THE CONCRETE JUNGLE TEAM

NEW DEVELOPMENT**MARKETING** PRESENTATION

kw LANDMARK II
KELLERWILLIAMS. REALTY

Each office is independently owned and operated.

2024

ABOUT GEORGE

George Arnaudov

Licensed Real Estate Salesperson

(917) 526-9522 | georgea@kw.com

Why Choose Me As Your Agent? When you work with me, you will receive a knowledgeable and professional real estate agent, a committed ally to negotiate on your behalf, the systems in place to streamline buying your home and the backing of a trusted company, Keller Williams Realty.

Why Work With A Keller Williams Agent? Looking to sell your home? As a real estate associate of Keller Williams Realty, you will now have access to over 170,000 associates across the country to help you sell your property. With our technology, we are leading the way in how homes are sold and purchased through online marketing. Through our KWLS, your listing will display on top name sites like Zillow and Trulia to get you the most brand exposure to your home.

Looking to purchase a home? With our KW Technology and advanced websites, searching for properties that are active on the MLS is a breeze. Now you can search 24/7, save properties to your profile to view later and schedule showings with me so you can see these properties in person.

CONSULTING PHASE

Our role evolves during each project, starting as your expert market consultant on matters such as a project concept, unit mix, apartment design and layout, amenities planning, face appeal and competitive decisions are made about interior kitchen, bathroom and living packages, our recommendations come with the benefit of our wide exposure to the competing projects and other developments among which your development will come to life.

Members of our team regularly visit and preview new residential projects as part of their routine job responsibilities, and BOND's 500+ agents regularly conduct business in the newest rental and condo projects so that we are always up-to-date on new happenings in the New York City market place.

We have access to every research tool and pricing resource available in the marketplace. Two decades of experience in this area has given us all the confidence and expertise to project pricing and timelines in both sales and rentals.

We regularly provide Schedule A recommendations, and we sign off on the broker opinion of value for your offering plans. For developers who are just beginning, we can introduce legal counsel who can create offering plans and provide appropriate guidance.

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CONDO DEVELOPMENT

MARKET RESEARCH AND ANALYSIS

BPMG partners with you in the planning stages to identify and report on the competitive environment, both in terms of available units and aesthetic trends. Our constant role as a leading residential broker gives us real time exposure to the demands and in recommendations for Schedule A filings and relevant offering plan content.

COMPETITIVE DESIGN AND IDENTITY PLANNING

Our agents see thousands of properties weekly. We have an objective view of what the competition looks and feels like, and how buyers are reacting to the markets daily offerings. From apartment layouts to fixtures and finishes, from unit mix to building amenities, we can reflect the many moods of builders and buyers in a strategy to distinguish your development as a key destination in the marketplace.

EXCLUSIVE MARKETING AND SALES

As your singular representative to every buyer and every broker in the market, BPMG executes a well- organized and highly personalized selling campaign which coordinates advertising design and placement, public relations, social media, website creation and optimization side-by-side with high touch, sophisticated and elegantly personalized one-to-one sales presentations designed to produce the highest possible financial results.

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CONDO DEVELOPMENT

ON-SITE MARKETING AND ADMINISTRATION

In order to achieve the highest financial returns, you must create the most favorable consumer experience. From a customer's initial contact with the development, through their first visit and well-designed follow-ups and return visits, we guarantee that experience. Our Onsite Marketing Program designs and develops a tailored brand experience. From a customer's initial contact with the development, through their first visit and well- designed follow-ups and return visits, we guarantee that experience.

Our Onsite Marketing Program designs and develops a tailored brand experience to leave a lasting impression with the buyer. Apartment staging, office design and interaction, sales agent engagement and concierge quality communication converge to deliver a sense of privilege and place for prospective buyers. We also provide real-time reporting for developers who wish to review consumer traffic, advertising results and pending sales business through secure login.

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LEASING DEVELOPMENT

BPMG will conduct a Review of current tenant rent tolls, marketing strategies, policies and procedures, competition, demand, fixtures and amenities and project brand in your marketplace.

