

## AVALON BAY COMMUNITIES Corporate Strategy

RCLCO has served as a strategy advisor to AvalonBay Communities throughout the company's transformation from a private company to public company, through mergers and rapid growth. The publicly-traded developer of Class A rental apartments is one of the most successful REITS in the nation due to its consistent strategic focus despite significant changes to its ownership format, geographic scope, and the size and scale of its operations.

In 1998, following its merger to Bay Communities, AvalonBay engaged RCLCO to help reevaluate its strategic plan and establish a new focus on core activities, markets, and product types along with the governance, capital and staffing structures required to support future growth.

Today, the company develops, acquires, repositions, and manages Class A rental apartment communities in high barrier-to-entry markets in the Northeast, Mid-Atlantic, Midwest, and Pacific Northwest regions of the United States, as well as in Northern and Southern California. RCLCO continues to work with AvalonBay at a corporate, portfolio, and asset level.



### CONTACT

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