

NEW DEVELOPMENT STRATEGY GUIDE



[HLRES.COM](https://www.hlres.com)



ROGERS PEET & CO

A black and white, high-angle aerial photograph of New York City, showing a dense urban landscape with numerous buildings and a large body of water in the background. The image has a grainy, historical quality.

NEW YORK CITY

CIRCA 1924

100 PROFESSIONALS

8 PROJECTS

6 YEARS

4 OFFICES

3 BOROUGHES

1 GOAL

MISSION

Empower our developers through data-driven decision making.

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers and lights reflecting on the water. The text "CIRCA 2024" is overlaid in white, sans-serif font in the lower-left quadrant.

CIRCA 2024





Magazine Advertisement Concept
Queens, New York



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Louis Hotel
Queens, New York

_01 TEAM



01.1

HIGHLINE PROFESSIONAL

CASSANDRA FRANK
Real Estate Salesperson
Licensed as Sandra Frank

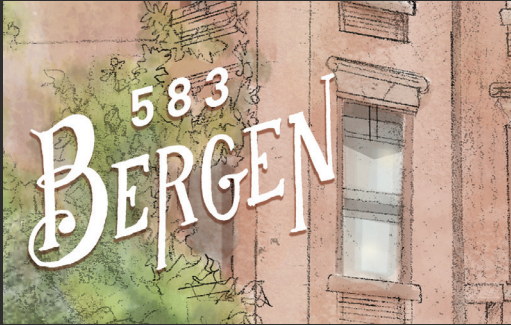
C.FRANK@HLRES.COM
(929) 590-9624



Intuitive, creative and driven, Cassandra will listen to your RealEstate needs with an insight that you have rarely encountered. Positivity in approach and determination in resolve are a winning combo that Cassandra masters. She is a highly efficient problem solver and honest to the core. She understands Real Estate far beyond brokerage and with plenty of experience in rentals, sales and property management she is a powerful ally for owners, buyers, sellers and renters alike.

While having moved to New York from Cologne, Germany, as a recording artist of Warner Brothers and Peak Music after having toured the world for years it was the energy, diversity and rhythm of the City and the history of its urban development that fascinated Cassandra from the start. The traces of how various waves of immigrants have and are still shaping the flavors and architecture are just one of the things that lead her into Real Estate.

Her story has also given her a deep understanding and constant re-evaluation of what home means and makes her determined to find spaces for her clients that are sanctuaries for their souls and investments into their future.



583 Bergen St
Brooklyn, New York

_02

PROCESS

02.1

_PRE-DEVELOPMENT

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_BRAND

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_PROJECT MANAGEMENT

02.4

_SALES

02.5

_TIMELINE

02.1

PRE-DEVELOPMENT: MAXIMIZE PRICE/SQFT

"EVERY BATTLE
IS WON OR
LOST BEFORE
IT'S EVER
FOUGHT!"
- 孙子

- 02.11 MARKETABILITY THESIS:** ROBERT A.M. STERN OR ZAHA HADID
Advise on unit mix, design, and amenity package, offering relevant market knowledge to produce appropriate product for the location.
- 02.12 FLOOR PLAN ADVISEMENT:** CO-LIVE OR CLASSIC 6
Collaborate with the architect to conduct a careful study of:
- Trends
 - Shortages
 - Movement
- to analyze pockets of opportunity and help maximize price per square foot.
- 02.13 FINISHES:** CALACATTA OR CARRARA
Conduct focus group studies on end-user preferences.
- 02.14 ATTORNEY AND OFFERING PLAN:** TROUBLESHOOT AND STREAMLINE
Select the appropriate offering plan and attorney for the Sponsor.
Share benefits of knowledge gained - always work with the best.



_02

PROCESS

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_PROJECT MANAGEMENT

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_SALES

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_TIMELINE

02.2

BRAND: MARRIAGE OF ART, CULTURE, & LIFESTYLE

02.21 MARKET TIMELINE AND SALES BUDGET

- Prepare realistic, customized marketing
- Be budget conscious when producing collateral material
- Don't spend where you don't need to

02.22 CREATIVE TEAM DEVELOPMENT

- Orchestrate distinct branding with on-and-offline content
- Engage relevant public relation agencies, renderers, stagers, and event production teams to leave an indelible mark

02.23 CRAFT A STORY

- Create a message tailored for the client
- Produce unique events
- Inspire emotional response from buyer





14-31 28th Ave
Queens, New York

_02

PROCESS

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_PROJECT MANAGEMENT

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_SALES

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_TIMELINE

02.3

PROJECT MANAGEMENT: EXECUTE FLAWLESSLY

02.31 SALES OFFICE

- Design should be consistent with the building's brand
- Create a WOW factor!