PRE-DEVELOPMENT CONSULTING

Our combined experience provides a wide perspective on market conditions, comparable properties, unit mix, unit layouts, design trends in finishes.

RESIDENTIAL LEASING AND MARKETING

We collaborate with developers and landlords to maximize future revenue on project marketing budget and timeline, marketing campaign, creation of collateral materials, advertising, onsite leasing, website and online marketing, social media, lease administration including tenant screening and verifications, future vacancy and pre-leasing to accelerate cash flow, public relations and event planning. Our broker network is over 10,000 licenses strong and our position as an Associate Broker of the largest relocation firm in the world, allows us to serve clients and customers on a global level.

TENANT EXPERIENCE

Years of working with landlords and tenants gives us perspective on maintenance leasing focused on preserving high occupancy levels based on real time market conditions and competition. This effort us supported by the supervision of residential programming and tenant conflict resolution, through which we support the property's ownership as quality of life ambassadors for the tenants we place.

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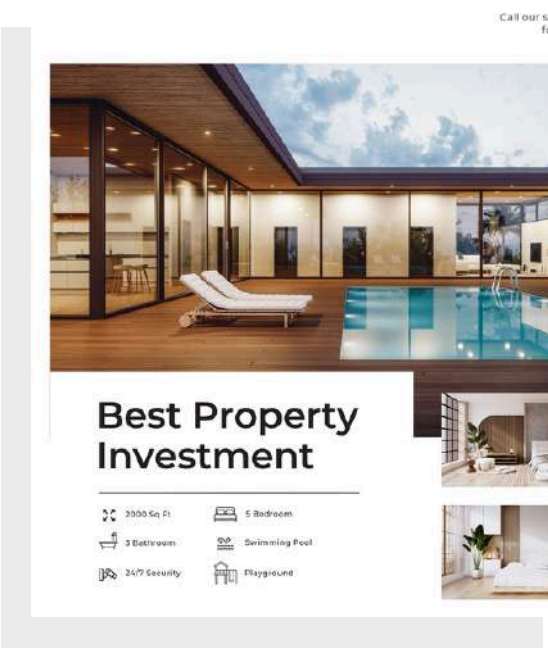
MARKETING PHASE

Once building design is finalized and construction is commencing, BPMGS role evolves to the Marketing Phase. We work with you to determine the brand for your project that will ultimately reach the general buying or leasing public. We help you to maximize your ultimate return on investment by recognizing and defining how your project will have the greatest appeal to the largest possible audience.



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DESIGN & PRODUCTION SPECIALISTS

IN HOUSE CREATIVE TEAM

Creativity plays an essential role in our strategy. Our dynamic, experienced team of in-house graphic designers, dedicated photographers, programmers, videographer, copywriters, and stagers, work together to present expertly crafted marketing materials that will bring each individuals building's personality to life. They are there from the very beginning and part of the entire process to ensure your building's identity is created and communicated effectively and seamlessly.

IN HOUSE DIGITAL STRATEGISTS

We are as analytical as we are creative. In order to maximize your digital impact, we make sure these two components are working hand in hand. We assess what content is being consumed by your target and audience and match it to connect your potential clients. We also manage content creation and provide real- time monitoring to control what is being put out there and ensure you property is consistently presented in accordance with your mission.

IN HOUSE EDITORIAL SPECIALISTS

Our editorial specialists create original editorial content that goes beyond the generic communications of most brand awareness approaches. All of our editorial content is designed to build your brand through non- traditional channels that are relevant to your target audience's specific needs and interests. We are fluent in automation and other long term content-driven email campaigns.

IN HOUSE PUBLIC RELATIONS

Our public relations experts will give you meaning to your building, its logo and slogans and create a long-term position in the marketplace. As veterans of the real-estate business, our communications team has strong relationships with the industry's top editors and writers at media outlets outside of the traditional communications channels.

