

CHARLESGATE



LEASING & LEASE-UP CAPABILITIES

Engineer absorption.

Lease-up and leasing execution for owners who cannot afford a slow one. One team owns brand, demand, and leasing, works one funnel, and is paid on signed leases.

How we take a building to stabilization.

Five parts: why lease-ups miss, the method we run them on, who executes and how they are measured, what the results have been, and how we engineer a 5x-plus return on the investment.

01 · DIAGNOSIS	The status quo, the missing loop, and the four ways to lease a building Why lease-ups miss, and what separates the operating models competing for this assignment.	03
02 · METHOD	The CG3 Method, brand and demand, and the Authentic packages Positioning before campaign, a demand engine that creates as well as captures, and a weekly measurement discipline.	07
03 · EXECUTION	Leasing execution, the funnel, pricing, economics, and the team Who works your lease-up, what they are measured on, and how price and concessions get decided each week.	11
04 · PROOF	Case studies, the portfolio reset, clients, and markets Maple Square, Bremen 282, Residences at 850, The600, One Chestnut Place, and the Denver portfolio reset.	16
05 · TERMS	Mobilization, advisory, fees, and fair housing How an engagement starts, what it costs, and the compliance constraints every campaign runs inside.	21

This covers our leasing and marketing go-to-market execution only, which we offer as a standalone service or alongside our property management, maintenance, and accounting services, depending on your needs.

Lease-ups rarely miss because the building is wrong.

Smart developers and owners challenge the status quo everywhere, except in how their building gets leased.

01 Branding gets mistaken for marketing.

A name, a palette, and a brochure are identity. None of it is accountable for how many qualified renters walk the model unit this week. The deliverable was a look, and the pro forma needed traffic.

The cost: spend with no line to a tour, and a launch that starts cold.

02 Property managers operate buildings. Demand is a different trade.

A good manager keeps the asset running, the vendors paid, and the residents answered. Almost none are staffed to build a pipeline, so marketing gets added on the side: an ILS listing, a boosted post, and a stabilized-asset playbook run on a building with no rent roll yet.

The cost: absorption that tracks the market instead of beating it.

03 Outside agencies produce generic work, and not for lack of talent.

They are structurally disconnected from the building. No read on what the comp set is giving away this month. No line into the leasing team, so no idea which objection killed the tour. Impressions reported to an owner who is measured on leases.

The cost: a campaign nobody can correct while it still matters.

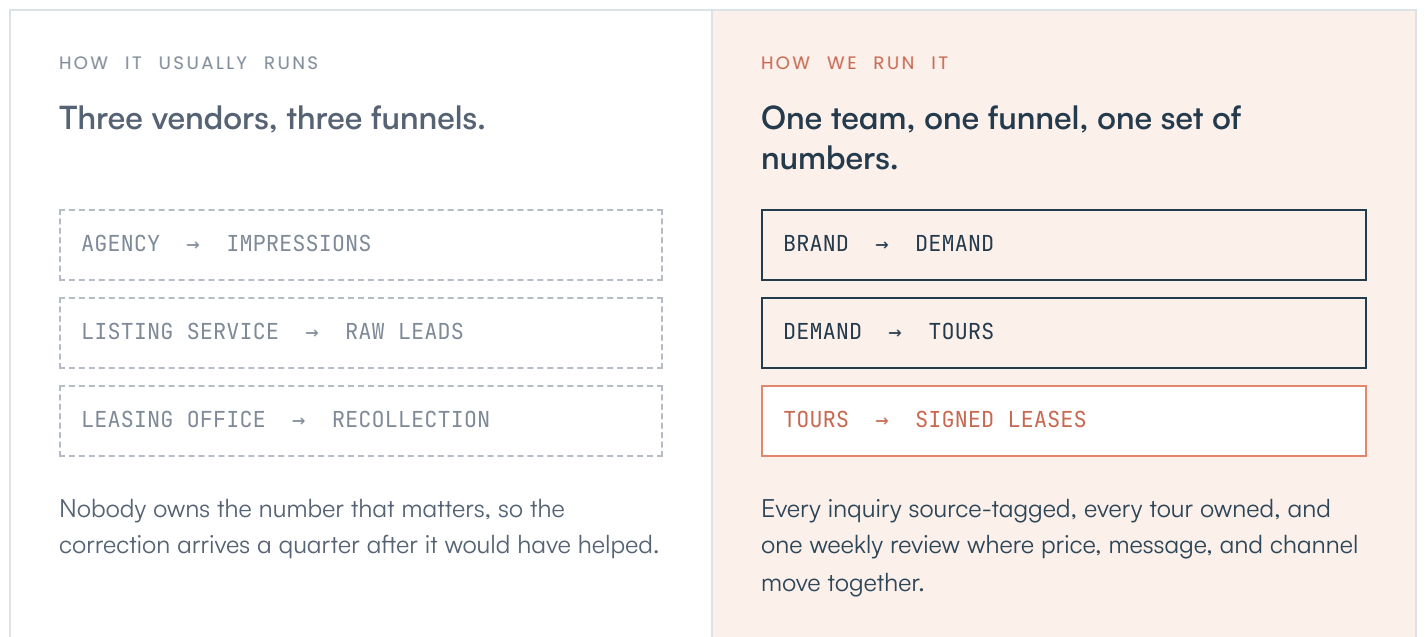
04 Leasing staffed as coverage, not as sales.

