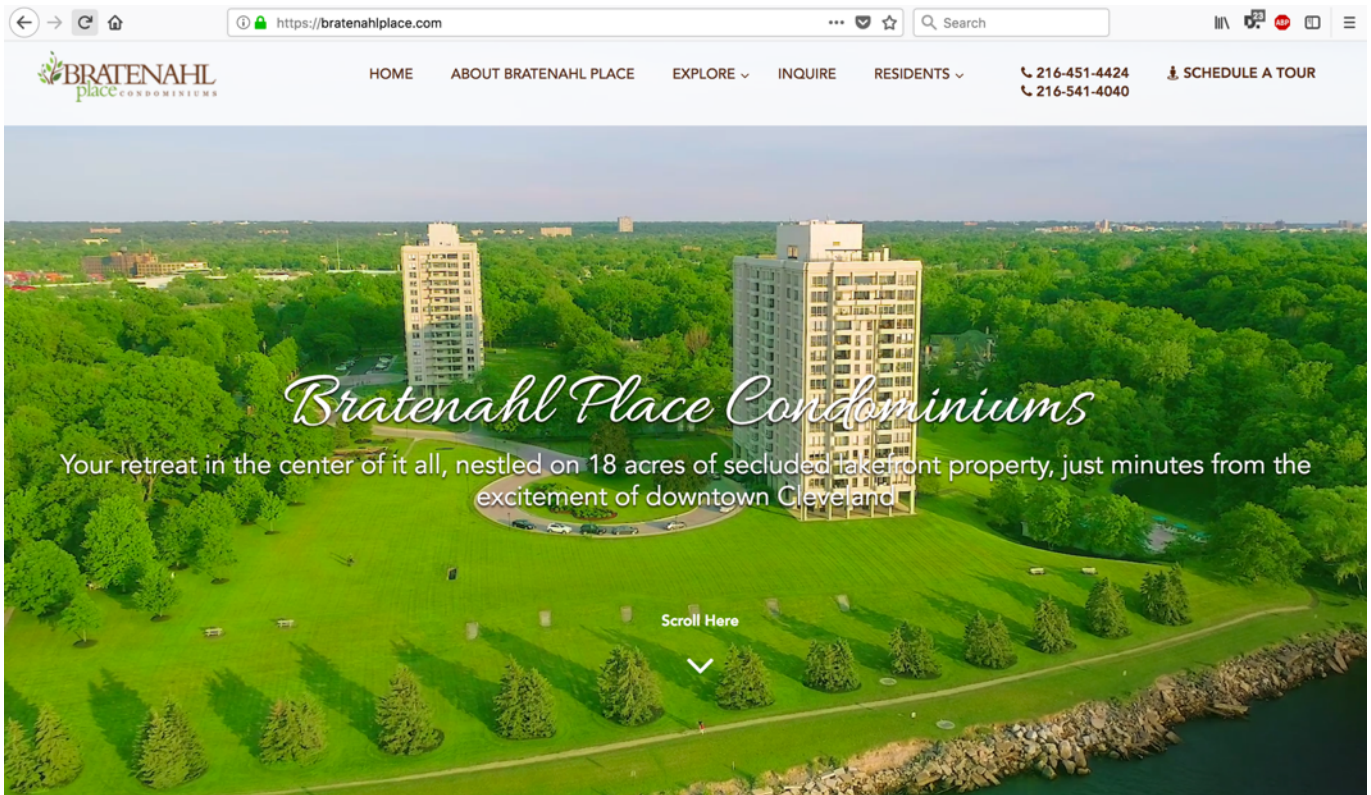


Bratenahl Place

New Website

Bratenahl Place Marketing Team



Dear Bratenahl Place resident:

Early in 2017 your Bratenahl Place Marketing Team initiated a project to refresh the Bratenahl Place website. Project objectives were:

Primary:

- 1. Resident Portal.** Create a user friendly efficient Resident Portal to facilitate and simplify communication between building management and residents regarding building issues such as reserving a public space or access to the current version of the Resident Handbook/By-laws or copies of Board/Committee meeting minutes.
- 2. High search ranking.** Promote Bratenahl Place high ranking in a Google (and other search engines) search for Cleveland area condominiums.
- 3. Leads.** Generate leads for tours of Available Suites.

- 4. Update look.** Create a mobile-friendly, easy to update, fresh new website look designed to appeal to a broad demographic.
- 5. Complement realtors' efforts.** Offer a complement to individual realtor promotional efforts.

Secondary:

- 1. Bratenahl Appeal.** Create an attractive, contemporary style website focused on the appealing features of Bratenahl Place including Amenities and Nearby Attractions.
- 2. General Visibility.** Provide an ongoing, updated, web presence to drive interest in Bratenahl Place.
- 3. Maximize SEO.** Update the website so that it incorporates best practices for Search Engine Optimization including keyword enhancement.
- 4. Visual Appeal.** Incorporate new images and a new drone-driven video to provide an exciting visual component to enhance the new text.
- 5. Brand Promotion.** Drive name recognition with an exciting website and related advertising campaign.
- 6. Waiting List.** Drive brand appeal so that Bratenahl Place becomes an in-demand property resulting in a Waiting List situation for Available Suites.
- 7. Available Suites.** Offer a real-time listing of all available Bratenahl Place suites in one place subject to immediate updating.

We are offering the following website virtual launch document to introduce you to the new website features. An information Session will be held on Wednesday, January 24 at 7:00 PM in the BP2 Penthouse for Building Two residents to provide answers to specific questions relative to website functions, especially the Resident Portal.

Enjoy your new website. Please contact Pamela Barron (BP2) or Aaron Shaffer (BP1) with questions or recommendations for enhancements.

General: The website utilizes a layout that guides the viewer’s experience. Rather than leaving a viewer’s clicks to chance, the ‘Home Page’ is a series of landing pages that flow from the opening drone video image. All the viewer has to do is click the down arrow to go to the next ‘page’.

An important new image is the drone directed video that opens the ‘Home Page’. The video takes you on a quick tour around the property. The video of the property will only show as a ‘moving’ video on a desktop or laptop computer. Apple mobile devices such as iPads, or iPhones do not support the dynamic video. On an Apple mobile device, only the opening image of the video will show. The video is also visible on YouTube complete with musical background.

Phone numbers listed throughout the website are for both BP1 and BP2.