02.32 STRATEGY

- Launch sales with a focus on velocity
- Maximize price and exit at record pace

02.33 CREW

Staff the project with:

- Sales director(s)
- Agents who are educated on the market, brand, and neighborhood
- Architectural designers who maintain integrity with the overall vision



144 Decatur St
Brooklyn, New York

_02

PROCESS

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_SALES

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_TIMELINE

02.4

SALES: EXIT AT A RECORD PRICE

"IF I BELIEVE IN
SOMETHING, I
SELL IT, AND I
SELL IT HARD."
-Estee Lauder

02.41 GLOBAL DISTRIBUTION

- Private bankers with a global clientele
- Sales centers for luxury new developments
- Dossier of investment advisors
- Attorneys of high net worth individuals
- Institutional investors

02.42 BROKERAGE OUTREACH

- Hold open houses to enhance exposure
- Invite over 25,000 sales agents in our database to events at the development

02.43 LISTING EXPOSURE

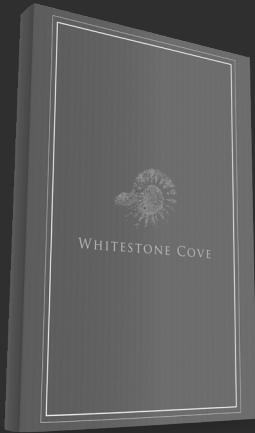
- Custom website
- Digital ad campaign
- Print ad campaign

02.44 REPORTING

- Weekly summary of sales

02.45 CLOSING

- Champagne!



Whitestone
Queens, New York

_02

PROCESS

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_PRE-DEVELOPMENT

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_SALES

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_TIMELINE

02.5

TIMELINE: EXIT AT A RECORD PACE

PRE-DEVELOPMENT

- Site feasibility analysis
- Zoning consultancy
- Financial analysis & modeling
- Project financing
- Project timeline
- Unit mix and unit layout determination
- Demographics research and buyer/renter profiling
- Trend analysis and forecasting
- Market studies, focus groups, and surveys

DEVELOPMENT

- Unit staging, finishes, and fixtures consultation
- Amenity program recommendation
- PR firm sourcing and PR campaign

PRE-LAUNCH

- Professional photography, videography, and graphical design
- Web advertising campaign
- Sales material design and production
- Community outreach and awareness campaign
- Brokerage outreach campaign
- International marketing
- Web site development and deployment
- Social media plan creation
- Inventory release and pricing strategy

SALES

- On-site leasing/sales office
- Brokerage open house
- Client screening, followup, and appointment scheduling
- Property showing and inspections
- Negotiation and contract signing/good faith deposit
- Contract to closing coordination
- Tenant criminal, credit, and housing history check (rental only)
- Lease, rider, and disclosures preparation and signing (rental only)
- Daily activity and phone log report
- Weekly inventory, contract, and offer status report
- Monthly lead generation, traffic, and conversion rate report
- Closing



