

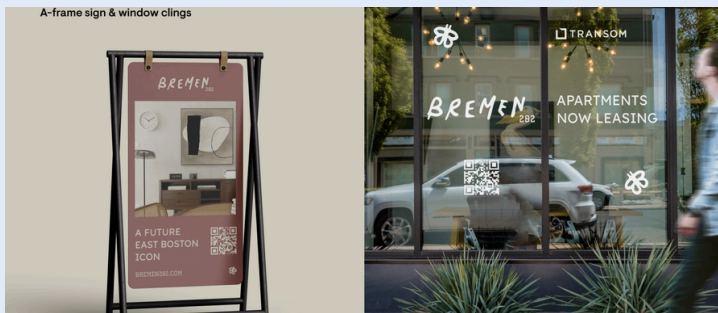
CHARLESGATE Bremen 282

The Power Of Starting Early

At CHARLESGATE, we believe that starting early is not just a recommendation—it's proven in our deep experience to win deals faster. Case in point: Bremen 282, a 140-unit multifamily development in East Boston, secured 70 leases well ahead of its scheduled August 2024 opening. Here's how we did it.

Go-To-Market Strategy

Together with Authentic, our multifamily marketing team, we executed a well-thought-out go-to-market strategy long before the project broke ground. We started building demand in 2023 to lay the foundation for leasing success. By early 2024, the leasing gained momentum and demand has not slowed since.



Leasing Ahead of Schedule

Thanks to our dynamic pricing strategy, we secured rents above pro forma expectations while maintaining a smooth leasing trajectory. While the client opted to slow the lease-up to capture these higher rents, we continued to push forward, successfully leasing units at a steady pace.

Despite a competitive market, where it can be tempting to offer multiple months free, we kept concessions to an iron-clad minimum, generating an additional \$90K of revenue earlier.

The Results

70 Units Pre-Leased

Generated nearly \$170K in gross rental income at opening, \$1.30 more per square foot than our competitors.

50% Leased Pre-C.O.

Dynamically exceeding Transom's (developer) pro forma goals.

70% Leased 2 Months Post-C.O

Generating \$90K of additional revenue than competitors offering the market standard of one-month free rent.

How We Did It

Phase 1: Brand Positioning

- Designed A Premier Brand
- Brand Playbook
- Strategic Messaging

Phase 2: Demand Strategy

- Demand Playbook
- Activation and Awareness Playbook
- Organic & Social Playbook
- Conversion Campaigns
- Email Remarketing Design + Setup

Phase 3: Analyze, Adapt, Amplify

- Enablement Strategy
- Email Remarketing Design + Setup
- Marketing & Sales Software
- Customer Relationship Management Software Implementation
- Content Creation & Management



P.T. Vineburgh
Founding Partner
617.921.9060
CHARLESGATE.com