Leasing consultants hired to staff the office answer leads when they can and follow up when there is time. The lead that waited an hour is already touring somewhere else.

The cost: tours that never happen, and concessions used to buy back the gap.

Underneath all four is the same missing piece: no closed loop from marketing to leasing.

When the agency, the listings, and the leasing team do not share one funnel, nobody can see what is working. The agency reports traffic. The listing service reports leads. The leasing team reports what it remembers. Three sources, one asset, no agreement on which channel produced the last signed lease.



THE PRINCIPLE

A lease-up is a go-to-market effort for a brand-new product: a sales operation with an aligned marketing function, making a market where none existed. It is not work a property manager is built to lead.

Four ways to lease a building.

The choice is rarely between us and nothing. It is between four operating models, and what separates them is not the pitch. It is who owns the funnel and who is paid on the outcome.

	THE MANAGER'S IN-HOUSE TEAM	A NATIONAL THIRD-PARTY MANAGER	LOCAL MANAGER PLUS AN AGENCY	CHARLES GATE
WHO OWNS THE FUNNEL END TO END	Split between on-site staff and a vendor	A central marketing team, remote from the desk	Nobody. Two vendors, two funnels	One team, one funnel, one weekly review
WHO IS MEASURED ON SIGNED LEASES	The property, on year-end occupancy	Regional portfolio targets	Neither party, in writing	We are, and the fee is written that way
WHO CAN MOVE PRICE AND MESSAGE THIS WEEK	A monthly pricing meeting	Requests queue behind other assets	A scope change, then a wait	Every week, in the same review
WHO KNOWS WHAT THE COMP SET GAVE AWAY THIS MONTH	Typically generic market reports	Market reports, not this block	The manager may. The agency does not	Our own operating book in this market
WHAT HAPPENS TO THE FEE WHEN PACE MISSES	Nothing. Fixed staffing cost	Nothing. Fixed staffing cost	Nothing. Fixed staffing cost	Most of our fee is at risk, so we earn less

These are operating models, not companies. A good manager and a good agency can each be excellent at the row they own. The problem is that nobody in the first three columns owns the row underneath it, and the last row decides whether anyone adapts before the carry lands.

The lease-up is the highest-stakes phase of the project. Decide whether it belongs to a team built to run operations, or to one built to sell, and measured on the leases it signs.



BRAND • DEMAND • LEASING

We build the pipeline before the building.

The CG3 Method

CG3 is our own operating method for lease-ups, designed, built, and proved across hundreds of multifamily engagements. It is the backbone, and we customize it to each property. Positioning is built before the campaign runs. The demand engine is built to create demand as well as capture it. A weekly measurement discipline moves pricing, messaging, and channel mix to whatever the funnel reports, and the owner sees the same numbers the team works from.

01

Design a Brand That Matters

Who the building is for, what it is worth to them, and why it beats the comp set on something other than price. Aligned across the leasing and marketing teams, trained in, repeated on every tour, and strengthened as the funnel reports.

WHAT IT MEANS FOR YOU

→ Pricing power instead of a discount war.

02

Build a Demand Engine

Channels, content, and follow-up wired to one funnel. Capture competes for renters already searching; creation builds a pipeline nobody else is bidding on. A lease-up needs both.

WHAT IT MEANS FOR YOU

→ A tour calendar that exists before C.O.

03

Analyze, Adapt, Amplify

Five conversion rates read weekly against required pace. Spend follows evidence, price follows the funnel, and what works gets more budget the same week it proves itself.

WHAT IT MEANS FOR YOU

→ Course corrections in weeks, not quarters.

