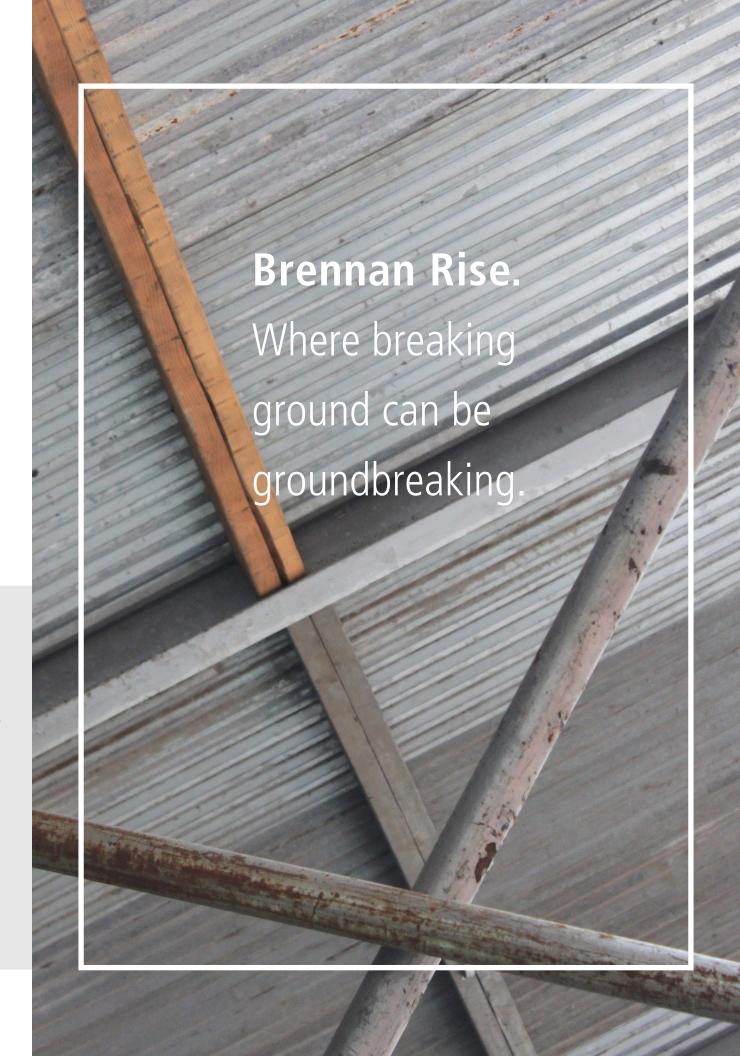
BRENNAN

At **Brennan Rise**, our marketing expertise elevates the ever-demanding development process — bringing your new products to market at their fullest potential.

Brennan Rise has been marketing and selling new real estate developments in New York City since 2003. Principal Broker and successful developer, Donald Brennan understands the importance of an early stage, comprehensive marketing strategy. Having found that there was a gap in the marketplace specifically geared toward new products, he formed Rise. Rise offers a broad-spectrum approach to marketing with the explicit intention of bringing new developments to market.

ABOUT At Rise, we help owners pinpoint distinctive real estate opportunities, determine their optimal form and function, and execute their marketing platform from as early as site selection all the way through listings and disposition. We unlock a project's full potential by understanding suite of fee- or commission-based the nuances of each local market and its place in the bigger picture. Our fully customizable and comprehensive approach yields best-in-class multichannel content that drives your project's returns.

SERVICES Rise focuses on ground-up development, full rehabilitations, and asset repositioning across all uses and classes. Adept at accommodating the most complex of our clients' needs, the team at Brennan is deeply invested in every step of the process. With our services, our help could mean the difference between a stressful ordeal and a tailored, well-managed, groundbreaking success.



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The Big Picture **DEVELOPER** ← MARKETING / SALES FINANCE DESIGN RISK CONSTRUCTION - DEBT / EQUITY ARCHITECTURE - SITE SAFETY PERMITS **BUDGETS** CONTRACTORS ENGINEERING INSURANCE SCHEDULES - REPORTS - EXPEDITING INTEREST RATES BANK DRAWS INSPECTIONS **CARRY COSTS** COFO

PREDEVELOPMENT

BRENNAN RISE

Marketing your project begins far before your foundation is in the ground. We offer guidance on site selection, and highest and best use analysis — zoning, unit count, unit mix — as well as experienceand data-driven insights on floor plans, common space and amenity programming, interior finishes, and landscape design. We also have a network of trusted advisors who can help with legal matters, financing, architectural design, and construction consulting and management.

MARKET INTELLIGENCE

Every project is unique. Truly understanding your project, and where it fits in the marketplace, starts and ends with research. We believe that at the foundation of any good marketing effort is a series of detailed and forecasted Comparable Market Analyses (CMAs). We distill open and closed transactions, product type, and location to appropriately assess and position your product. Throughout your development process, we maintain the currency of your CMA and, when necessary, adjust your market positioning.

BRANDING

One of the most important services we offer to our clients is the development of a unique brand. A successful branding campaign is a bridge between a developer and potential buyers. We provide a team of experienced design professionals to bring your unique vision to market. Once we have helped craft your brand, we ensure your message is communicated seamlessly through all content and the physical design of your development.

MEDIA

Beyond the brand lies a comprehensive media plan. In the past, it was as simple as a listing brochure and an ad in the New York Times. Things have changed. We help develop merchandisable content in all verticals of media consumption. We coordinate brochures, renderings, architectural models, 3-D video tours, websites, e-mail marketing campaigns, paid search, event and guerrilla marketing, search engine optimization, social media efforts, and PR. Established content is continually allocated based on target audience and reach.

DISPOSITION

The sales process originates well in advance of site visits, offer sheets, and closing tables. Throughout your project we provide inventory release and pricing strategy. We advise on sales center and model unit development. We manage listings in all mediums and all sales events and showings. In addition, we offer sales process analytics, tracking, and reporting.

BRENNAN

If you are planning a development project and would like to discuss how comprehensive marketing can maximize your returns, please contact us.

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