

2017 CWS Annual Report

By Bill Williams
Co-Founder & Advisory Board Member

Relationships & Communications

At CWS we believe an excellent business is built on the foundation of strong relationships. We owe much of our success to our strong relationships with CWS investors, employees, and residents, and our focus on an environment of open communication.

With our investors, many of whom have been with us for 30+ years, we have always aimed to have timely, accurate, and relevant communication while also being proactive and transparent. We understand that investors need to be kept informed of their investment values, cash flows, and property updates and one way this is achieved is through the CWS Investor Portal. The portal provides secure, on-demand access to current and past Personal Annual Investor Reports (PAIR) as well as distribution information and other pertinent documents. Our quarterly newsletters provide updates on the market and state of the company. Our annual meetings are a chance to bring together investors and employees and to have open conversations about past performance and future expectations. Additionally, we strive to be very prompt with communicating updates regarding conditions that affect our properties, such as natural disasters. This year, due to Hurricane Harvey, we had a very serious situation that affected several of our Houston properties. We actively sent out updates to keep investors informed of property damages, our insurance coverage, and the CWS team's work at each site to quickly aid residents at affected properties. The goal was to provide real-time information during all stages of the disaster recovery program to investors.

Similarly to our investors, we have many long-term employee relationships at CWS and we are very proud of the positive culture we have with our employees. Our goal is to create an environment that fosters employee success by promoting from within, emphasizing employee wellness, and providing opportunities to give back to the communities that we serve (B.R.I.D.G.E. program). CWS is transparent and forthright with employees in terms of training, performance reviews, and mentorships and this creates opportunities for growth and promotion. It also creates personal ownership of their roles at CWS. As an example, during Hurricane Harvey many of our employees stayed at their properties to take care of our residents, foregoing the chance to initially take care of their own homes and families. This reflects the extensive service CWS delivers and shows a commitment and dedication that is truly above and beyond.

CWS understands that a strong relationship with our residents is an essential factor in our success, and has been named for several years as a top manager of apartment communities. One reason for this is because we develop connections with our residents beyond just the business side. As a company we are certainly motivated by profits, and profits come from enhancing the lives of the people we serve.

Each year CWS continues to excel and that is thanks to our investors, employees, and residents. We sincerely value the lasting relationships we have with you.