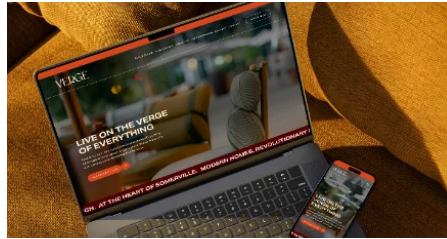
Brand work is delivered with Authentic Form & Function, CHARLESGATE's sister multifamily marketing agency, working against the leasing team's own numbers rather than its own dashboard.

Most managers outsource marketing. We own the agency.

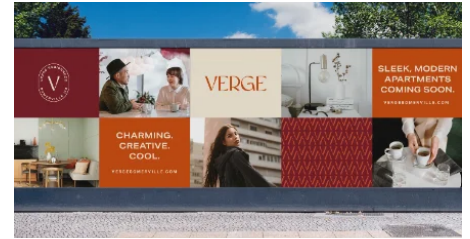
Positioning, creative, and demand generation delivered with Authentic Form & Function, our sister multifamily marketing agency, and wired directly into the leasing team. This is stage 01 and stage 02 of the method.



PROPERTY BRANDING



WEBSITE



SIGNAGE

Target renter psychographics

Motivation-led profiles of who actually signs, built from the leasing book rather than a demographic guess.

UVP, positioning, and core messaging

One written position the website, the ads, and the tour script all repeat without drifting.

Visual brand and creative collateral

Identity, photography direction, signage, site collateral, and the leasing materials used on tours.

Activation and awareness

Launch sequencing in the submarket so the building is known before it is leasable.

Demand capture and demand creation

High-intent search, listings, and retargeting alongside content and partnerships that create renters nobody else is bidding for.

Nurture and abandoned-tour recovery

Sequences that work the lead who toured and went quiet, which is the cheapest lease in the funnel.

Organic content from the on-site team

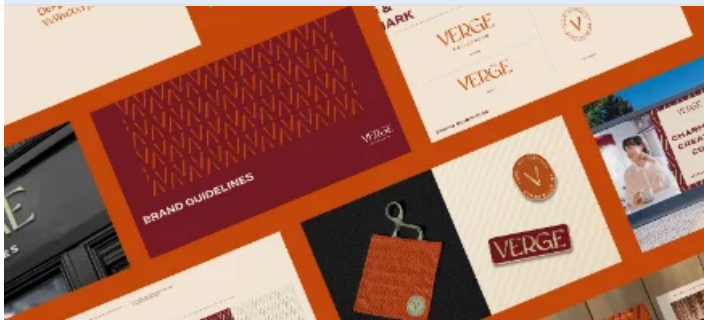
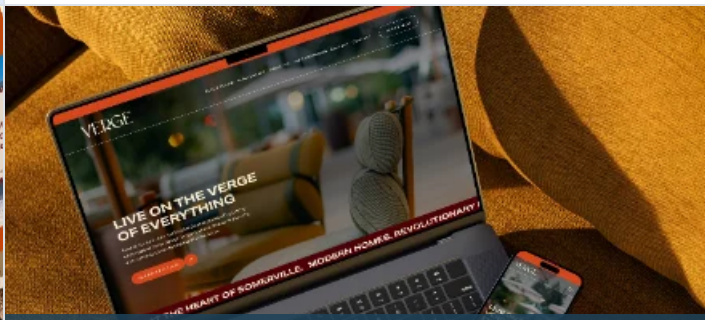
The people running tours produce the content, so the feed sounds like the building and not like an agency.

Reputation and review management

The first thing a prospect reads after they find you, managed as part of demand rather than as damage control.

The brand is an asset. Demand is the fuel.

Brand work and demand work arrive in the same engagement, then get judged by the same test. That is where owners lose money on both. Two investments, two horizons, priced and measured apart.

01 A1 · BRAND & POSITIONING		02 A2 · DEMAND ENGINE	
<i>Built once. Compounds value for the life of the asset.</i>		<i>Fuels absorption. Spent where it accelerates the return.</i>	
The name, the positioning, the identity, the website, the signage, the photography. It works on renewals, referrals, and reviews years after the lease-up closed, and it is the reason a resident arrives already knowing where they are going.		Paid media, listings, retargeting, nurture. It produces the traffic the schedule requires, at the pace the schedule requires it, and it answers to this week's funnel rather than to the hold.	
HORIZON	The life of the asset	HORIZON	The quarter it runs in
SPENT	Front-loaded, before launch	SPENT	Monthly, against the schedule
JUDGED ON	Whether the market knows the address	JUDGED ON	Cost per lease and pace held
AT SALE	Conveys with the building. Differentiated positioning earns attention the market keeps giving it, which lowers the cost of every lease after the first one — an asset a future buyer can underwrite.	AT SALE	Invested well, it shows up in the numbers a future buyer underwrites: higher occupancy, face rents held, fewer concessions in the rent roll.
			
