

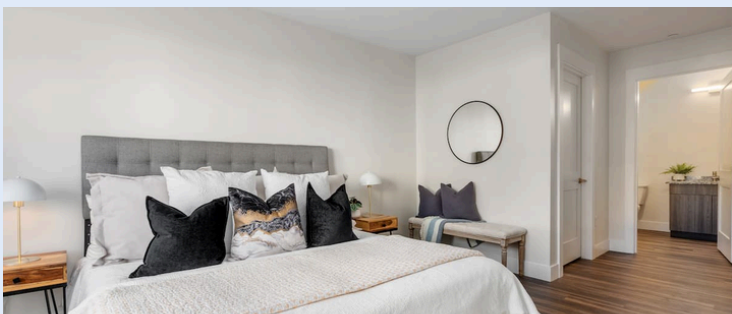
CHARLESGATE Residences at 850

New Market? No Problem.

Residence at 850 is a brand new community in Hyannis, MA with one and two-bedroom apartments and an impressive amenity package including a dog park and pet spa, outdoor patio with grills, fitness center and resident lounge. Our challenge was to establish a market for one of the very first new construction rental buildings on Cape Cod with such a robust offering

A Holistic Market Entry Strategy Like No Other

Utilizing our market expertise and on-demand leasing, we were able to generate rental rates that far exceeded our client's expectations.



Our marketing strategy was centered around showcasing all that this property has to offer via photos and videos. We utilized a phased release process for listing available units to drive urgency and better assess the market's reaction to our pricing. We also utilized strategic incentives to keep base rents high - the highest in Hyannis to date.

The Results

17% Higher Than Pro Forma

Targets achieved, in record-setting time for the market.

60% Occupied At C.O.

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

100% Leased 2 Months Post-C.O.

Excluding affordable units which leased on a lottery-based system.

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



Todd Mikelonis
Managing Director
617.319.5608
CHARLESGATE.com

