

EIGHTEEN CAPITAL GROUP

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EIGHTEEN CAPITAL GROUP INKS AGREEMENT WITH THE RAINMAKER GROUP

ECG will implement LRO Revenue Optimization Software throughout portfolio.

Kansas City, Mo, March 23, 2016– *Eighteen Capital Group* is pleased to announce an agreement with The Rainmaker Group to employ its Multifamily LRO product across its entire portfolio. Rainmaker LRO® optimization software uses advanced mathematical and statistical modeling to accurately forecast availability and demand at the unit type level, resulting in optimal pricing for both new leases and renewals.

Christopher Thomson, Director of Multifamily Investments, ECG: “ECG continuously seeks to utilize leading edge technology in every facet of its operations to enhance both operational efficiency and the tenant experience. Adoption of revenue management software is a major step in the process. We look forward to its impact on our existing portfolio and we view it also as a value-add component for new acquisitions that do not currently employ it.”

Isaac Gortenburg, President, ECG: “It takes significant effort to properly integrate optimization software. But we are highly confident it will yield meaningful gains in revenue. Other providers made impressive presentations but ultimately we felt LRO’s market share and the fact that we could integrate it into our existing software platform made it the best fit for us”

With its headquarters situated on the Country Club Plaza in Kansas City, Eighteen Capital Group (formerly known as SBV Acquisitions, LLC) has a current investment mandate that specifies value-add,

multifamily properties in primary and secondary markets throughout the United States. To date, we have acquired 6,614 units in twenty markets nationwide.

The Rainmaker Group is the market-leading provider of automated revenue management and profit optimization software solutions for the Multifamily Housing and Gaming & Hospitality industries. Rainmaker software, coupled with professional business consulting services, enables multifamily, gaming, and hospitality operators to maximize revenue from apartment leases and helps operators of casino hotels and other hospitality enterprises secure the most valuable customers to increase their profitability.

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