THE ASSET · IDENTITY, COLLATERAL, SITE		THE FUEL · MEDIA, LISTINGS, NURTURE	
<i>The lease-up is the first return on the brand. It is not the whole of it.</i>			

Resident acquisition marketing packages, built for results from pre-construction to stabilization.

Authentic Form & Function, CHARLESGATE's sister agency, has run integrated multifamily branding, marketing, and leasing since 2013 across 150+ projects and 35+ markets. Alignment with the leasing team is built into every package rather than negotiated after the fact: the agency and the leasing team work the same funnel, so what the campaign produces and what the on-site team can close are the same conversation, and the spend follows what is actually signing leases.

0112-WEEK TURN-KEY Lease-Up Accelerator Pre-construction to stabilization. ↳ Market analysis, naming & positioning ↳ Full property brand & messaging guidelines ↳ Construction signage system with QR capture ↳ Custom Amplify property website ↳ Print leasing kit & business collateral ↳ Digital kit, renderings & floor plans	0212-WEEK · PRE-LEASE Brand Traction Accelerator Twelve to eighteen months of visibility before you lease. ↳ Brand foundations built during construction ↳ Construction signage playbook ↳ Amplify splash site with lead capture ↳ Digital collateral playbook ↳ Email nurture through the construction window
036-MONTH MANAGED Digital Conversion Accelerator For a property whose digital is underperforming. ↳ Amplify website rebuild with PMS integration ↳ Conversion tracking configured from day one ↳ Digital collateral playbook ↳ Demand-to-Door: paid media, ILS, email ↳ Monthly reporting and a leasing team review	04ONGOING MANAGED Demand-to-Door Full-funnel acquisition, one accountable partner. ↳ Google and Meta ads, actively managed ↳ ILS configuration, maintenance & media ↳ Email and SMS drip campaigns ↳ Google Business Profile optimization ↳ Monthly reporting and leasing team review

THE SERVICES BEHIND THE PACKAGES

Brand Foundations Market analysis, naming, identity, messaging.	Amplify Websites Live pricing, lead capture, PMS integration.	Construction Signage Fence, billboard, and vertical, with QR capture.	Digital Collateral Social, email, and display creative on one brand.
Print Collateral Folders, floor plan sheets, brochures, stationery.	On-Site Playbook Environmental graphics for the leasing office.	Signage & Wayfinding Unit, amenity, and directory systems.	Demand-to-Door Paid media, ILS, email, SMS, and social, managed.

Every package runs the same way: intake questionnaire, one kickoff workshop, bi-weekly drops with a recorded walkthrough, then testing, launch, and handover of the full asset library.

Leasing staffed to sell, not to cover the office.

On-site and centralized Leasing Professionals working one funnel, one price sheet, and one weekly review. This is the base scope of every leasing engagement, and it runs whether or not the brand and demand module is included.

Leasing Professionals on a career sales track

Hired against sales criteria, compensated on results, and retained through the whole lease-up.

Tiered, phased unit release

Never more than roughly half the inventory exposed at once. Model and tour units protected.

Sub-five-minute lead response standard

Staffed and measured during business hours, with centralized coverage behind the on-site team.

Lease document and application workflow

Screening criteria applied uniformly, files clean, approvals moving the same day where possible.

Tour-to-application conversion management

Tour quality, objection handling, and follow-up run as a sales process with named ownership.

Move-in coordination

Delivery calendar, turn readiness, and move-in scheduling coordinated with whoever manages the building.

Weekly pricing and concession discipline

Unit-level moves proposed with the funnel evidence behind them and a date the concession comes back off.

First-generation renewal strategy

Expiration-stack management from the first move-in, because a lease-up's economics are decided at renewal.

WORKING WITH YOUR PROPERTY MANAGER · IN-HOUSE OR THIRD-PARTY

This is a leasing mandate on its own terms. Where an owner already has a property manager, in-house or third-party, we plug into whoever that is: we do not ask you to change managers, and we do not sit between you and them. Property management, maintenance, asset accounting, and capital projects stay with the manager. The interfaces are named at kickoff.

↳ Availability and delivery calendar	↳ Screening criteria and approvals
↳ Executed lease and resident file handoff	↳ Move-in scheduling and turn readiness
↳ Model and amenity access for tours	↳ Weekly pricing decisions, owner-approved

One funnel. Six stages, plus the one that decides whether any of it held.