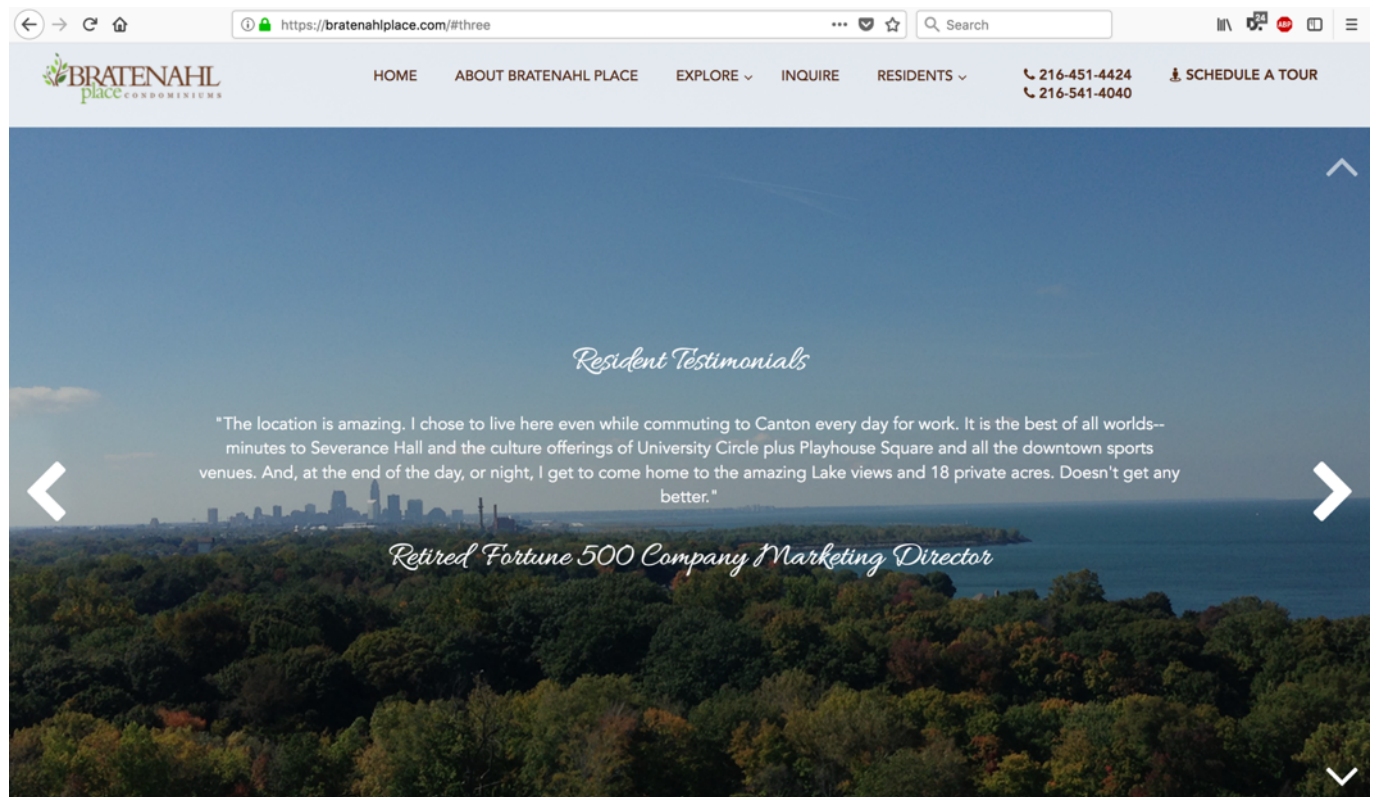
Nearby Attractions:

The screenshot shows a web browser displaying the Bratenahl Place website. The browser's address bar shows the URL <https://bratenahlplace.com/#two>. The website's navigation menu includes 'HOME', 'ABOUT BRATENAHL PLACE', 'EXPLORE', 'INQUIRE', and 'RESIDENTS'. Contact information for '216-451-4424' and '216-541-4040' is visible, along with a 'SCHEDULE A TOUR' button. The main content area is titled 'Nearby Attractions' and features a large image of Progressive Field stadium. To the right of the image is a sidebar for 'The Gateway District' with the text: 'Home to The ‘Q’, home of the world champion NBA Cleveland Cavaliers and Monsters hockey team, Progressive Field, East 4th Street, Public Square, and culinary delights!' and a 'Read More' button. Below the sidebar, travel information is listed: '15 Minute Drive', '6.8 Miles', and '~\$10 Uber Ride'. At the bottom, a horizontal menu lists other nearby attractions: 'THE GATEWAY DISTRICT', 'PLAYHOUSE SQUARE', 'CLEVELAND STATE UNIVERSITY', 'CLEVELAND LAKEFRONT NATURE PRESERVE', and 'UPSCALE SHOPPING'.

Nearby Attractions are shown complete with distance, time and cost of an Uber ride. There are highlights that show with the image and then there is a Read More link that provides additional information. The Nearby Attractions will automatically 'move' (advance) or you can manually click on the ones that interest you most.

The idea is to show that Bratenahl Place truly is "Your retreat in the center of it all" (our new tag line) featuring cultural, sporting, educational, medical institutions, etc. that are all within a few minutes of Bratenahl Place. Featured attractions are: Playhouse Square, Cleveland State University, Cleveland Lakefront Preserve, Upscale Shopping, Cleveland Hopkins International Airport, University Circle, Medical Care, The Flats, West 25th Street, North Coast Harbor and the Gateway District.

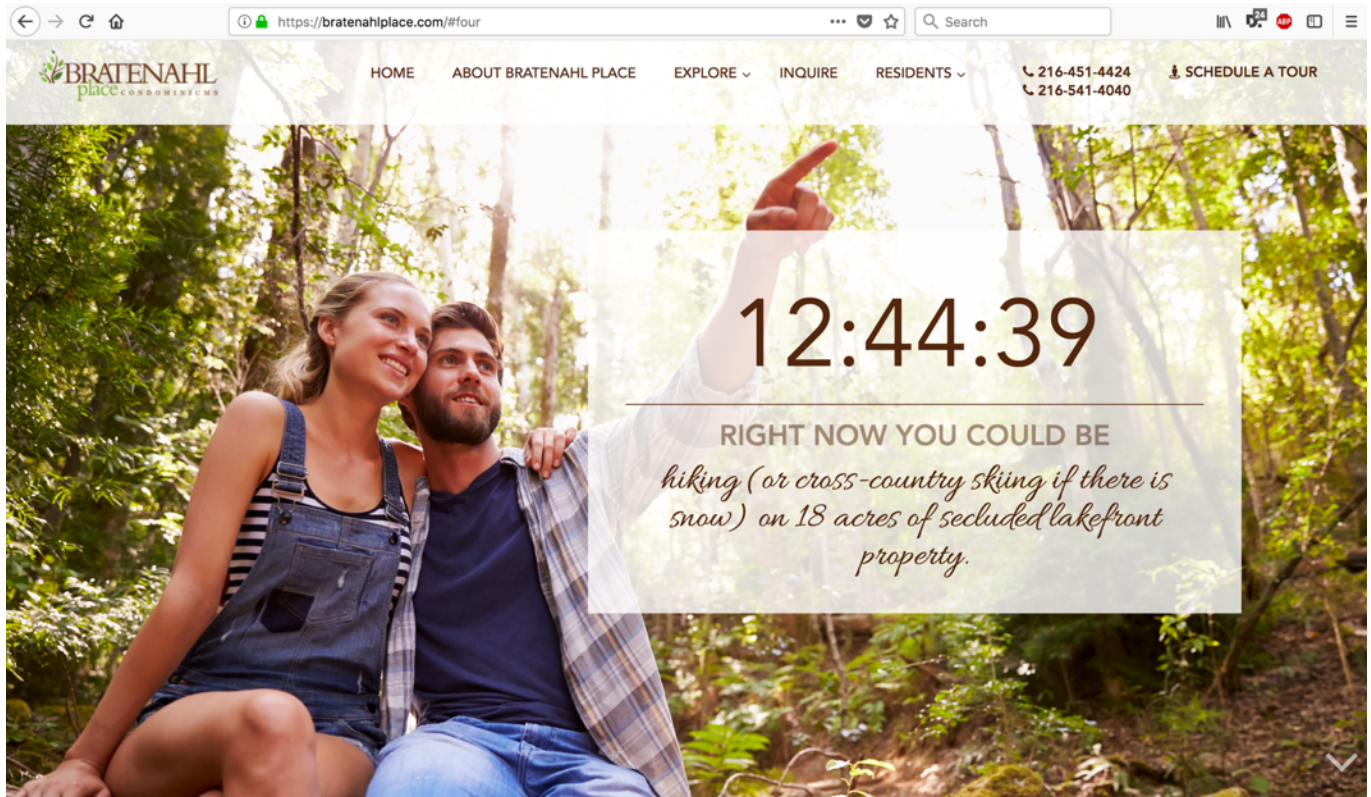
Resident Testimonials:



