

Hello fellow Presidential Condo owners, my name is Ashley Reiser. The following are the reasons I request your vote to be a member of your next Board of Directors:

Please consider the areas in which I believe the next Board should focus its time and attention:

- First, and foremost, we should hire, in conjunction with Monica, a trained and qualified Property Manager. A building such as one this size should be professionally managed, the building is simply too large and its management too complex to be self-managed.
- Physical well being of the building is crucial. The building should be in compliance with all City codes and requirements at all times. Preventive maintenance should always be carefully considered. To date, much of the building's physical management has been managed chaos/manage by crisis, this practice must be changed.
- Endeavor to ensure that the Board is always transparent in its actions and communications. The Board must be mindful of its fiduciary responsibility to all Owners;
- Consider ways to modernize the appearance of the building, particularly if such changes could result in increased property values and physical efficiencies;
- Consider all options with regards to the issues the building faces as a result of many Owners renting out their units on a short term basis;
- All Board related communication, both written and verbal, should be respectful and understanding of those opinions different from my own.

Some information about my background:

- 20 years of commercial real estate finance experience. In that time I have worked for some of the most prominent national and international banks, I am currently a Senior Vice President at a \$135 Billion US-based bank;
- Experience serving on home owner boards, I served on a board for a building of the same approximate age and size as the Presidential, I currently serve on the Board for the 90 unit townhome community, the Presidential would be my third home owners board;
- My degree is in Accounting, so I am comfortable reviewing financial statements, and asking related questions;
- Strong written and verbal communication skills;
- Capable of exploring all sides of an issue and making recommendations, always with an eye to building consensus and mitigating risk;
- Owner since 2013, would like to own our Presidential unit for many years to come.

I would very much appreciate your vote on February 11, 2016.