Renewal sits outside the acquisition funnel on purpose. A lease-up's economics are protected or destroyed in first-generation renewals, and the work that decides them starts the week the first resident moves in.

SOURCE TAGGING Every lead is source-tagged at the top three stages, so spend follows evidence instead of habit. A channel that produces traffic but no tours gets defunded while the campaign is still running. Required pace is worked backwards through these five rates before a budget is set, which makes the demand plan an output of the pace rather than a guess at it.

THE DIAGNOSTIC RULE A volume miss is a demand-generation gap. A conversion miss is a positioning, price, or leasing-execution gap. The diagnosis dictates the fix.

OWNER REPORTING You see the same funnel the team manages by. Leading indicators weekly, absorption against required pace always visible, and no separate deck built to make the week look better than the numbers do.

THE WEEKLY OWNER REPORT

ILLUSTRATIVE FIGURES

STAGE	THIS WEEK	COUNT	CONV.
TRAFFIC		4,120	—
LEAD		386	9.4%
TOUR		148	38.3%
APPLICATION		61	41.2%
LEASE SIGNED		47	77.0%
RENEWAL		38	64.4%

CUMULATIVE LEASED
47 / 180 units

REQUIRED PACE
14 / week

PACE VS. REQUIRED
+6 units ahead

*We are not pricing one apartment to one renter.
We are leasing a building to a market.*

Pricing a lease-up is part science, part judgment. The science is the data: our own operating book, the comp set, and the funnel this building reports every week. The judgment comes from our own experience pricing and leasing across hundreds of multifamily properties, which is what tells you when a slow unit type needs a price move and when it needs a better tour. Protect the base rent, spend concessions surgically, and let the weekly funnel govern both.

01 Unit-level pricing precision Exposure, floor, view, and layout are priced separately, not averaged into a band. The output is a unit-by-unit rent matrix that updates as the funnel reports, so the slowest units are the ones being repriced.	02 Base rent and concessions are not interchangeable A concession is temporary. A cut to base rent is permanent, because base rent sets the renewal baseline, the trade-out record, and the NOI the asset is valued on. Discounting the headline number to hit a weekly count sells next year's value to buy this week's lease.
03 Release discipline Never more than roughly half the inventory on the market at once, with model and tour units protected. An over-exposed rent roll teaches the comp set exactly where to undercut you.	04 Decisions come out of the weekly review Price moves arrive with the evidence that prompted them and the carrying cost of vacancy shown inside your own pro forma, so the tradeoff is visible in the model that governs the deal.

LIFT EARNED, NOT BOUGHT

Rent lift comes from demand, not discounts. Price and concessions are usually swung like a cudgel, and the asset pays for it in lost return. We use them like a scalpel, to lift demand in a way that drives ROI: every concession we recommend has a stage of the funnel behind it and a date it comes back off.

Every plan we write is built against two numbers, and a 5× return on the spend.

The date the building stabilizes, and the rent roll it stabilizes at. The first governs how much carry the project absorbs before conversion. The second governs proceeds and valuation, whether you refinance or sell. We plan them together, because a lease-up run for pace alone gets there on a roll that prices the asset down for the life of the hold.

01 · WHAT WE COMPRESS

The window the reserve has to cover

Lease-up interest is funded by the loan until the reserve is spent, and past that the shortfall is equity nobody underwrote. We work the pre-stabilization window as a budget line, not a schedule.