270 Prospect Place
Brooklyn, New York

_03

ART

03.1

_WORLD WIDE WEB

03.6

_VIDEO

03.2

_PLANS

03.7

_SET

03.3

_BRANDED PRINT MATERIAL

03.8

_INSTA

03.4

_SIGNAGE

03.9

_FACEBOOK

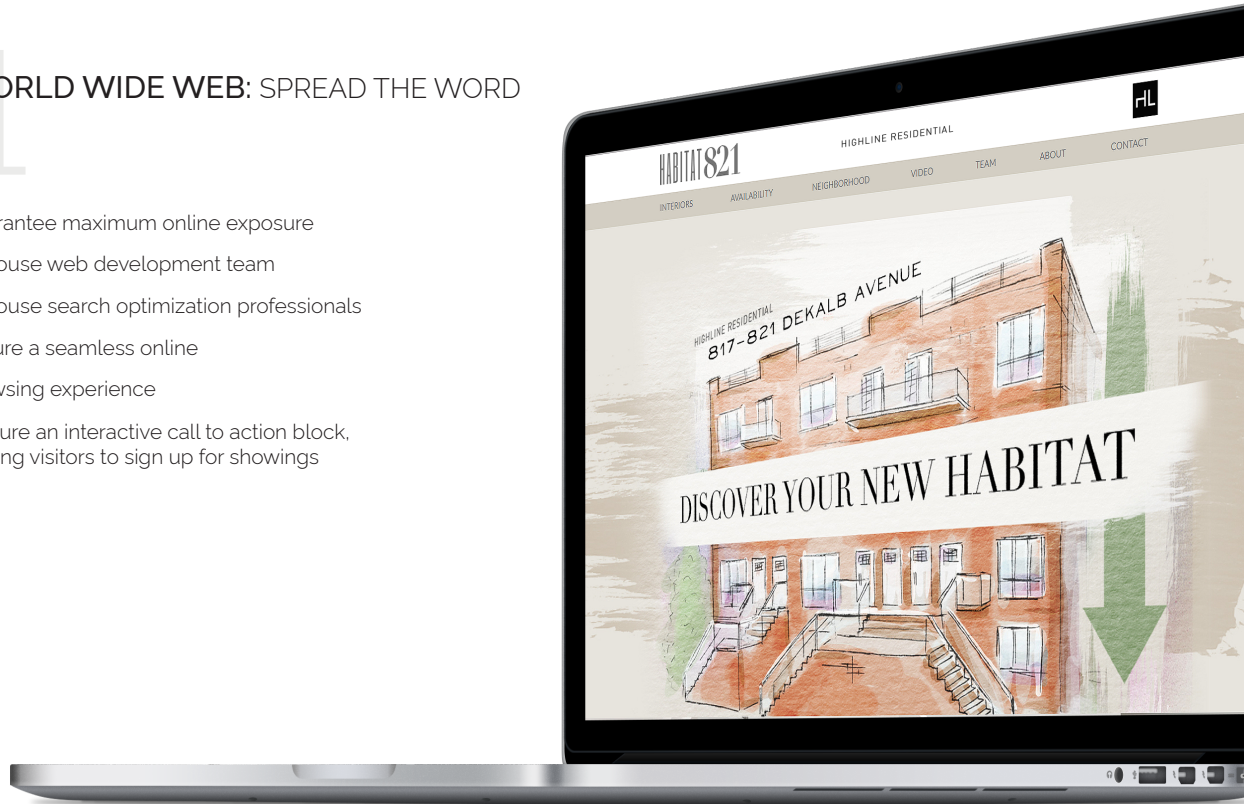
03.5

_WATERCOLOR RENDERING

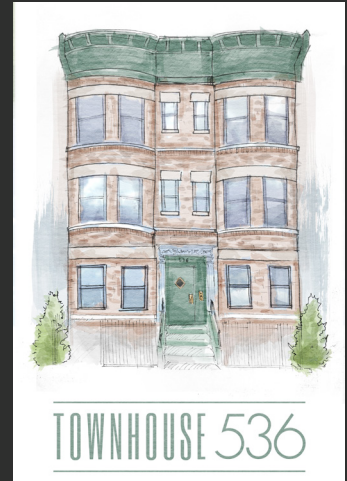
03.1

WORLD WIDE WEB: SPREAD THE WORD

- Guarantee maximum online exposure
- In-house web development team
- In-house search optimization professionals
- Ensure a seamless online browsing experience
- Feature an interactive call to action block, inviting visitors to sign up for showings



