

# PRE / 3™

## Development Information

---



### Contacts

Bob Murray  
414-899-0214  
[bob@pre-3.com](mailto:bob@pre-3.com)

Josh Kenitzer  
414-322-2301  
[josh@pre-3.com](mailto:josh@pre-3.com)

## PRE/3 Company Summary

---

Founded in 1978 by visionary Calvin Akin, PRE/3 has established itself as a trailblazer in fostering growth for small to mid-sized communities through exceptional multifamily development.

With a proven track record spanning decades, PRE/3 has developed over 10,000 thoughtfully designed apartment units across Wisconsin and now proudly manages a robust portfolio of over 17,000 units in 16 states.

PRE/3 is driven by a mission to deliver high-quality, low-density housing in overlooked markets, creating vibrant communities where others see limitations. By prioritizing smart design, enduring quality, and community-first values, PRE/3 continues to redefine standards in multifamily living while contributing to the long-term success of the neighborhoods it serves.

## Relevant Recent Developments

---

PRE/3 has developed thousands of units in WI over the years, including over 2,500 units in the last five years alone. Our developments are low-density, providing home-like amenities such as attached garages and private entrances. This low-impact design provides longer-term tenants that take pride in their homes. Here is a list of a few recent developments that are similar in scale:

### **Heather Valley (2024) – 72-unit Market Rate**

701 K Street, Reedsburg, WI 53959

Nicolet Construction

<https://heathervalleyapartments.com/>

### **Clayton Crossing (2023) – 96-unit Market Rate**

9117 Clayton Avenue, Neenah, WI 54956

Nicolet Construction

[www.claytoncrossingapartments.com](http://www.claytoncrossingapartments.com)

### **Prairie View Estates (2024) – 96-unit Market Rate**

1456 Pleasant Drive, Plover, WI 54467

Nicolet Construction

[www.prairieviewestatesliving.com](http://www.prairieviewestatesliving.com)

### **Shawano, WI (under construction) – 60-unit Market Rate**

Nicolet Construction

### **Fox Lake, WI (under construction) – 36-unit Market Rate**

Nicolet Construction



## Community References

---

### **The Village of Waterford, WI**

Zeke Jackson, Village Administrator  
123 N. River Street, Waterford, WI 53185  
(262) 534-3980  
zjackson@waterfordwi.org

### **The Village of Saukville, WI**

Dawn Wagner, Village Administrator  
639 E. Green Bay Avenue, Saukville, WI 53080  
(262) 235-9016  
dwagner@village.saukville.wi.us

### **The Village of Plover, WI**

Steve Kunst, Village Administrator  
2400 Post Road, Plover, WI 54467  
(715) 345-5250  
skunst@ploverwi.gov

### **City of Reedsburg, WI**

Brian Duvalle, Planner/Bldg Inspector  
134 S. Locust Street, Reedsburg, WI 53959  
(608) 768-3354

## Project Description

---

The proposed development plans to utilize the approximate 10.96-acre parcel to develop a 60-unit apartment home community. The development will be constructed in one phase, consisting of four (5), 12-unit buildings. Construction timeline is expected to be 18 months.

Each two-story building will consist of twelve (12) units, all two-bedroom/two-bathroom floor plans, with a private entrance and single stall attached garage. A unit mix summary, inclusive of square footage, floor plans, and community and unit amenity summaries are all included below.

## Development Incentives

---

**City Incentives:** PRE/3 will be requesting TIF incentives to meet the economic shortfall of the proposed project due to increasing construction costs and interest rates.



Example Exterior Photos

---





Example Interior Photos

---







Floor Plans

**2 Bedroom, 2 Bathroom (Lower Unit) – 1,067 Square Feet**



**2 Bedroom, 2 Bathroom (Upper Unit) – 1,144 Square Feet**





**2 Bedroom, 2 Bathroom (Upper Split Bedroom) – 1,075 Square Feet**



## Example Finish Materials

- Interior Unit Finish Materials
  - Cabinets: Maple Shaker with Crown Molding on Tops in Kitchen and Bathroom
  - Counters: Granite
  - Stainless Steel Appliances
  - Flooring: LVP and Carpet
  - Dining Room and Bedroom Fans
  
- Exterior Unit Finish Materials
  - 2x6 Walls
  - Roof/Shingles: Atlas Pinnacle Shingles
  - Siding: High Quality Vinyl/ Brick or Stone Features
  - White Composite Balconies
  - Fiberglass Entry Doors