02 · WHAT WE PLAN TOWARD

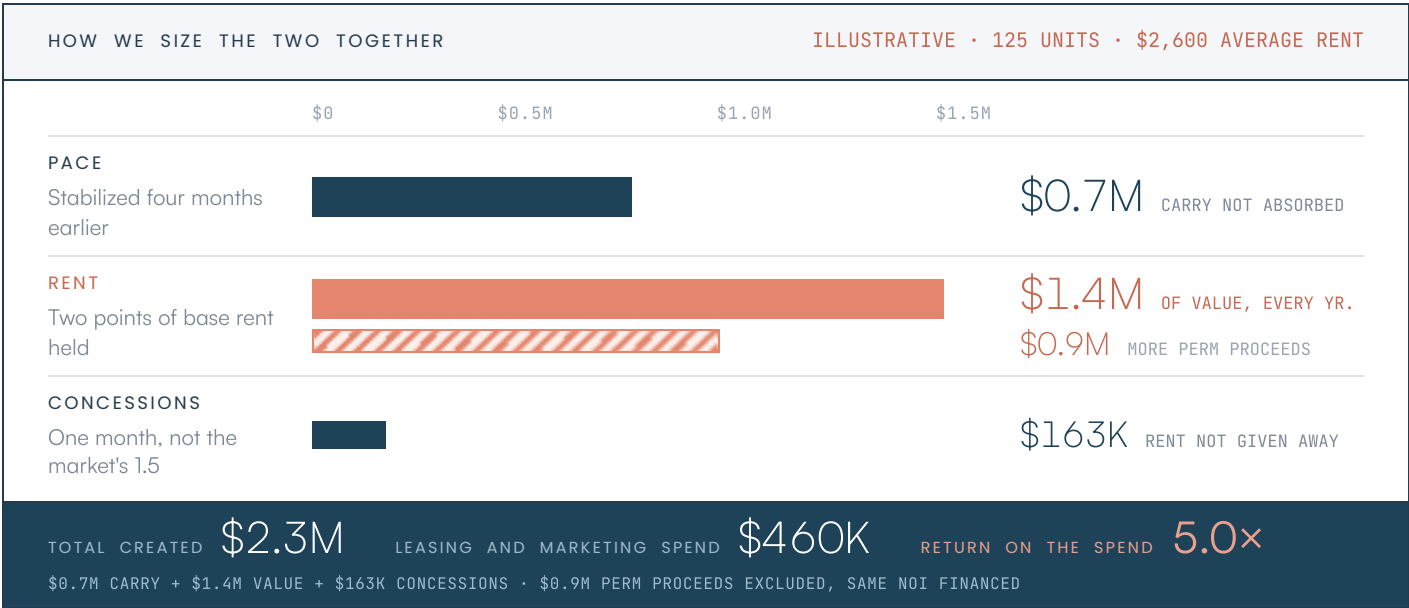
The test, on the date it is measured

Conversion, earnout release, and guarantee burn-off all turn on a coverage test measured on trailing performance. We sequence releases and pricing so the months the lender reads are the ones we built for.

03 · WHAT WE PROTECT

The roll the asset is priced on

Proceeds are NOI over the debt yield; value is NOI over the cap rate. Base rent sets both, and keeps setting them every year after. It is the number we defend hardest during the weeks when pace is easiest to buy.



ALSO ON THE CLOCK

Extension fees, and a floating rate still running while the fixed-rate quote sits unused.

ACCRUING MEANWHILE

Preferred return compounds through every month of lease-up, and it is paid before any promote.

MANAGED, NOT IGNORED

Filling fast on identical terms builds a renewal cliff. We stagger the expiration stack while we lease.

If a shovel is scheduled to hit the ground, it is not too early.

THE WORK THAT SETS PACE
HAPPENS BEFORE DELIVERY

Leasing is a sales function, not an entry-level job.

The common model puts marketing, sales, administration, and resident relations on one overloaded on-site role, then asks why conversion moves around. We split the functions and coordinate them against a single funnel, so every seat is measured on the part it controls.

THE INCUMBENT MODEL “Leasing consultants” as coverage. Hired for availability, paid as administration, and asked to sell between maintenance calls. Turnover mid-lease-up is common, and the pipeline restarts with the person.	OUR MODEL Leasing Professionals on a career track. Hired against sales criteria, compensated on results, trained on fair housing before their first tour, and retained through stabilization.
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WHO WORKS YOUR LEASE-UP

01 Leasing Professionals On-site sales. Owns tours, objections, follow-up, and signed leases.	02 AI-assisted lead response Answers inquiries when the on-site team is mid-tour, so no lead waits.	03 Marketing lead Owns demand, spend, and creative, and sits in the same weekly review.	04 Project revenue lead Owns the rent matrix, release schedule, and pace against required absorption.
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LEADERSHIP TEAM

 Todd Mikelonis PRESIDENT Accountable for the engagement and the pace commitment.	 Jared Clement DIRECTOR OF LEASING Owns the leasing team, staffing, and conversion discipline.	 Christine Mulvey DIRECTOR OF MARKETING Owns demand, spend, and creative against the same funnel.
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OPERATING COMMITMENT Sub-five-minute lead response during business hours, staffed and measured as a standard, reported next to the conversion rate it moves.
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THE PROOF

22

WILSON
WILSON

Proven in market.

Half the building, leased before opening.



ANCHOR CASE

DANVERS, MA • 140 UNITS
2025

Maple Square

50%

PRE-LEASED AT OPENING

90

DAYS TO FULL STABILIZATION

A compressed pre-leasing window, an active construction site, and 140 units to fill. Demand was built before the first unit was ready to tour, so the release schedule met a waitlist rather than an empty market.

