

CHARLESGATE

How Small Projects Benefit From Big Picture Marketing Plans



The Prescott

The Prescott was a challenge in both location and product appeal, being “far out” in Eagle Hill and not ground-up new construction.

With these constraints, CHARLESGATE’s strategic marketing initiatives still managed to command **\$660 per square foot**, exceeding the area’s average by over **\$100/PSF** during the pandemic.

Key Wins:

- Achieved premium sales results during a challenging market period that was heavy with competing higher-end ground-up inventory in far more desirable locations.
- Demonstrated the power of marketing in underdeveloped neighborhoods by creating a brand and story that justified a premium given the project’s limitations.



The Wheatland

The Wheatland was another triumph for CHARLESGATE’s marketing prowess, where we exceeded expectations with minimal investment. Despite initial doubts about the project’s potential, we generated an impressive **\$1,692 per square foot**—a remarkable outcome for a product with less desirable floor plans in a fringe location.

Key Wins:

- Achieved significant price per square foot in a soft market.
- Proved the value of investing in marketing for smaller projects with a **5X return** on marketing investment.





Gallery

The Gallery, a small boutique property, was another success story. By implementing standout branding and targeted marketing, CHARLESGATE sold units for **\$860 per square foot**, compared to the area average of **\$657 per square foot**.

This building had no elevator, or any on premises amenities, no outdoor space, and limited parking. Our ability to elevate the product's perception through strategic marketing resulted in a significant price advantage.

Key Wins:

- **\$200+ above market average** per square foot.
- Proved that even mid-tier properties can outperform with the right marketing strategy.



The Abbott

At The Abbott, CHARLESGATE took on a unique challenge—shooting for top-of-market prices with a product that was a rehab (as opposed to truly new construction) and had no parking or outdoor space. Despite these hurdles, our sophisticated branding and marketing strategies drove significant results. We outperformed the local market, achieving **\$1,450 per square foot**, compared to the neighborhood average of **\$1,170 per square foot** during the same period.

Key Wins:

- **\$200 above market average per square foot** for a property without parking or outdoor space.
- Delivered an **exceptional ROI** by elevating a "lipstick rehab" into a high-demand, soldout product.



Why Your Marketing Partner Matters

These case studies illustrate the power of strategic and targeted marketing.

CHARLESGATE's approach—investing in the right branding, design, and audience outreach—creates results that consistently outperform the market, even for properties that might be lacking certain attributes of the competitive landscape.

By investing often times as little as 1% of their overall project budget to strong, strategic marketing, developers can see significant returns, transforming good properties into exceptional investments that far surpass the market average.



Want Results Like These?



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