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LAUNCH PHASE

As your project becomes ready to launch, we work with you to plan and implement a leasing or sales campaign. We coordinate, design and set up onsite sales or leasing offices, where appropriate. If apartment models are to be staged, we provide the creative input on staging and source furnishings, accessories, artwork and interior design at no additional costs. As the developer, you only pay for physical furnishings and accessories.

We handle to production of all collateral materials, ad placement, online syndication and listings distribution to cooperating brokers.

STAFFING

We include you in staffing decisions, providing licensed onsite leasing or sales agents for your consideration. Once hired with your approval, we train the staff according to your specifications and we coordinate the ongoing schedule for the leasing or sales office.

SPECIAL EVENTS

When special events such as launch parties, cocktail open houses, or broker tours are appropriate, BPMG will handle inviting guests and will synchronize building tours.

PUBLIC RELATIONS CAMPAIGN

Our public relations team, under the direction of the ubiquitous Kelly Kreth, will place pitches for stories about your project in New York industry and lifestyle publications such as New York Times, New York magazine, the Observer, Luxury Listings, Curbed, brick Underground, DNA.info, YIMBY, Brownstoner and the Real Deal. The property will be regularly featured on BOND's social media platforms.

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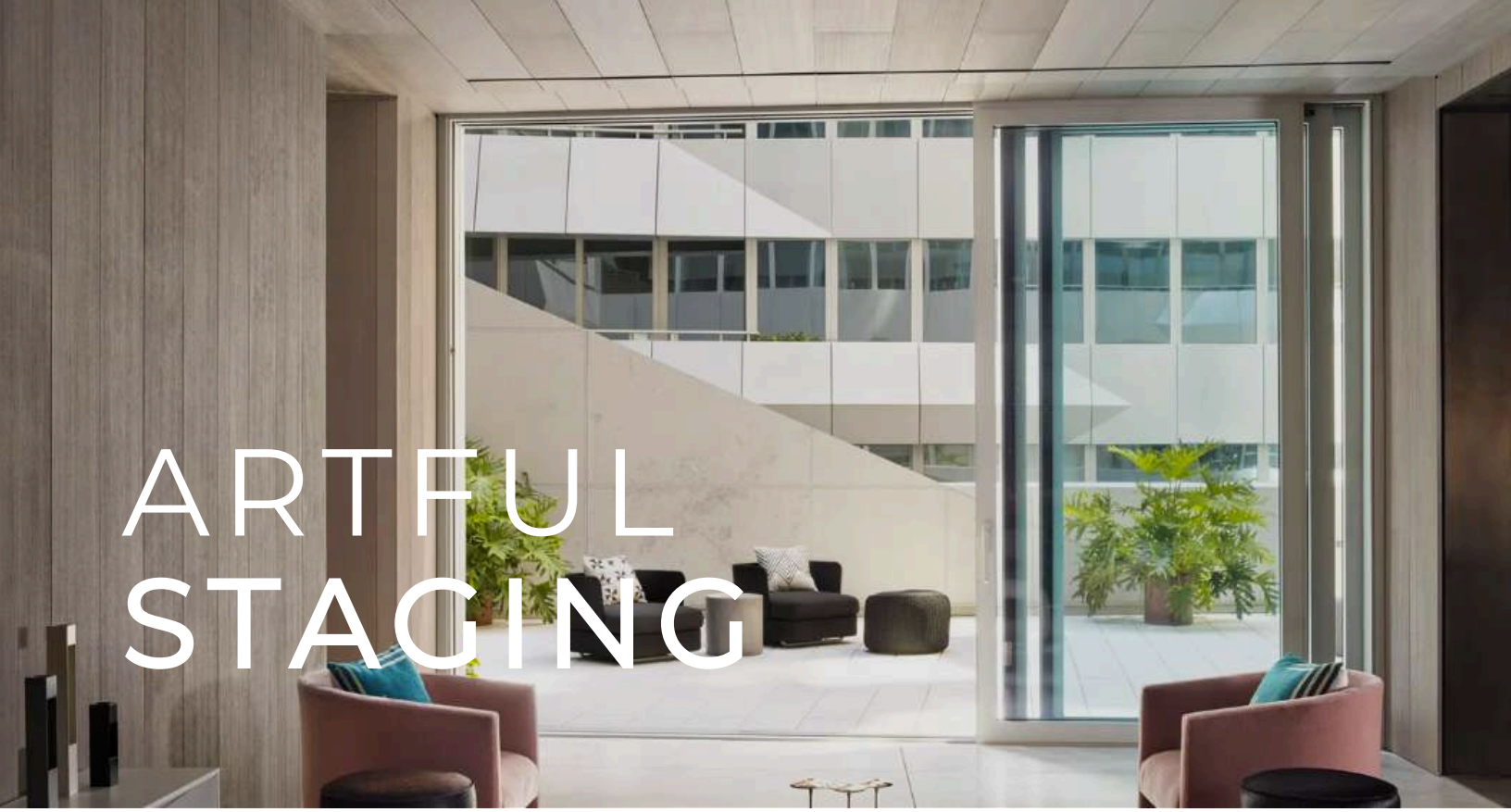