Current Bratenahl Place residents provided testimonials. We have a stock of testimonials and will be rotating testimonials out on a regular basis.

Please add to our inventory by providing your own 1-3 sentence testimonial about why you love living at Bratenahl Place. The testimonials will 'automatically 'move' (advance) or you can manually go forward or backward.

Clock:

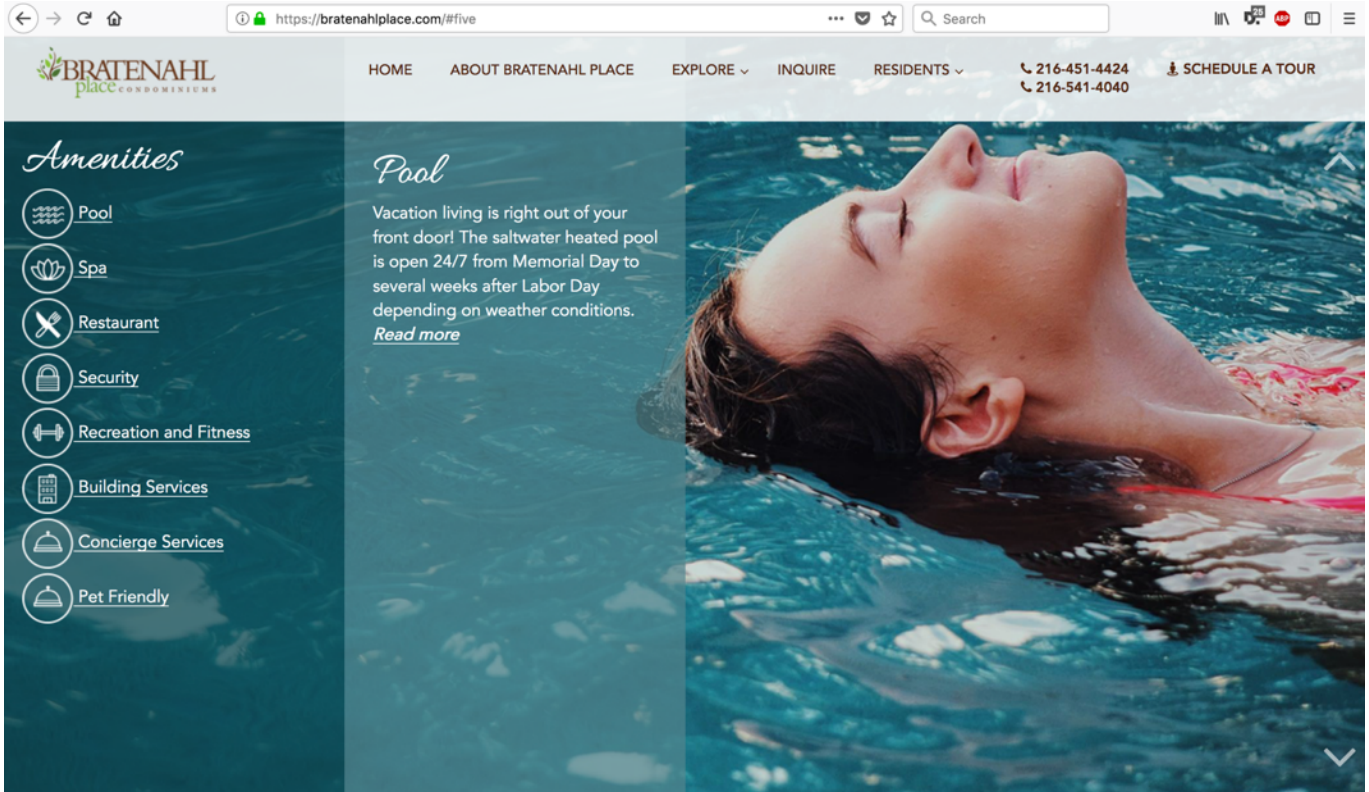


The Clock page has 5 time settings that illustrate the many action possibilities available to BP residents at all times of the day and night. The 5 images advance automatically or can be manually moved forward or backward.

1. Early Morning—image of newspapers with text about reading in the BP1 Garden Court or BP2 Library with building-provided newspapers/magazines.
2. Afternoon—hiking in Spring, Fall; swimming in Summer; cross country skiing in Winter.
3. Early Evening—eating in the Bratenahl Place Bistro.

