



Overview

Company

Benson is a private corporation founded in 1992 by Brian Benson.

Mission

Benson fuels the success of our strategic partners by transforming their marketing operation with disruptive innovation, superior products and a service experience aimed at WOW!

Strategic Position

Benson is the only fully integrated marketing solutions company in the multifamily industry. Through proprietary smart stores, the company partners with more than 12,000 registered users nationwide.

Core Capabilities

Benson Designs Benson Promos
Benson Prints Benson Express
Benson Signs Benson Walls
Benson Wears

Multifamily Industry Segments Served

Real Estate Investors (Public & Private)
Real Estate Developers
Property Management Companies
Interior Designers & Architects

Partners

Benson serves companies who have a focus on branding and fiscal responsibility, including 17 of the top 50 multifamily management and owner/operators in the country. Over 12,000 registered users depend on Benson's centralized platform for transparent marketing services.

Corporate Values

B> Partner Focused / Put others first
B> Innovative / Find a better way
B> Passionate / Be radical about our talent & energy
B> Adaptable / Champion growth
B> Accurate / Every detail matters

Facility

Benson's corporate headquarters is comprised of over 110,000 square feet of operational, customer service, manufacturing and training spaces in one location. It also includes 10,000 square feet dedicated to Benson's experience center. The environment was conceived as a modern workplace designed with the amenities, technology and styling to enhance engagement, productivity, collaboration and comfort.

Benson operates a G7®-certified facility to ensure the highest color standards. Benson has invested over \$2 million dollars in state-of-the-art technology and equipment. In addition, the work space was designed to inspire employees and clients alike.

Capabilities & Services

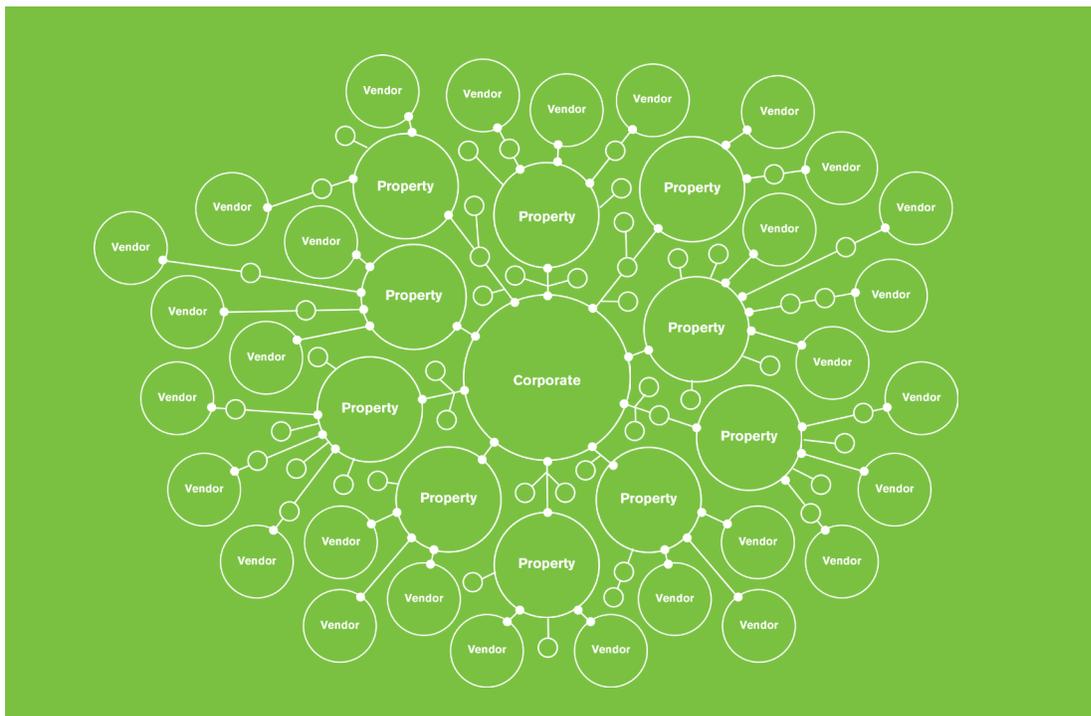
Benson offers the most comprehensive, efficient and transparent platform to procure, personalize, track and invoice multifamily property marketing activities. Benson's system allows for transparent pricing, product views, quantity discounts, on-site personalization with real-time proofing, tiered and bundled shipping, job tracking, and online invoicing. Benson has been recognized for its leading-edge technology and was the first US company to embed cross media marketing technology into a digital store front. Benson was also recognized by HP as the first company to launch DIY digital wallcovering technology in the US.