PRE-LEASING VELOCITY • CONCESSION DISCIPLINE HELD THROUGH STABILIZATION

SUPPORTING CASES

Bremen 282 2024 East Boston, MA • 140 units <i>One month free is the standard concession in this submarket.</i> ↳ 70 units pre-leased before opening day ↳ 70% leased two months after C.O. ↳ Rent \$1.30 PSF above the comp set	Residences at 850 2023 Hyannis, MA • Cape Cod <i>New construction with no local rent precedent to point to.</i> ↳ 60% occupied at C.O., 100% two months later ↳ Rents 17% above pro forma ↳ Highest base rents recorded in the market Excludes affordable units, leased by lottery.
The600 2023 Everett, MA • boutique <i>The smallest units in the peer set, chasing top-of-market rents.</i> ↳ 60% leased at C.O. ↳ \$4.50 average PSF against a sub-\$4.00 comp set ↳ \$5.00 PSF on city-view units	One Chestnut Place 2020 Quincy, MA • 140 units <i>Leasing opened one week before the state shut down.</i> ↳ Virtual-first pivot, tours held on video ↳ 50% leased at C.O., 75% three months later ↳ Pro forma held through the shutdown

Every case above opened into demand, and leases already in place, before the doors did.

The portfolio reset.

The same machine runs backwards. A portfolio already in market, missing pace under prior management, rebuilt on one funnel and a weekly review. Leasing accelerated without changing the buildings.

TAKEN OVER MID-STREAM, NOT LAUNCHED

Alpine portfolio · Denver, CO · 301 units · taken over late 2025 · six months of disciplined execution.

	UNDER PRIOR MGMT	UNDER CHARLES GATE
LEAD VOLUME	3—4 / week	→ 15+ / week
LEASE VELOCITY	a few / month	→ 10+ / property / month
CONCESSION POSTURE	heavy, blanket-applied	→ disciplined, targeted
RENT TRAJECTORY	flat / compressing	→ up across the portfolio
OWNER COMMUNICATION	sporadic to none	→ weekly, structured, proactive

WHAT THE RESET TOOK A rebuilt funnel with every lead source-tagged, concessions pulled back to a schedule, and one weekly review where price, message, and staffing moved together. The same discipline a lease-up needs on day one, applied to a portfolio already in market.

A photograph of a multi-story brick building with several windows. A sign is visible on one of the windows that says "akin GOLDEN TRIANGLE" and "Now Leasing".

AKIN GOLDEN TRIANGLE · 98 UNITS · OUT-LEASED A LARGER, HIGHER-SPEC COMPETITOR NEXT DOOR

One community in the portfolio went from **41.2% to 71.4%** leased in six months, with rents up and concessions removed, against a newer building with better amenities across the street.

The owners and partners we answer to.

Developers, private owners, family offices, and institutions across New England and Colorado.

SELECTED CLIENTS & PARTNERS

IN THEIR WORDS

REFERENCES ON REQUEST • OWNERS WHO WILL TAKE A CALL BEFORE ANYTHING IS SIGNED

“With a limited pre-leasing window and an active construction site, their team built momentum early, leasing 50% of Maple Square before opening and achieving full stabilization within 90 days. More importantly, they operated as a true extension of our team, coordinating closely with development, construction, and ownership to solve problems before they became obstacles. They brought the discipline, communication, and execution any owner would want in a marketing and leasing partner.”

CRAIG PFANNENSTIEHL
Chief Investment Officer • AAM 15 Management

“Working with CHARLESGATE was one of the best decisions we made during a time of transition. The team has been a tremendous partner across our properties, consistently providing support, expertise, and reliable execution. They make it easy to stay confident that projects are moving forward and that our communities are receiving the attention they need.”

BROOKE LILLY
Director, Asset Management & Investor Relations • Alpine

We started as a leasing company. We never stopped being one.

CHARLESGATE opened in 2003 leasing apartments in Boston, and that is where the platform earned its keep long before it managed a building. Marketing and revenue were the first disciplines in the firm, not services added later. Property managers, as a rule, have never had to own the revenue side of a pro forma. We started there, and the leasing engine is what property management got built around.

5,000+

UNITS MANAGED

2003

LEASING APARTMENTS SINCE

150+

MARKETING PROJECTS ·
AUTHENTIC

35+

MARKETS SERVED

SELECTED COMMUNITIES



The Maximilian
WATERTOWN, MA



akin Tennyson
DENVER, CO



Wilton Center Lofts
WILTON, CT



Bremen 282
EAST BOSTON, MA



BostonView
BOSTON, MA



Noble
DENVER, CO

- GROUND-UP LEASE-UP
- STALLED LEASE-UP RESET
- MID-RISE & URBAN INFILL
- MIXED-USE
- HIGH-RISE
- CLASS A
- VALUE-ADD & CLASS B
- STUDENT HOUSING
- SENIOR HOUSING

From engagement to stabilization.