Townhouse 536
Brooklyn, New York



_03

ART

03.1

_WORLD WIDE WEB

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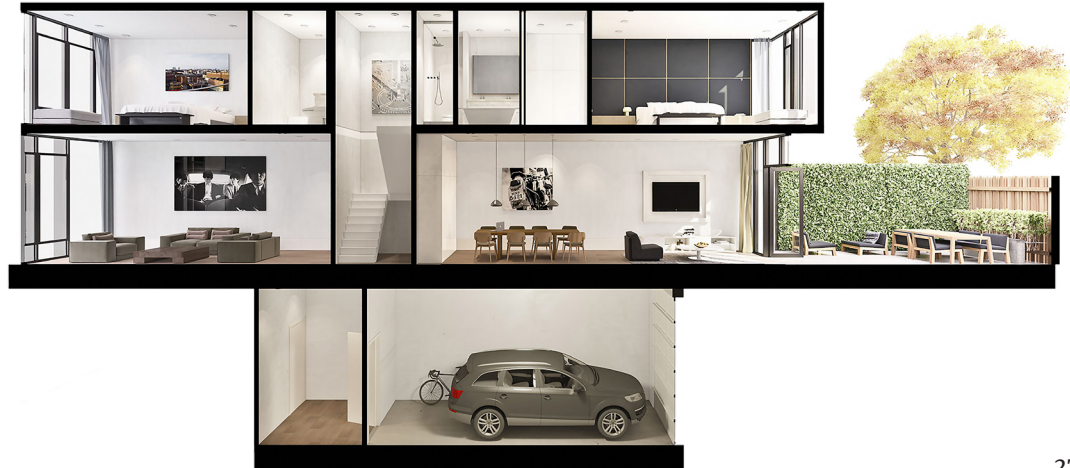
03.5

_WATERCOLOR RENDERING

03.2

PLANS: FOR THE FUTURE

- We give your prospective buyers an overhead view of their future home
- Demonstrate the potential of the space with a furniture plan



Marketplace 45
Queens, New York



_03

ART

03.1

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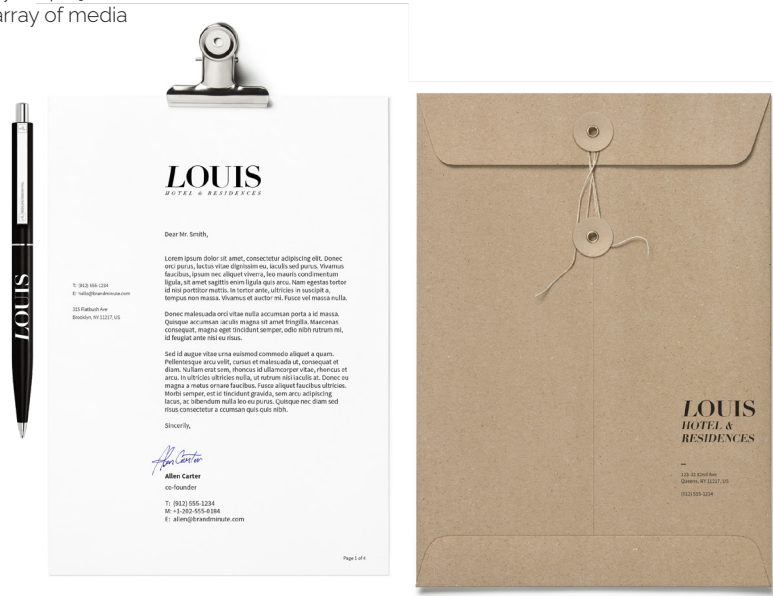
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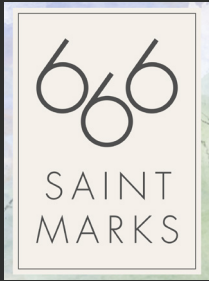
_WATERCOLOR RENDERING

03.3

BRANDED PRINT MATERIAL: TRANSFORM YOUR PROJECTS

- From a simple street address to a luxury destination
- Brand your project across a wide array of media