The Benson integrated marketing system is delivered to property operators and marketing executives through three primary components:

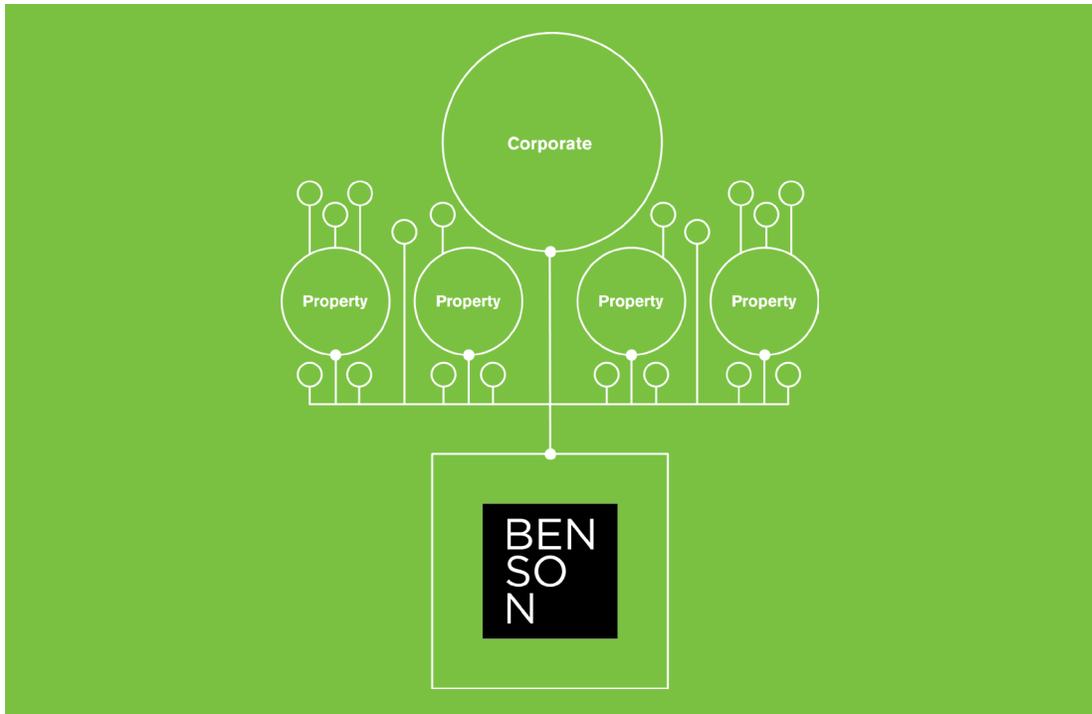
- Online Smart Stores
- Purchasing Guides
- Dedicated Account Teams

Benson is a single source for clients' comprehensive apartment marketing needs — from procurement to fulfillment. Benson manages the national marketing centralization and procurement logistics for thousands of apartment communities. As a dedicated partner and single supply chain for marketing products and communications, Benson increases profitability by saving time and resources with unprecedented accountability.

Fragmented Procurement Process Prior to Benson's Engagement:



Benson's Centralized Procurement Process:



Benson's core strategies include:

- Centralized marketing products, services and custom solutions with review and analysis.
- A single source and direct manufacturer for integrated marketing solutions: online store, printed purchasing guide, and dedicated account management.
- A single supply partner to increase marketing effectiveness and brand consistency in creative services, print, signage, apparel and promotional products.

Benson's core capabilities include:



Benson Designs

Benson Designs' award-winning Limelight team delivers innovative creative solutions for new developments, acquisitions and community rebrands, from agency-level creative to daily brand applications. With Limelight's stellar identity and guidelines in place, Benson's team of studio artists applies brand standards to all marketing materials in a consistent, efficient and affordable manner. From single-property solutions to national and portfolio-wide program implementation, Benson Designs focuses on the details critical to creating high-visibility, on-brand, and property-appropriate design solutions that generate results.

