

CHARLESGATE Nevins Hill

Navigating Construction Delays & Market Shifts

Nevins Hill faced significant challenges due to an extended construction schedule and a dramatic slowdown in the sales market, largely driven by spiking interest rates. There was an urgent need to adapt the marketing strategy to maintain buyer interest and momentum. To further complicate the situation, several buyers backed out of their contracts due to the delays, causing the developer additional financial pressure, and leaving the sales team no choice but to re-sell units.



Marketing Adaptation and Profit Boost

Our team quickly adjusted the marketing plan to align with the extended construction timeline, refocusing efforts on building demand despite the shifting market. By adapting the messaging and outreach, we kept buyer interest high throughout the delays.

When buyers backed out, we recalibrated and created more urgency as well as higher perceived value from marketing efforts and using our dynamic pricing models; were able to be resold for approximately \$500K more than originally contracted. This was a key driver to significant direct profit for the developers.

In the end, CHARLESGATE successfully sold out the project in full, shortly after the certificate of occupancy with final sales prices exceeding the original proforma, despite the market headwinds demonstrating the effectiveness of our strategy.

The Results

95% Sold Pre C.O.

Allowing the developer to immediately pay off their debt and equity to expedite the realization of project profits.

100% Sold 3 Months of Opening

Creating a total sales volume of + \$50M

\$500K in Additional Profit

As well as a Gold PRISM Award for Best Website and was a finalist for the Inman Golden I Award for Best Sales and Marketing Campaign for a Luxury Development.

How We Did It

Phase 1: Brand Positioning

- Designed A Premier Brand
- Crafted a Custom Brand Playbook
- Architected A Strategic Messaging Plan

Phase 2: Demand Strategy

- Scaled Demand
- Built Site Activation and Project Awareness
- Robust Organic & Social Campaigns
- Activated Nurturing Campaigns
- Tailored Email Remarketing Design + Setup

Phase 3: Analyze, Adapt, Amplify

- Implemented Sales Enablement Strategy
- Leveraged Best-in-Class Marketing & Sales Software
- Optimized Organic and Paid Content and Advertising Strategy



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Listen to the
Developer's testimonial!