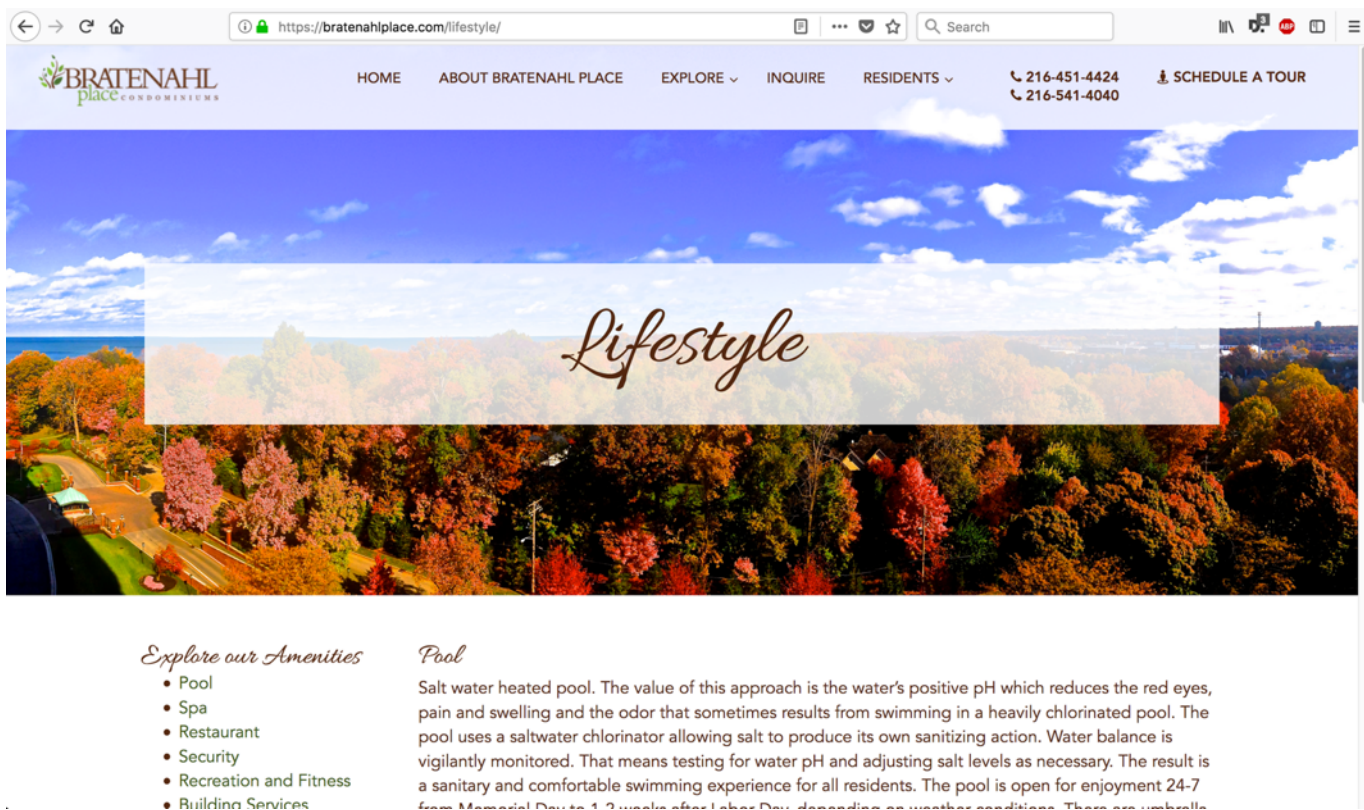
4. Later Evening—enjoying a cultural or sporting event at University Circle, Playhouse Square or the “Q” in the Fall, Winter, Spring; fire pit /Progressive Field in the Summer.
5. Late Evening—sleep secure in your gated, 24-7 guarded community.

Amenities:



This is one of the most important landing pages as it details all the Amenities at Bratenahl Place. Each of the major categories includes an image as well as text highlights. To read a more detailed description of the individual Amenities, click on the Read More link.

Lifestyle, Virtual Tour, Available Suites, Floor Plans, Where to Shop, FAQs:



The screenshot shows a web browser displaying the website <https://bratenahlplace.com/lifestyle/>. The page features a navigation bar with the following items: HOME, ABOUT BRATEN AHL PLACE, EXPLORE (with a dropdown arrow), INQUIRE, RESIDENTS (with a dropdown arrow), two phone numbers (216-451-4424 and 216-541-4040), and a button labeled SCHEDULE A TOUR. The main content area is dominated by a large, scenic photograph of a forest with vibrant autumn foliage in shades of orange, red, and yellow, set against a bright blue sky with scattered white clouds. The word "Lifestyle" is written in a large, elegant, cursive script across the center of the image. Below the image, the page is divided into two columns. The left column is titled "Explore our Amenities" and contains a bulleted list: Pool, Spa, Restaurant, Security, Recreation and Fitness, and Building Services. The right column is titled "Pool" and contains a paragraph of text describing a salt water heated pool, its benefits for eye and skin health, and its operational schedule from Memorial Day to 1-2 weeks after Labor Day.

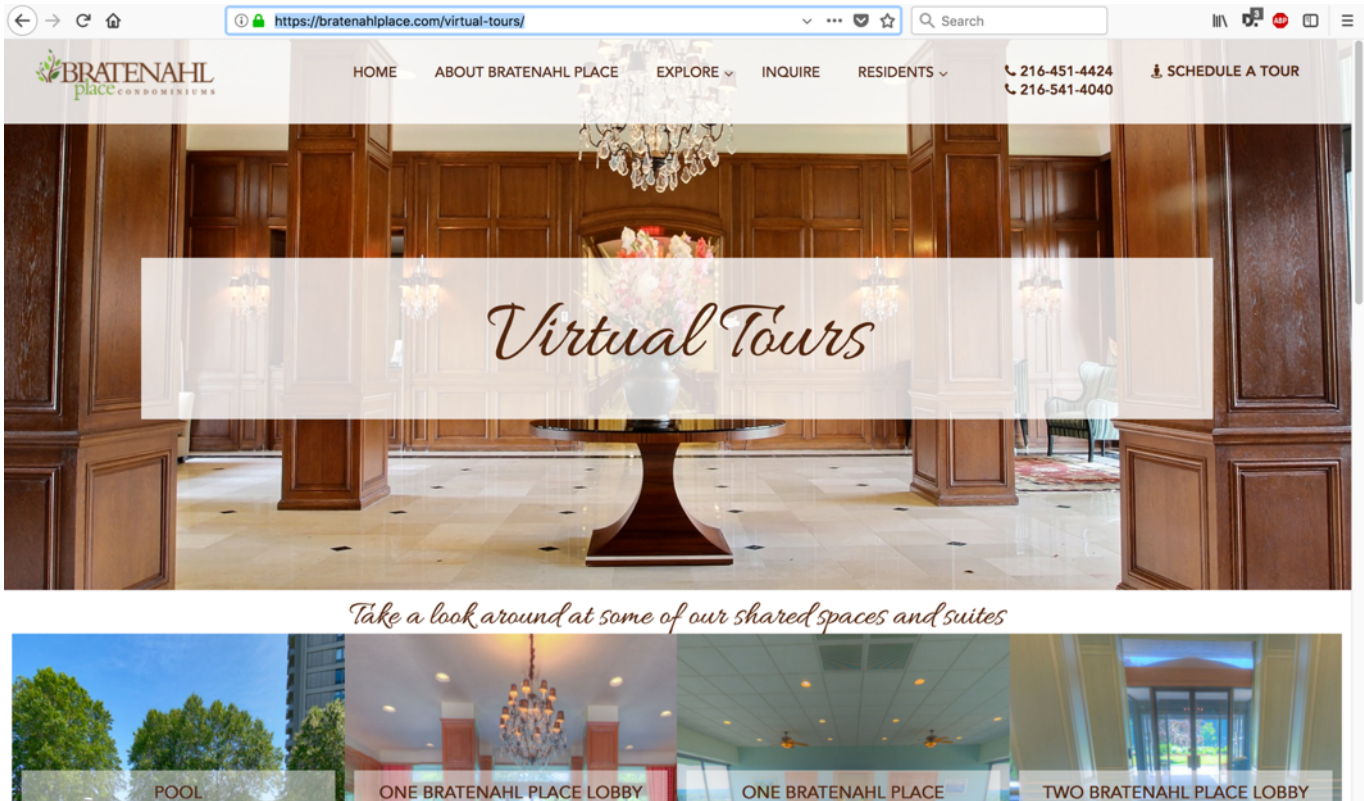
Explore our Amenities

- Pool
- Spa
- Restaurant
- Security
- Recreation and Fitness
- Building Services

