

# CHARLESGATE THE 600

## Ambitious Goals Require Ambitious Partners

The600, a boutique residential property in Everett, MA, introduced studio, one-, and two-bedroom apartments to an ultra-competitive market. With units smaller than competitors, limited storage, and fewer parking options, positioning the property as a top choice required a strategic, results-driven approach.

## The Challenge

- **Tight Competition:** Entered a saturated market with well-established peers offering larger units and more amenities.
- **Space Constraints:** Smaller apartments with limited storage and parking posed challenges in appealing to prospective renters.
- **Ambitious Goals:** Needed to achieve top-of-market rents in a price-sensitive environment.



## On-Demand Leasing, On-Demand Results

Leveraging deep market expertise, we implemented a modern, holistic go-to-market strategy to attract the right prospects and generate true demand. This approach, guided by a detailed lease-up playbook, included centralized “on-demand” leasing led by specialized sales talent, ensuring that leasing efforts remained focused and effective. By combining cutting-edge marketing with a tailored leasing plan, we set a new standard for success in Everett.

## The Results

### \$220K Monthly Rental Income

Achieving this meant a new benchmark never before attained in the Everett Market.

### \$5 Per Square Foot

In average of \$4.50 per square foot, with city-view units renting at \$5 per square foot—well above the peer-set average of under \$4.

### 60% Leased At C.O.

At the time of certificate of occupancy, far exceeding market norms.

## 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