Benson Designs – Limelight

Limelight services the specific needs of the multifamily industry with award-winning design and creative problem solving. Benson's designers excel at visual development and also understand mandatory industry components like Fair Housing and diversity compliance. In addition, the team collaborates closely with Benson's print operators and manufacturing staff to ensure marketing materials are produced efficiently and effectively.

Limelight also simplifies the design process with no retainers, a standard price list, and transfer of all art file ownership to the client, so there are no hidden charges or surprises. Benson Designs' clients get an excellent creative product while eliminating the typical frustrations and inefficiencies of using multiple freelance designers and agencies.

BRANDING

- Brand Identity and Logos
- Name Development
- Property Repositioning

COMMUNICATION

- Brand Messaging
- Content Management
- Digital Imagery

SERVICES

- Campaigns
- Custom Collateral
- 2D and 3D Illustrations
- File Preparation and Pre-Press Services
- Environmental Graphics

Benson Prints

Printing goes far beyond ink on paper. Today's print communicates, inspires, and engages in multiple formats. These complex print projects require managed solutions delivered on time and on budget. From brochures and marketing signage to personalized wall art and custom murals, Benson knows each print project requires a unique approach.

To deliver innovative printing solutions, Benson leads the industry by investing in cutting-edge HP technology. As an HP Beta site, Benson has access to the latest print and imaging technology, well ahead of most print service providers. Benson's Indigo 10000 is the only digital press available that provides enhanced productivity, variable data, substrate versatility and unique ink capabilities; such as white ink and indichrome. In addition, Benson's printing capabilities are further enhanced with UV and latex printing technology.

Benson Signs

Permanent signage is a critical tool for shaping, defining and organizing lifestyle experiences in multifamily communities by connecting people to places. Benson's design and fabrication processes provide access to the latest materials and techniques to make unique sign possibilities a reality.

Benson understands the comprehensive nature of signage projects, developing proactive solutions from beginning to end. From initial engagement, site surveys and zoning research to design development, permitting, fabrication and installation, Benson's extensive brand knowledge and market intelligence ensure a simplified approach to complex signage projects at every price point and along every step of the resident and prospect tour path.

Signage created and installed by Benson is covered by a 3-year warranty.

Benson Wears

From branded leasing attire to durable and professional maintenance work wear, Benson's collection of apparel provides operational efficiencies from head to toe.

Benson Wears includes the industry's most extensive range of stylish embroidered apparel, including a durable safety shoe line and rugged work pants. Benson Wears also provides a pant hemming program, consistent brand application, on-demand fulfillment and the best available warranty.

Benson is the largest distributor of multifamily apparel in the country. Benson's partnership with four of the largest apparel sources in the US gives them ultimate flexibility with their product line and ensures maximum availability.

Benson Promos

Benson creates memorable brand impressions with unique, high-quality and cost-effective products from Benson Promos. From one-of-a-kind move-in gifts to environmentally conscious and reusable items, Benson Promos' expansive collection of promotional items are easily customized. In addition, centralized marketing logistics provide better products while saving time and resources.

Benson has developed the apartment industry's widest range of innovative promotional products, including bags, umbrellas, awards, move-in kits, pens, key chains, hi-tech items among hundreds/thousands of others. Through their ongoing communication strategy, Benson continuously brings the latest products to market.

Benson Walls

Digital decor is the second fastest growing print segment in the world, and Benson responded by creating Benson Walls. With Benson Walls, residents can personalize their space with high-quality DIY digital wall art; including murals, decals and canvases. Creating the right ambiance that fits their lifestyle in living rooms, dining rooms, bedrooms, hallways or childrens' rooms, residents choose from Benson's extensive gallery of patterns and images or upload their own personal favorites. The easy-to-use website walks residents through the entire process, allowing them to transform blank walls into works of art.

Benson offers direct rebates to customers on every order placed by the residents in their community. In addition, the Easy Up Easy Down moisture-activated adhesive provides easy up, easy down wall covering applications with no damage to existing walls. Benson Walls can replace current resident perks and employee incentive programs with a creative and fun new tool for lifestyle personalization.

Benson also works with architects, developers and interior designers nationwide on new developments and renovations.

Benson Express – On Demand Personal Property Communications

Benson Express is a professional communications tool within clients' online marketing store that delivers a robust self-service, online marketing communications template program integrating digital downloads, email blasts, social posts and analytics. Benson was the first US company to embed an on demand marketing communications tool into its customers' marketing store portal.

For More Information

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