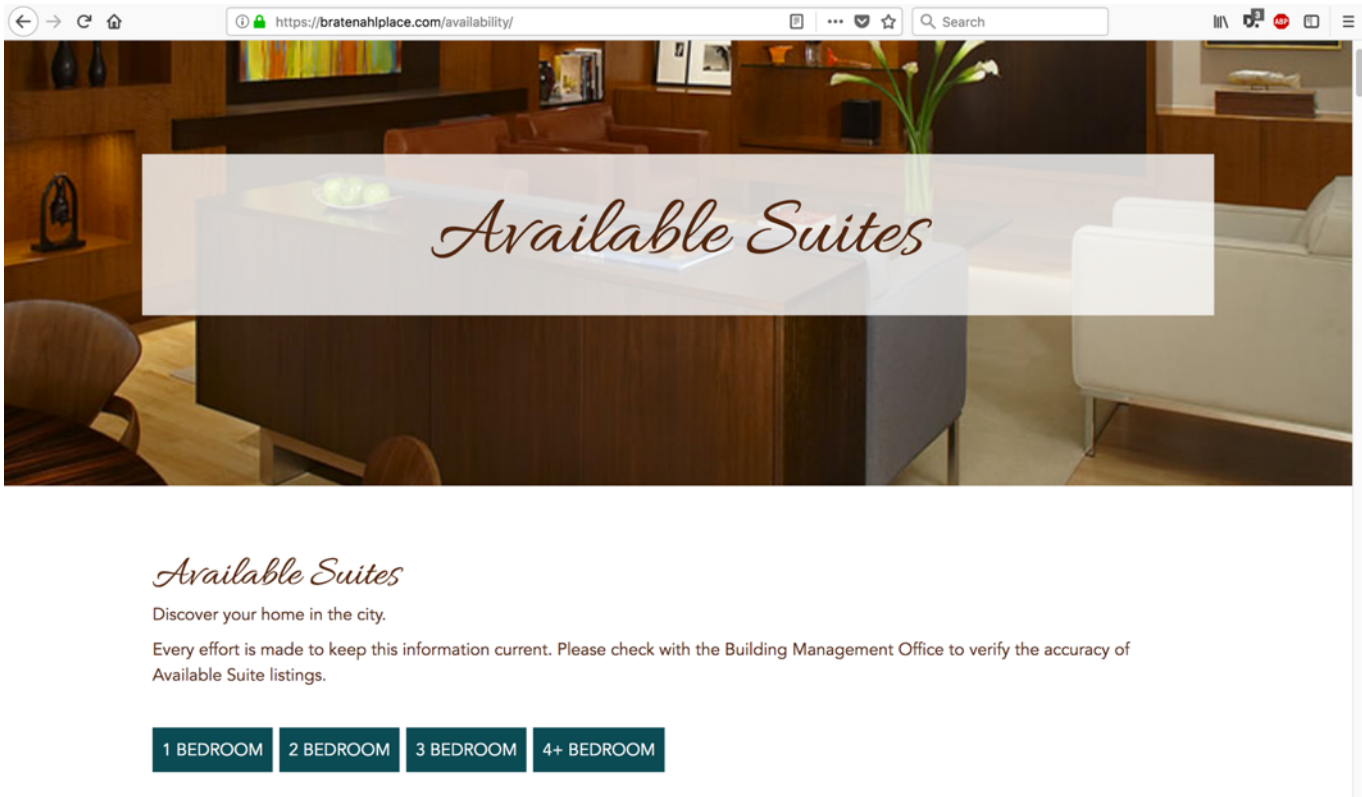
Pool

Salt water heated pool. The value of this approach is the water's positive pH which reduces the red eyes, pain and swelling and the odor that sometimes results from swimming in a heavily chlorinated pool. The pool uses a saltwater chlorinator allowing salt to produce its own sanitizing action. Water balance is vigilantly monitored. That means testing for water pH and adjusting salt levels as necessary. The result is a sanitary and comfortable swimming experience for all residents. The pool is open for enjoyment 24-7 from Memorial Day to 1-2 weeks after Labor Day depending on weather conditions. There are umbrellas

The **Lifestyle** section is a repeat of the Amenities section.



The **Virtual Tour** section includes 360 panoramic views of BP1 and BP2 public spaces including the Lobby and Penthouse areas in each building and the BP2 Library and Pool as well as images from two outstanding Suites. We recognize that some of the 360 images have an orange hue. We have tried to color correct these images as much as possible. Future website enhancements will include swapping these images out with new views that more accurately reflect actual color tones.



Available Suites. This section will include copies of the listings of Suites for sale in both BP1 and BP2. There will be a single picture of the For Sale unit, unit details, a link to the listing agent's email address and a link to the actual listing. As of this writing, there are no units for sale in BP2. As new Suites are added or existing listings Sold, the respective building administrative personnel will adjust the listings accordingly.