ARTFUL STAGING

Photography staging plays a pivotal role by capturing its essence and potential in a visually compelling manner. It transforms empty rooms into inviting spaces, allowing potential buyers to envision themselves living there. Effective staging highlights a property's best features, maximizing its appeal and perceived value. By strategically placing furniture, décor, and accents, staging creates a sense of warmth and livability, making the property more enticing to prospective buyers. Additionally, well-staged photographs help listings stand out in a competitive market, attracting more attention and driving increased interest. Ultimately, photography staging serves as a powerful marketing tool, creating a positive first impression and increasing the likelihood of a successful sale.

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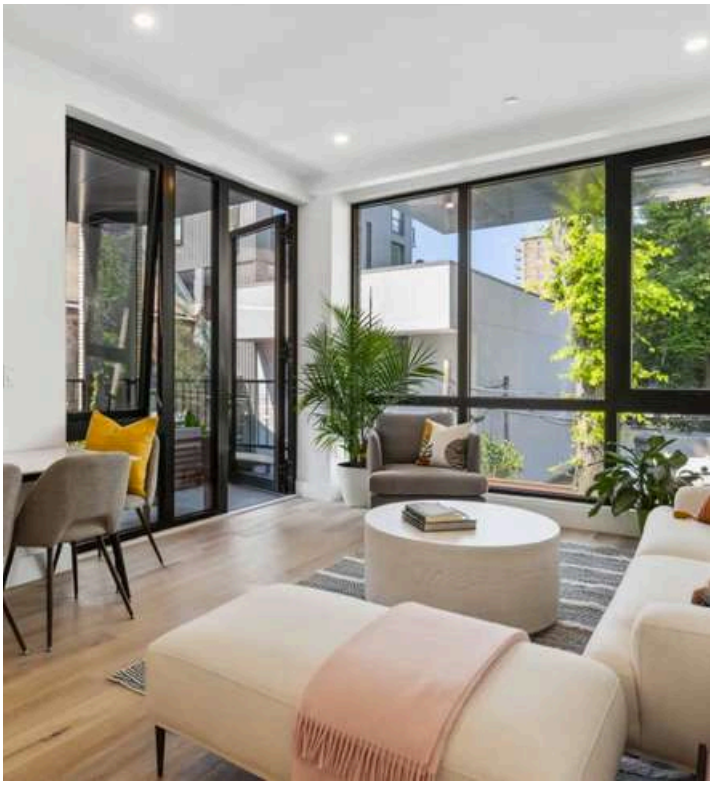
HIGH-IMPACT PHOTOGRAPHY

Our office has an exclusive partnership with the best photographers, all of whom specialize in real estate marketing. From basic photo packages to aerial images, scenic twilight photos and more, our team takes pride in presenting your property in the best light.



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