

ESG Update

2024 Q1



Community

A group of eager GreenTree Maintenance employees generously donated their time to assist with meal preparation at GLIDE. Alongside serving warm meals daily in the dining area, GLIDE's Daily Free Meals Program also organizes the assembly and distribution of bagged lunches and dinners for community members unable to attend the scheduled meal times.



Stakeholder Engagement

Veritas was proud to have its Senior Vice President, Aaron Reuter, contribute his deep industry knowledge on the panel titled 'Navigating San Francisco's Evolving Multifamily Landscape' at the Bisnow San Francisco Multifamily & Affordable Housing Conference in February.

Mr. Reuter shared his insights on capitalizing on emerging trends, overcoming the unique challenges of the San Francisco market, and strategies for maximizing returns in San Francisco's dynamic multifamily landscape.

.....

Globest.com recognized Veritas as an influencer in the CRE tech space, an honor that places it among the visionaries leading the evolution of commercial real estate through technology. This accolade highlights the team's unwavering dedication to innovation and excellence.

Veritas hosted Fran Federman, Executive Vice President and CIO at CyrusOne, at our VWIRE (Veritas Women in Real Estate) mentoring program. Fran shared a powerful message that resonated with our values at Veritas: "Recognize where people can excel. Create development opportunities for your peers." Through programs like VWIRE, Veritas connects emerging talent with experienced leaders. This mentoring not only provides invaluable guidance but also opens doors to new opportunities within the real estate sector for our employees.

.....

Partners, employees, vendors, and colleagues received Lunar New Year cards, extending wishes for health, prosperity, and good fortune in the upcoming year. This yearly practice not only strengthens connections and fosters relationships but also pays homage to cultural traditions, showcasing a dedication to diversity, equity, and inclusion within the workplace.



Resident Engagement

Residents moving into GreenTree-managed buildings in 2024 are offered a welcome gift designed to help them live a “greener” lifestyle. This gift bag includes sustainable items to assist with energy reduction and waste diversion.

New residents are sent an email inviting them to claim their gift. This electronic correspondence not only minimizes paper waste and postage expenses but also ensures residents anticipate the arrival of their package, thereby preventing potential package theft.



Governance

The building managers and full-time resident managers at GreenTree Property Management joined Ready SF in a Neighborhood Emergency Response Team (NERT) training program. This comprehensive 6-series course aims to educate, inform, and certify employees in responding effectively to natural disasters. The initial class conducted in March focused on Earthquake Awareness, Preparedness, and Hazard Mitigation.

.....

Veritas conducted its annual resident survey for the 2023 period. This digital questionnaire serves as a means to check-in with residents, gauging their satisfaction and evaluating the effectiveness of the company’s communication, service, and management.



Health Safety & Wellbeing

To prevent future residents from falling victim to rental scams, RentSFNow.com published an informative guide to raise awareness on fraudulent advertising. This resource outlines prevalent scams often encountered on platforms like Craigslist, Facebook Marketplace, and Nextdoor, offering valuable tips on how to avoid them.