



The Chira Twins Team  
AT THE CORCORAN GROUP

**NEW DEVELOPMENTS SERVICES: • TOWNHOMES • CONDOS • RENTALS**

## Pre-Development Advisory

1. Market research to determine client demographic & curated marketing strategy
2. Unit Blend / Layouts, Architectural Plan Review & Interior design advisement
3. Projected Pricing strategy
4. Amenities space / layout advisement
5. Identify key selling elements and conceptualize a custom brand for the project to be featured across marketing materials
6. Introduction to preferred vendors (General contractors, interior designer, amenity space designer, fitness center designer & equipment, appliance & kitchen supplier, low voltage, etc)

## During Development

1. Routine site visits
2. Custom coming soon website & signage (lead capture)
3. Custom branding
4. Pre-marketing: which affords prospective buyer / renters a glimpse of the property before it officially comes on the market. This increases exposure, generates buzz, delivers market insights and capture names of prospective buyers / renters.

## Post Development

### MARKETING SALES OR LEASE UP SERVICES

1. Dedicated sales / leasing team
2. Featured on Corcoran.com (multiple listing services syndication)
3. Custom website, marketing, branding, 2D floor plans, fact sheets, signage, logo design
4. Model apartment staging design
5. Professional photography, virtual tours, videography
6. Weekly open houses
7. SEO (search engine optimization)
8. Featured placement on StreetEasy (89% more views & 57% more leads)
9. Facebook, Google and Instagram Ads (targeted digital marketing)
10. Public relations ideation, advanced email marketing
11. Weekly lead generation and traffic report
12. Curated neighborhood guide