666 Saint Marks Avenue
Brooklyn, New York

_03

ART

03.1

_WORLD WIDE WEB

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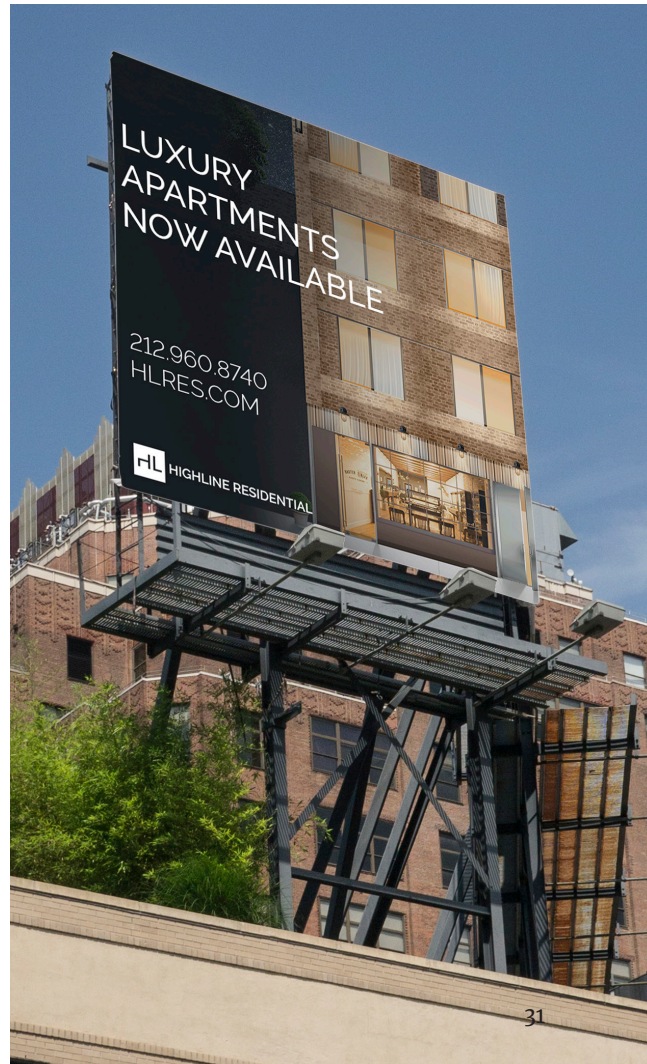
_WATERCOLOR RENDERING

03.4

SIGNAGE: TO IMPRESS

Visibility and legibility is key.
We'll capture the attention of your
prospective buyers with custom
signs fit for any location.

Highline Residential Astoria Advertisement
Highline Billboard Concept Art





(left) Louis Hotel Rendering
Highline Billboard Concept Art

(right) Habitat 821 Signage
Brooklyn, New York

HABITAT 821

HABITAT821.COM

2 & 3 BEDROOM DUPLEXES FOR SALE

MARCUS BROOKS - CHRISTOPHER DURAN - JENNIFER BLANCHARD

212.960.8740

HIGHLINE
RESIDENTIAL

_03

ART

03.1

_WORLD WIDE WEB

03.6

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03.5

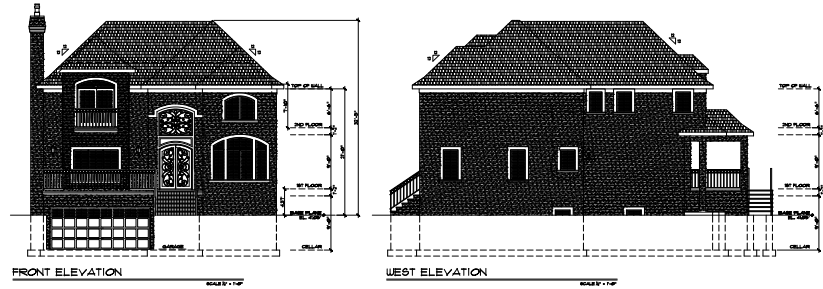
WATERCOLOR RENDERING: HAND-CRAFTED

An artistic look at the property, to capture the emotion of the space.

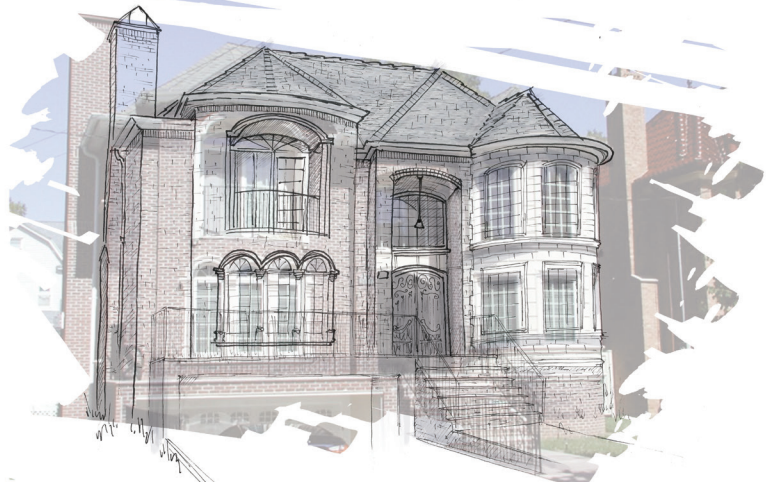


Habitat 821 Watercolor Rendering
Brooklyn, New York

Our in-house artists will transform your architectural elevations to watercolor renderings.