Dates are set against your delivery schedule at kickoff and reviewed weekly against required pace. The earlier the engagement starts, the more of the pipeline exists before the carrying cost does.

KICKOFF Scope confirmed, interfaces named, funnel and reporting stood up.	BRAND & POSITIONING Position documented before any campaign spend leaves the building.	DEMAND BUILD Channels live, pipeline building, every inquiry source-tagged.	PRE-LEASING OPEN First tier released, model protected, weekly pricing review begins.	CERTIFICATE OF OCCUPANCY Move-ins begin against a pipeline that already exists.	STABILIZATION Renewal strategy and expiration stack already in motion.
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ENGAGED BEFORE DELIVERY Positioning, demand, and a tour calendar are built while the building finishes. Day one of C.O. is a leasing day.	ENGAGED AT C.O. The pipeline starts on the same day the carrying cost does, and the first weeks of absorption are spent building awareness instead of signing leases.
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No telephone game. One funnel, one closed loop, from the first impression to the first renewal.

Two ways in before a leasing engagement starts.

Both are scoped, contracted, and priced separately from leasing. Neither is a precondition of the other.

01PRE-CLOSE Pre-Development & Pre-Acquisition Advisory <i>For a sponsor before the shovel.</i> Real operating and rent data From CPM's active book, not a market-wide average that flattens your block. Submarket intelligence What the comp set is giving away, and which unit types are absorbing now. Operating-assumption review A line-by-line read of the pro forma against what the platform actually sees. Go-to-market planning Pre-launch sequencing tied to the delivery schedule. <i>Get an accurate pro forma before you close, not after.</i>	02TIME-BOXED Lease-Up Diagnostic <i>For a lease-up that has stalled.</i> Funnel forensics Stage by stage, to locate whether the loss is volume or conversion. Pricing and concession audit What has been given away, what it bought, what it costs at renewal. Positioning and creative review Whether the building is sold on something the comp set cannot match. On-site execution review Response times, tour quality, and what happens to a lead that does not convert. <i>Ends in a written findings document with a prioritized fix list.</i>
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You pay for outcomes, not overhead.

The industry prices leasing as payroll: on-site staff the asset carries whether or not units lease, and a marketing budget nobody reconciles against signed leases. We price it the other way. Most of what we earn is earned on leases, so a slow month costs us before it costs you.

01

Paid on leases, not on presence

We carry the salary load and the risk. Our upside arrives when yours does, and not before.

02

Sized to the asset, not to a headcount

Staffing flexes to what the building needs, down to a fractional allocation, so a smaller asset is not paying for a rigid team it cannot support.

03

Spend reported against what it produced

Media and production stay in your budget and show up in the same funnel we manage by, channel by channel.

04

A leasing mandate stands on its own

Hiring us to lease does not mean moving management. Where a manager is in place, the leasing fee is quoted on its own.

Every engagement is priced before it starts, and the number is built from your pace, not from our payroll.

AT RISK

Most of the leasing fee is earned only on signed leases.

FIXED

A small monthly amount for the staffed team, the rent matrix, and the weekly review.

IF PACE MISSES

A written recovery plan inside ten days, with a named executive on the account.

Demand work on housing runs inside housing law.

These constraints shape the creative brief, the media plan, and the screening criteria before any of them reach a renter.

STANDING POLICY

Audience insight informs creative, content, and partnerships only, never paid-targeting filters.

All paid media runs under Special Ad and Housing Category constraints: geographic and general-interest targeting only. No income, age, affinity, or demographic filters.

Personas are motivation-led, never identity-led.

AI-assisted drafting is always human-reviewed before publication.

TRAINING

Leasing Professionals are trained on fair housing before they take a tour, and re-trained on a fixed cycle for as long as they are on the team.

DOCUMENTATION

Screening criteria are written, applied uniformly, and retained. Decisions are traceable to the criteria in force on the date they were made.

Without demographic filters, the creative carries the whole job of reaching the right renter.

Start with a conversation.

01 An hour on the project.

Your team and ours, on the delivery schedule, the comp set, and the pace the capital plan requires. No proposal needed to have it.

02 A read on the submarket you are building in.

What comparable buildings are giving away right now, which unit types are absorbing, and what that does to your rent assumptions.

03 A scoped proposal when you want one.

Leasing alone, or leasing with brand and demand, with fees, term, and the interfaces with your manager written in.

Engineer absorption.

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