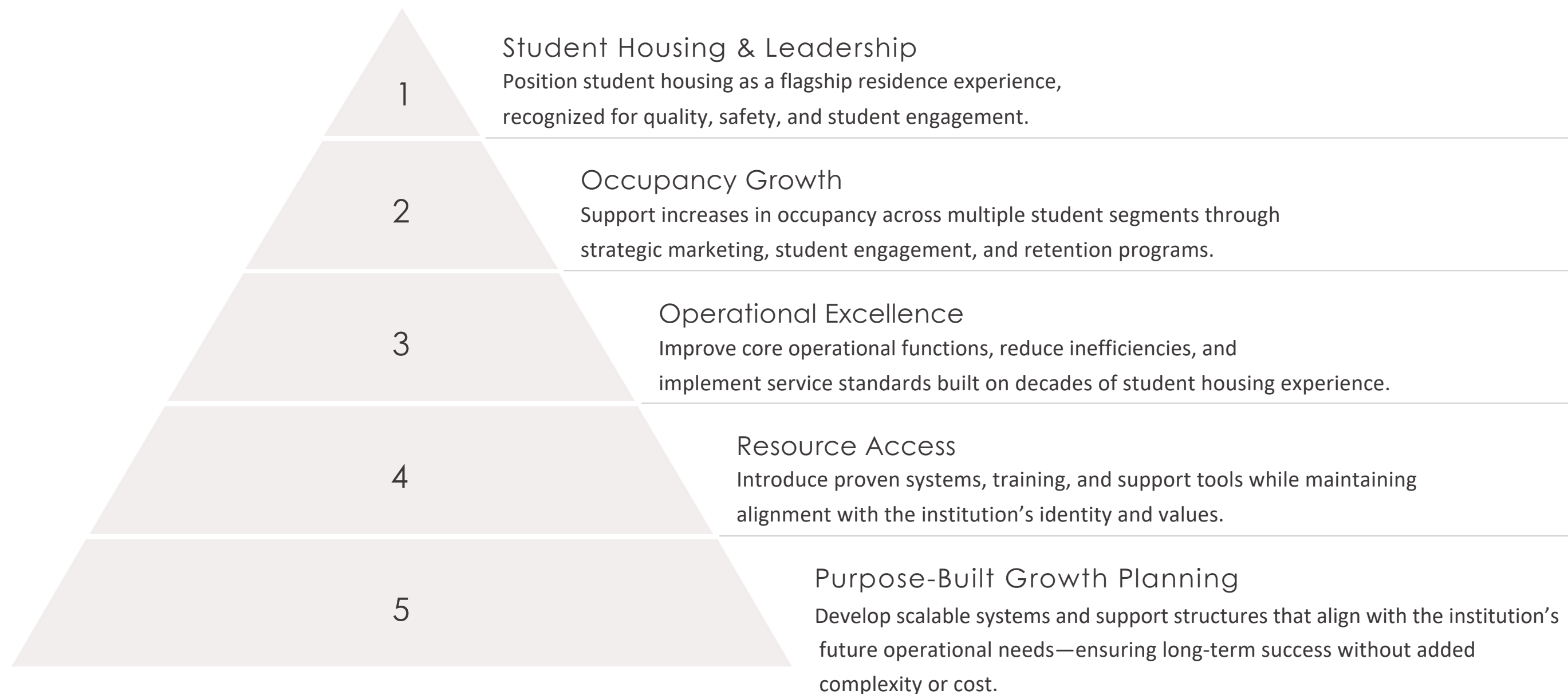
Project 100



- 1 **Student Life Programming & Project 100**
Robust and flexible student experience model featuring wellness initiatives, academic support systems, and inclusive social programming—built from proven frameworks across UniLodge-managed campuses worldwide.
- 2 **Marketing & Planning Resources**
Ready-to-deploy marketing tools, campaign templates, and event planning guides to support year-round residence engagement and drive occupancy through clear, measurable strategies.
- 3 **Institution-Specific Customization**
Programs tailored to align with each institution's distinct academic culture and values, including support for reconciliation, equity-based initiatives, and localized student needs.
- 4 **Global Knowledge Network**
Access to UniLodge's international network of residence professionals—providing a collaborative hub for benchmarking, innovation sharing, and ongoing program improvement.

Summary of Benefits

UniLodge Canada is well-positioned to support institutions in maximizing the success of their unique student housing needs through Canadian-led operations, global experience, and tested systems—designed to enhance student living while driving efficiencies and reducing costs.





