
Bluffside Apartments Makeover

Studio City, California

Challenge:

Reposition a valuable asset

In 1994 Charles Dunn Company began providing management to a luxury 101 unit apartment building owned by Prudential. In need of renovation and marketing expertise, Bluffside Apartments also required experienced guidance in its renovation efforts with minimal disruptions for its residents.

Solution:

Refurbish the building and implement a strong marketing program

Charles Dunn Company became involved in overseeing the physical refurbishment of the property. Charles Dunn Company also substantially increased the occupancy of the building through onsite personnel changes and aggressive marketing. During the lengthy construction process, the Charles Dunn experienced staff was instrumental in keeping the existing tenant base despite the ongoing construction projects. Charles Dunn Company coordinated and promoted a tenant relations program in order to ensure full tenant satisfaction.

Bluffside Apartments



Result:

A new and dynamic apartment building

Through the efforts of the Charles Dunn team, the client successfully sold the property for one of the highest per unit sales in the area. By reaching occupancy goals, increasing the rents and greatly improving the physical appearance of the property, the seller realized the results they expected.