

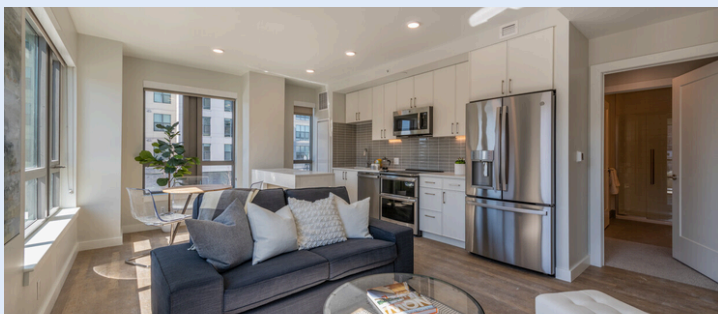
CHARLESGATE One Chestnut Place

Global Shutdowns Won't Slow Us Down

Amid the challenges of the COVID-19 pandemic, One Chestnut Place—a 140-unit residential property in Quincy, MA—presented a formidable lease-up challenge. Launching during the early surge of COVID-19 in Spring 2020, our marketing and leasing efforts began just one week before Massachusetts implemented a state-wide shutdown. With traditional leasing strategies rendered ineffective by new restrictions, we innovated to overcome the uncertainty and delivered outstanding results.

The Challenge

- **Market Conditions:** Launched during unprecedented uncertainty at the onset of the COVID-19 pandemic.
- **High Stakes:** Leasing 140 units while adhering to safety protocols and navigating evolving public health guidelines.
- **Limited Options:** Traditional in-person tours and events were not feasible due to restrictions.



A Playbook For The Unprecedented

By pivoting swiftly to a virtual-first leasing strategy, we developed an innovative playbook that included live video tours, enhanced digital marketing, and targeted messaging. Simultaneously, we revamped the property's website and advertising to engage remote renters while maintaining close alignment with the developer to ensure safety and timeline adherence. This adaptable, collaborative approach allowed us to navigate the pandemic's challenges and drive exceptional results.

The Results

70 Units Pre-Leased

50% pre-leased before occupancy, far outpacing the market forecasts given shutdown status and communal living concerns.

Expectations Surpassed

Surpassed initial targets, proving resilience for the asset, and our teams.

75% Leased 3 Months Post-C.O

Even amid a global pandemic, for a mid-market building, this aligned with our pre-pandemic pro forma goals.

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



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