BRATENAHL
place CONDOMINIUMS

HOME ABOUT BRATENAHL PLACE EXPLORE INQUIRE RESIDENTS 216-451-4424 216-541-4040 SCHEDULE A TOUR

Floor Plans

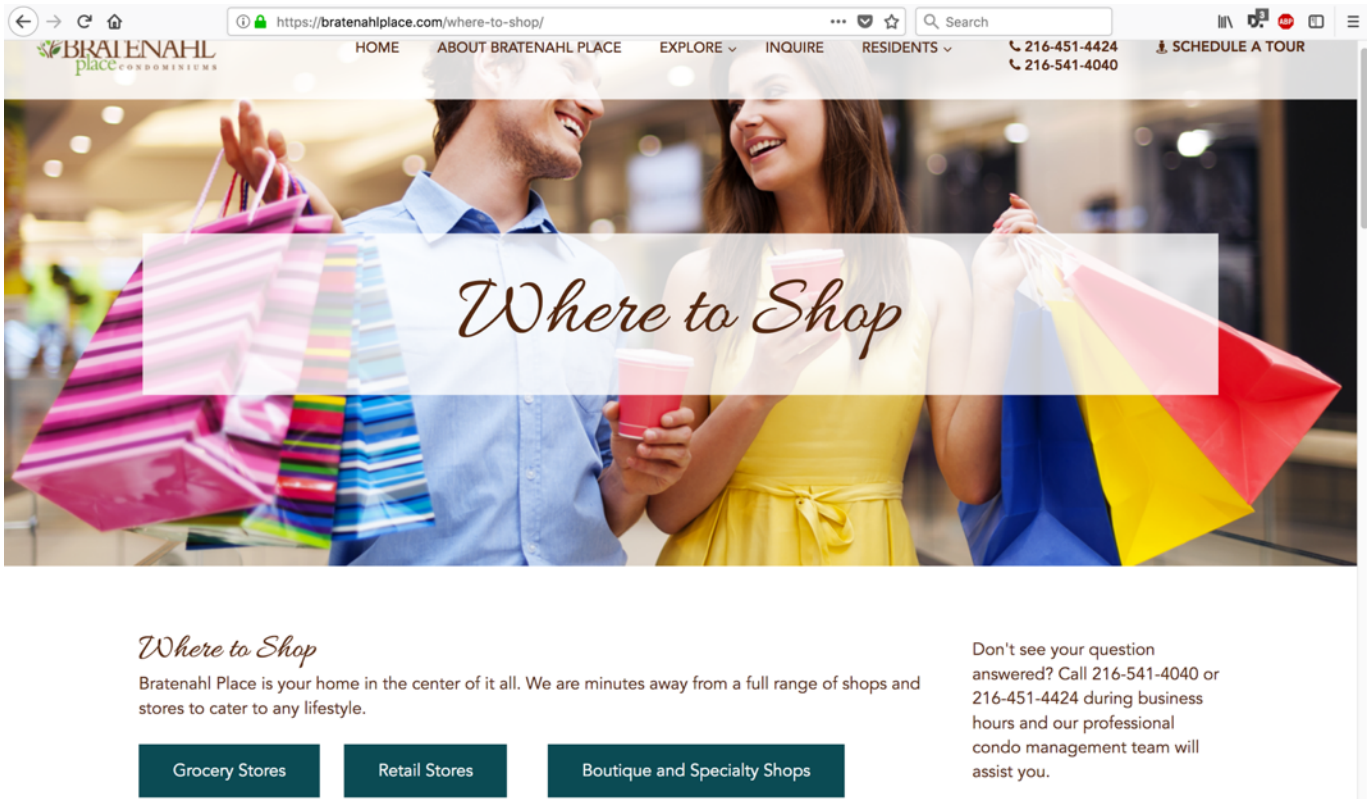
One Bratenahl Place and Two Bratenahl Place

Floor Plans

- One Bratenahl Place Floor Plans
- Two Bratenahl Place Floor Plans

One, Two, Three and some double suites with four bedroom floor plans are available at Bratenahl Place. All properties include at least one balcony with gorgeous views of Cleveland, Lake Erie and surrounding areas. Suites include multiple bathrooms and many properties include two balconies for luxury Northeast Ohio condominium living.

Floor Plans. Initial Floor Plans are shown for each building with the notation that due to how the building is constructed, units can be easily reconfigured to fit personal lifestyles.



Where to Shop

Bratenahl Place is your home in the center of it all. We are minutes away from a full range of shops and stores to cater to any lifestyle.

[Grocery Stores](#) [Retail Stores](#) [Boutique and Specialty Shops](#)

Don't see your question answered? Call 216-541-4040 or 216-451-4424 during business hours and our professional condo management team will assist you.

Where to Shop. In recognition of the fact that often the first question asked of Bratenahl Place residents is “Where Do You Shop”, the website addresses this issue head-on with information about nearby Grocery Stores, Retail Stores, and Boutique and Specialty Shops. The list is intended to be representative, not all-inclusive.



Don't see your question answered? Call 216-541-4040 or 216-451-4424 during business hours and our professional condo management team will assist you.

FAQs

Bratenahl Place offers a full range of amenities and exceptional hotel/resort style living in Cleveland, Ohio. If you have questions, please read through the Frequently Asked Questions list below.

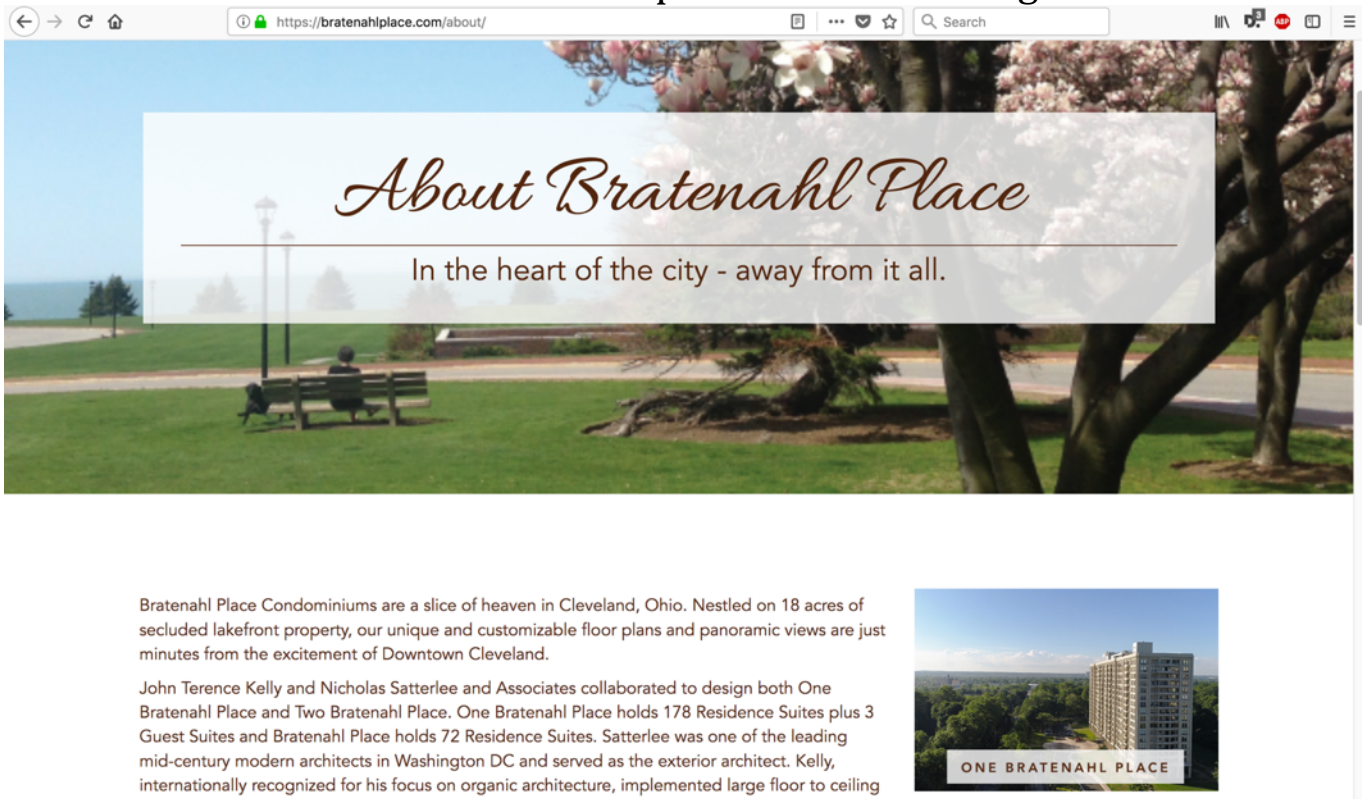
What Amenities Are At Bratenahl Place Condominiums?