Canadian John McCall MacBain is the largest investor in UniLodge and he and Marcy McCall MacBain created the Foundation that bears their name.

John and Marcy are significant donors to higher education in Canada and globally. As the former Chancellor of McGill University, John remains passionate about solving the challenges that Canada's universities and colleges face and will continue to grow the scope of his activities as a promoter of higher education in Canada.



John McCall MacBain was the Founder, President & CEO of AutoTrader from 1987 until its successful sale in 2006.

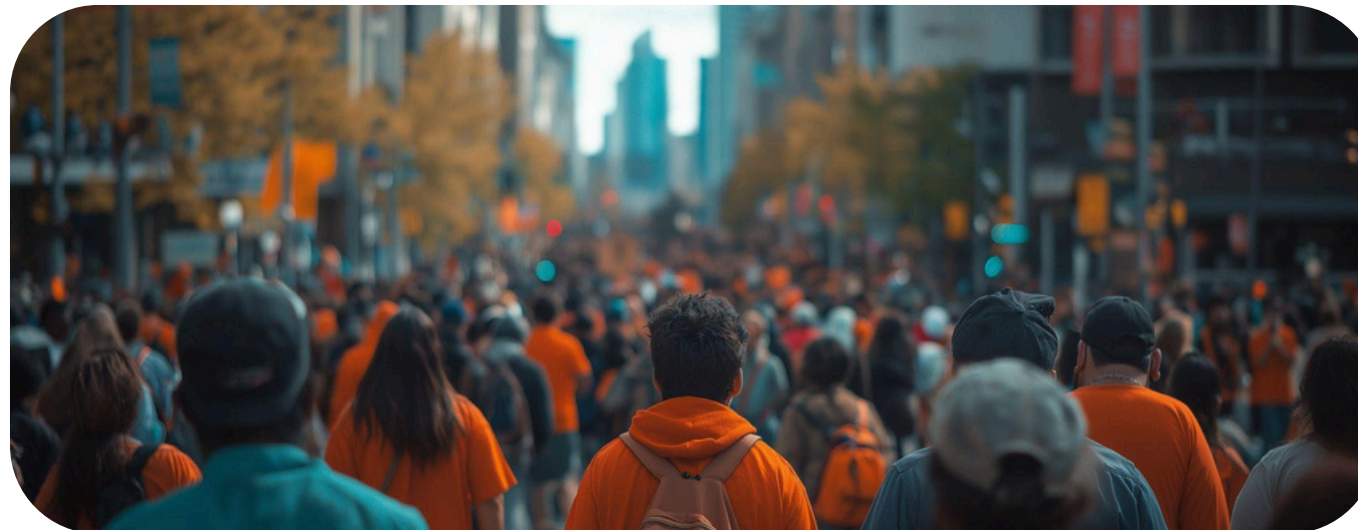
To date, the Foundation has committed over \$450 million in three areas of funding: education and scholarships, climate change and environment, and youth mental health and wellbeing. Through focused philanthropy in these three key areas, the Foundation works to support and strengthen the work of charity partners to increase their impact and scale.

UniLodge Canada is committed to sharing a significant portion of the profits from its student housing operations with the campuses with which it partners. This arrangement will aim to support institutional initiatives, with specific allocation and use of funds to be agreed upon collaboratively. While this reflects our dedication to contributing to higher education, the details of the distributions will be subject to mutual agreement between the parties.

UniLodge Canada's Reconciliation Action Plan

Our vision is to build inclusive communities for inspired living, in which Indigenous Peoples are treated with dignity and respect. As an operator of student housing on campus and off, UniLodge Canada is uniquely positioned to promote equity and cultural exchange to ensure that our buildings are places where Indigenous students feel culturally safe and at home. We take pride in collaborations with campus services and supports as well as local indigenous leaders to help our students find a sense of home. That includes consideration for indigenization and reconciliation in our operations and supports.

As a provider of student housing to peoples from all over the world, UniLodge Canada is passionate about the opportunity to help spread the lessons and rich stories of the Indigenous peoples of Canada.



The Action Plan reflects an organizational desire to promote cultural diversity and respect.

We commit ourselves to the initiatives and the targets laid out in this program with the conviction that they will help us build strong and mutually beneficial partnerships.

Discover *More Today*

For more information about UniLodge or any of our properties, please contact us today:

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