Whitstone Elevations
Original Document



Whitstone Watercolor Rendering - Progress
Sketch completed - color blocking started

Whitestone Rendering
Queens, New York





625 Sterling Place
Brooklyn, New York

_03

ART

03.1

_WORLD WIDE WEB

03.6

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_WATERCOLOR RENDERING

03.6

VIDEO: GO VIRAL!

We will create a high quality showcase of the property & the surrounding neighborhood. This will highlight local places to get food, coffee, shopping & more!



114 Forrest Street
Brooklyn, New York



_03

ART

03.1

_WORLD WIDE WEB

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_VIDEO

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_PLANS

03.7

_SET

03.3

_BRANDED PRINT MATERIAL

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_INSTA

03.4

_SIGNAGE

03.9

_FACEBOOK

03.5

_WATERCOLOR RENDERING

03.7

SET: THE STAGE

We will stage your apartment,
creating a livable atmosphere
to draw in prospective tenants.





265 Nostrand Avenue
Brooklyn, New York

_03 ART

03.1

_WORLD WIDE WEB

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_VIDEO

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_PLANS

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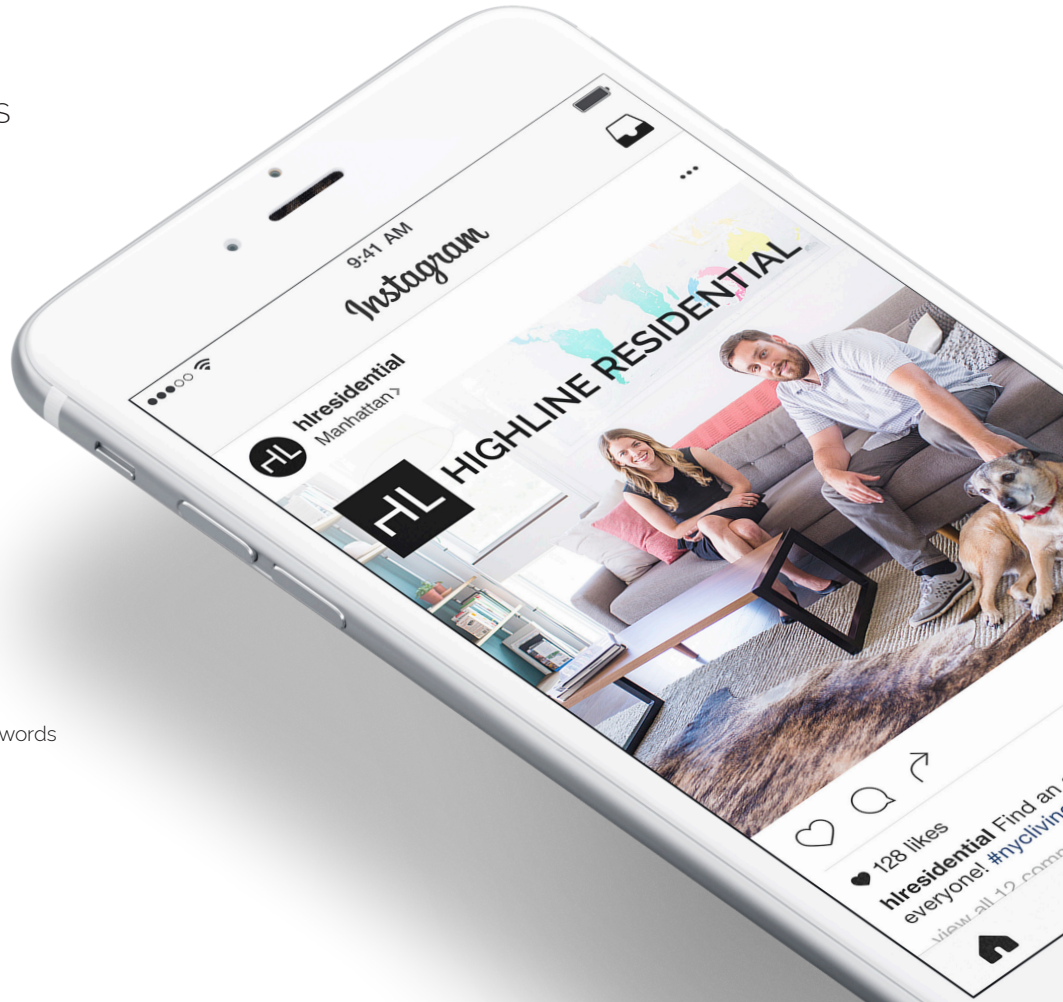
_WATERCOLOR RENDERING