Where Is Bratenahl, Ohio?

FAQs. A list of commonly asked questions with appropriate answers. Please look at the list and let us know if there are any other questions/answers you think should be added.

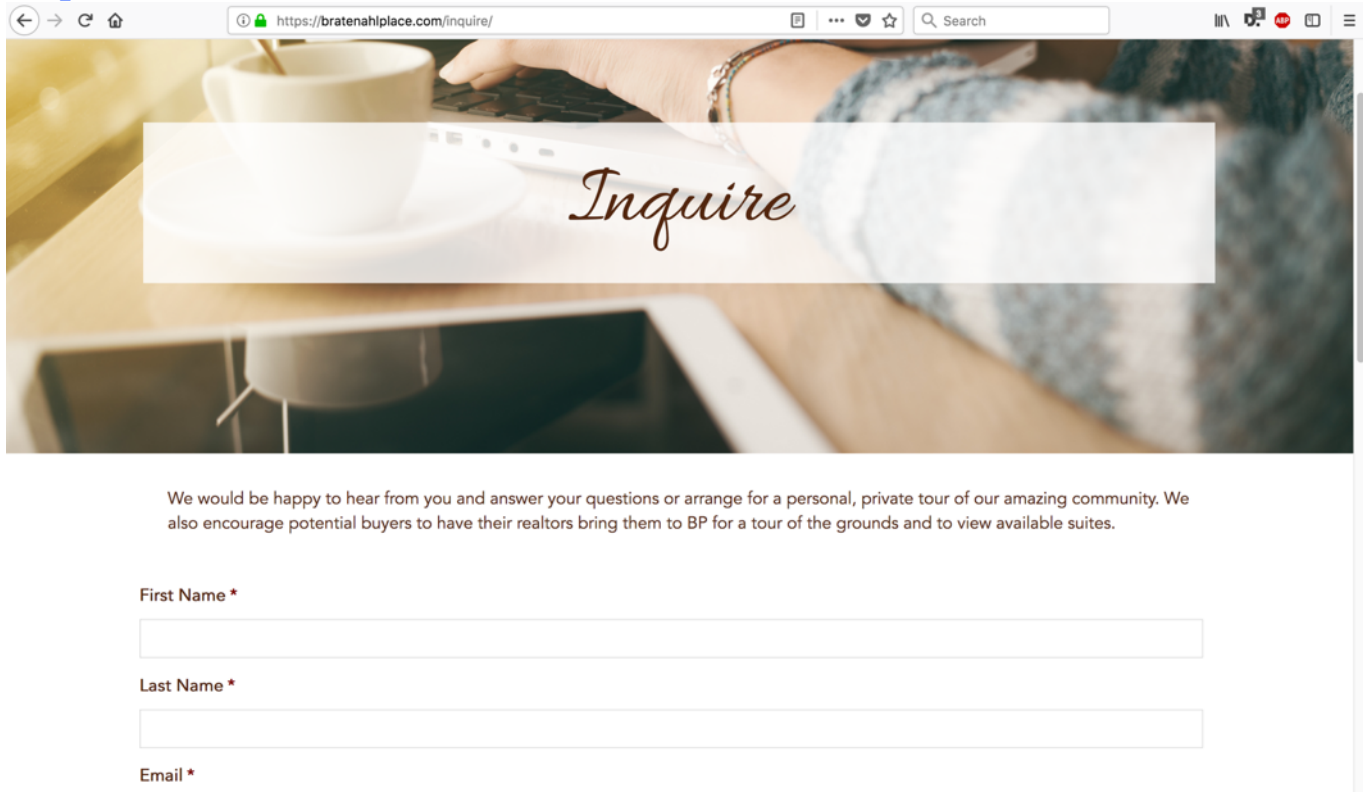
Other website Pages with links in the top bar.

About Bratenahl Place. This page is a simple statement about Bratenahl Place— location and historic development. Both buildings are shown.



Explore: Repeat of Lifestyles, Virtual Tour, Available Suites, Floor Plans, Where to Shop, and FAQs sections.

Inquire:



https://bratenahplace.com/inquire/

Inquire

We would be happy to hear from you and answer your questions or arrange for a personal, private tour of our amazing community. We also encourage potential buyers to have their realtors bring them to BP for a tour of the grounds and to view available suites.

First Name *

Last Name *

Email *

A chance for viewers of the website to ask a question or arrange for a call back. We have already had several requests from website viewers for tours of the property. These inquiries have come from viewers who are not yet affiliated with a realtor. A Marketing Committee member will respond to questions and arrange for a tour. The tour will not include viewing of actual Available Suites. Lists of realtors with Available Suites listings will be provided.

Schedule a Tour:

Schedule A Tour

Experience Bratenahl Place first-hand. Use the form below to contact us and schedule a private tour and have a drink on us at the BP Bistro Bar or Restaurant. If you would like to speak with us, feel free to call us at 216-541-4040 or 216-451-4424 during business hours.