03.8

INSTA: FAMOUS

To further increase targeted traffic to our website, we are running online advertising campaigns with high quality creatives. We use a retargeting tool that helps us reach web users interested in high-end real estate - just like major car companies are showing their ads to users that have visited related pages.

- Exceptional creatives & curated keywords
- Retargeting potential clients
- Geo-targeting high-income areas



A dark blue, slightly blurred photograph of a city street at night with lights and buildings. The text 'TOWNHOUSE 536' is centered in a white, serif font, framed by two horizontal white lines.

TOWNHOUSE 536

_03

ART

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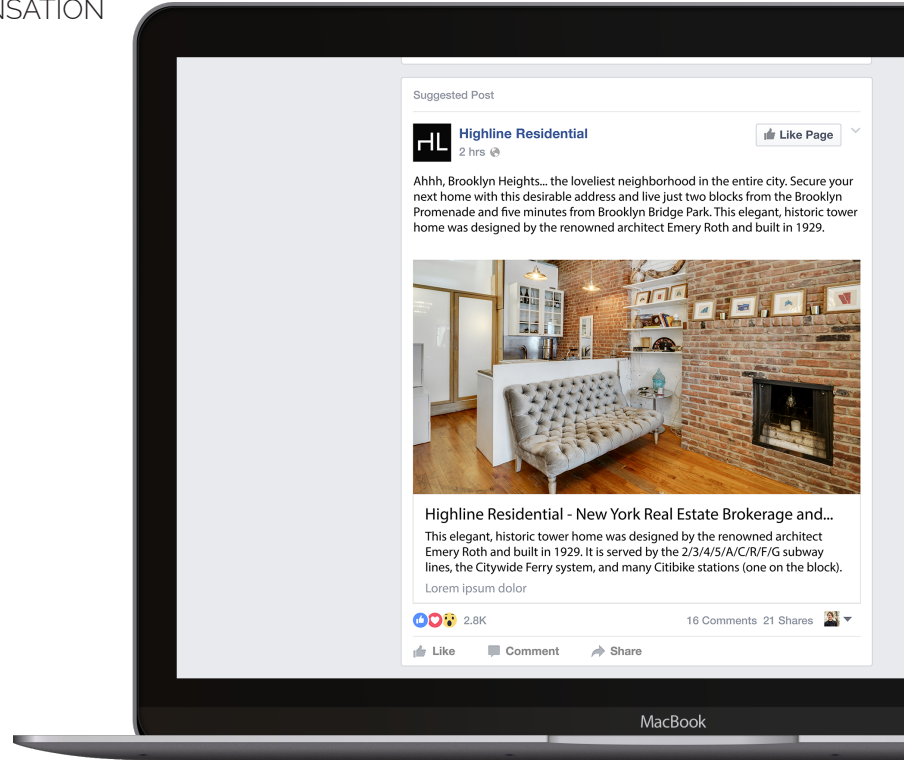
03.5

_WATERCOLOR RENDERING

03.9

FACEBOOK: INSTANT SENSATION

Facebook is the top social networking site in the world - which means that it is a great tool to market your property to our thousands of followers online.





HIGHLINE RESIDENTIAL[®]

Manhattan

10 W 37th Street, 4th Fl
New York, NY 10018

Brooklyn

144 Decatur St
Brooklyn, NY 11233

East Village

76 East 7th St
New York, NY 10003