Name *

First

Last

Email *

Telephone *

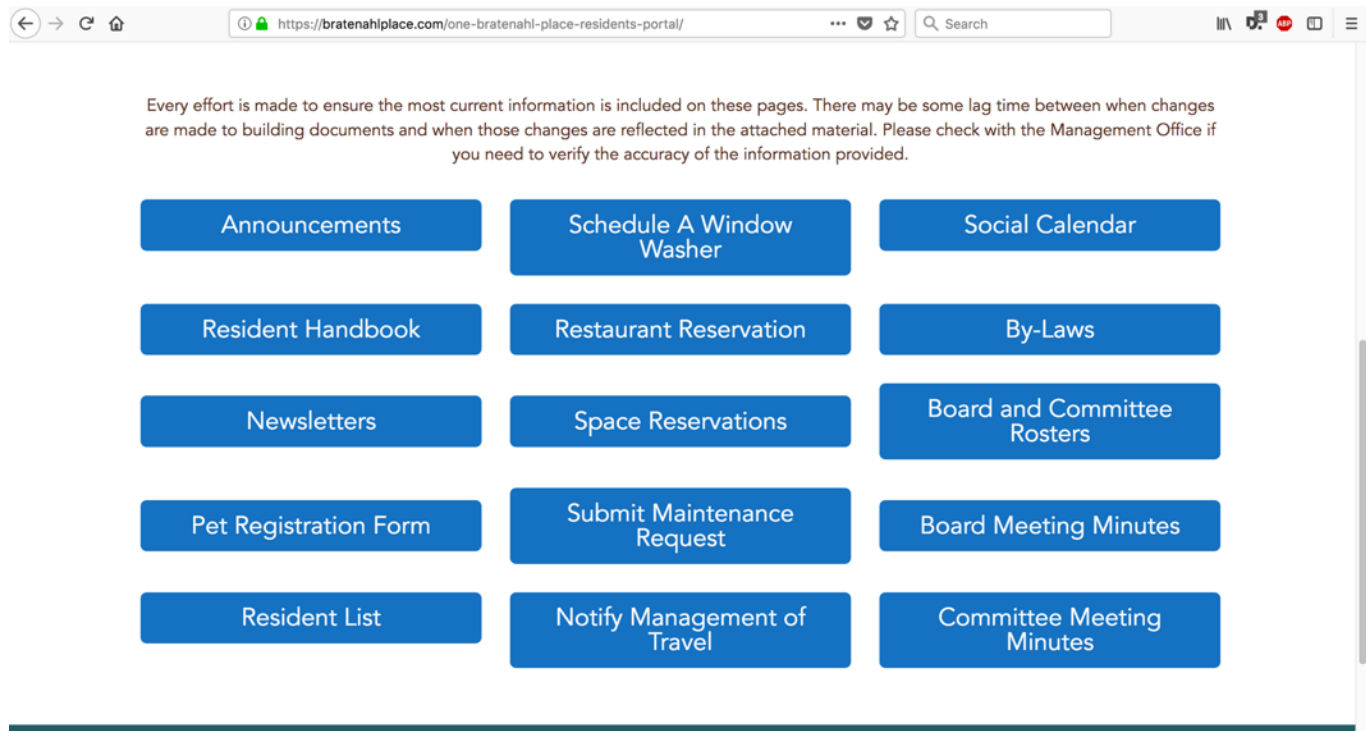
When would you like to visit?

Preferred Time

Working with a Real Estate Agent? If yes, please provide agent's name.

This is a simple form for viewers to request a tour of the property. If the viewer is not affiliated with a realtor, a Marketing Committee member will meet with the potential buyer and provide an overview of both buildings and a list of the realtors who currently have available listings in the buildings. If the interested part is working with a realtor, a Marketing Committee member will meet with the potential buyer and real estate agent and provide a general introduction to the buildings and leave the tour of Available Suites up to the realtor.

Residents Portal:



This is the most important part of the website for existing Residents. It is where to view copies of building documents and committee meeting minutes, get answers to commonly asked questions, arrange for reserving a public space, scheduling a window washer, or a small home repair or notifying building management of travel.

The Resident Portal is divided into a secure BP1 section and a secure BP2 section, both of which are Password protected with separate passwords. These sections are not visible to the general public. The **Password** to access the BP2 Resident Portal is ILiveOnALake-2. The password is case sensitive.

The BP2 sections are as follows:

Announcements: Announcements of general interest. If interested in receiving immediate automatic Announcement updates you must sign up on the page and provide your email address. New announcements will

then automatically be pushed out to you with immediate notification alerts when a new announcement is posted. Otherwise, announcements will be sent to all residents as part of a building distribution email.

Please note: Depending on your computer settings, Announcements from Bratenahl Place or support@bratenahl.com might be sent to your Spam folder. Be sure to check your Spam folder and mark the communication as Not Spam.

Newsletters. Copies of the last 2 building newsletters. Newsletters are usually published Quarterly.

Social Calendar. Calendar will show which public spaces are already reserved for particular dates as well as other noteworthy dates such as board meetings, social events, etc.

Space Reservations. Here is the place to reserve the Ballroom, Library, Penthouse, Rooftop Deck, Picnic Table(s) or Tennis Courts. Note: Picnic Table and Tennis Court reservations are not necessary but are recommended for holiday weekends. Once the form is filled out it will automatically be sent to the Management Team. They will then confirm your reservation and add it to the Social Calendar (your name will not appear on the Social Calendar—only the fact that the room space is reserved). Note: Your reservation is not finalized until you have received confirmation from the Management Office.

Please note: The confirmation email from the Management Office will come from Bratenahl Place or support@bratenahl.com. Depending on your computer settings these emails might be sent to your Spam folder. Please check for them in your Spam folder and mark them as Not Spam.

In the future, a form will be added for reserving the freight elevator for a move or furniture delivery.

There are no charges for reserving a public space.

The Guest Suites in BP1 are not listed here. As a BP2 resident you must contact BP1 directly at 216-541-4040 to reserve one of the available suites that are offered on a First Come-First Serve basis. There is a charge for renting these Suites.

Restaurant Reservation. Reserve a table at the BP1 Bratenahl Place Bistro.

By-laws. A copy of the most current building by-laws.

Resident Handbook. A copy of the most current Resident handbook that includes all building operational policies.

Pet Policy and Registration Form. Pets are allowed at Bratenahl Place subject to board approval and compliance with the standing pet policy. Here are the necessary instructions and forms for adding a pet.

Yearly Audit. Certified copy of the last formal Audit.

Financial Reports. Appropriate Financial Reports including the latest Yearly Budget.

Board and Committee Rosters. Listing of Board Members and Members of Major Committees: House, Decorating, Marketing, Grounds, Social, Pool.

Board Meeting Minutes. Minutes of last Annual Board Meeting and last Quarterly Meeting. *

Committee Meeting Minutes. Last available meeting minutes for main committees. Not all committees will have available minutes. *

Notify Management of Travel. If you plan to be away from the building for an extended period of time this is a convenient way to let the Management Team know and to inform them of special instructions during your absence—regarding checking your Suite, collecting/forwarding mail, etc.

Submit Maintenance Request. Request a small home repair from our Maintenance staff. Charges may apply and will appear on your monthly condo association fee statement.

Schedule a Window Washer. During Spring, Summer, Fall, and sometimes Winter, a Window Washer is normally at BP2 on Friday. This is a chance to schedule the window washer in advance. Charges apply and are paid to the window washer directly. If you are not at home a bill will be left for you. If you will be out of town for an extended period of time it may be possible to make payment arrangements for the window washer with the Management Office in which case the charges will be applied to your monthly condo association fee.

Resident List. The BP2 Board has voted to not make this list available on the Resident Portal. For a current Resident List, please contact the Management Office.

Employee List. A list of current building employees with their respective phone numbers.

* Not all Board or committee meeting minutes are currently shown on the Resident Portal. Minutes and other information of general interest will be added in 2018 to build out the Portal.

