



The Keys to Launching a Successful Real Estate Project

Sales & Marketing Council Event
Presented by Neff's David Neff

February 4th, 2021

Regardless of whether you are launching a town home, multi-family or new custom home project, here are the keys to success.

Every project needs a story.

- Use storytelling or narrative to communicate your message through your marketing
- The goal is to make the viewer feel something
- Inspire them to take action
- Audience should care about your brand — humanize

Create a great brand.

- Visual identity and messaging should be unique and memorable
- Capture aesthetic of architecture
- Embody the developer's vision for the project
- Resonate with your respective target market
- High quality design is crucial

Design
and build a
contemporary,
responsive
website.

- Easy to use navigation
- Lead capture
- High quality images and videos
- Relevant property and neighborhood information
- Create excitement for the project
- Matches your brand
- Utilizes best practice in UI/UX
- Create a blog and establish thought leadership

Remember, your brand is what other people say about you when you are not in the room.

Create compelling video content.

- Puts the project in perspective and gives further context
- Helps audience envision themselves living there and/or shopping there
- Dynamic content like video has higher engagement
- Lifestyle, drones, etc.
- Quicker, DIY videos are also useful for walkthroughs and a more personal touch

Engage your audience and create
buzz with Social Media and Public
Relations efforts.

Generate Awareness through PR.

- Control the conversation
- Generate unprecedented buzz
- Publicize significant milestones
- Provide the media & potential residents with a “behind the scenes” inside look
- Position executive management as expert voices and innovative thought leaders

Communicate your brand & engage with Social Media.

- Show a variety of images and videos of each project/property
- Create a buzz with live content
- Target the right audience with paid social advertising
- Utilize influencers to reach a wider audience.
- Visually tell important stories about the surrounding area, thought leaders, and more

Consider
a digital/
traditional
advertising
campaign.

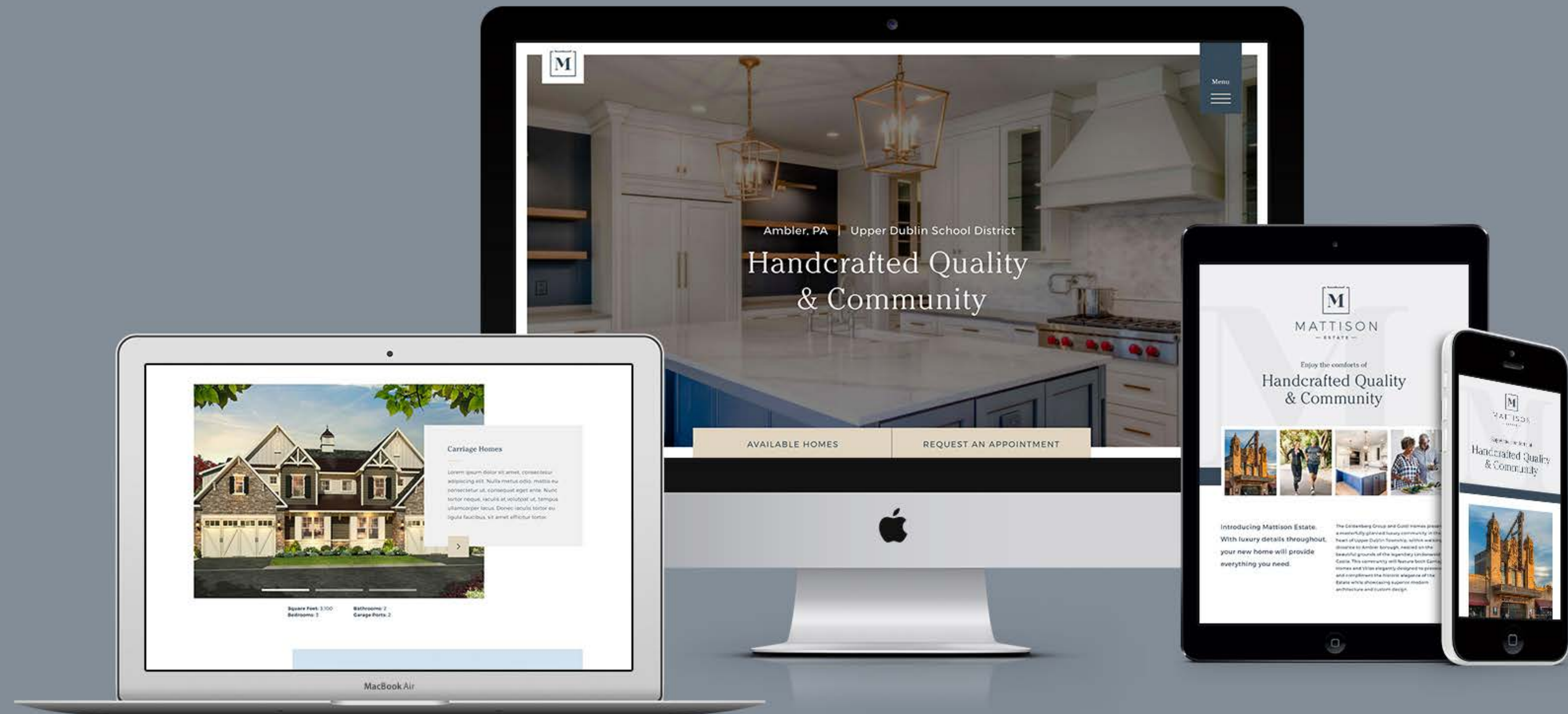
- Integrating advertising mediums allows for a more diverse audience reach
- Helps spread brand awareness throughout the market
- Can generate additional buzz about the project
- Email marketing campaigns are always great touchpoints

CLIENT CASE STUDY

MATTISON ESTATE

Developer:	The Goldenberg Group
Project Type:	Carriage Homes & Villas
Location:	Ambler, PA
Services:	Branding, Website & Collateral





responsive website design


Main Street Charm with a

Convenient & Walkable Lifestyle

With your new home at Mattison Estate, you'll enjoy the culture and charm of historic Ambler while remaining close to Philadelphia.

Just 35 minutes from the heart of Philadelphia, this location is easily accessible to Fort Washington and Ambler train stations, The PA Turnpike and Route 309. Downtown Ambler, the Upper Dublin Public Library and great schools, like Upper Dublin High School, are all within walking distance.

Rich in culture, downtown Ambler is home to the Ambler Theater, Act II Playhouse and the Ambler Symphony Orchestra. Great restaurants and shopping complement annual events like the Ambler Arts & Music Festival, OctoberFest and Restaurant Week.




Enjoy the comforts of

Handcrafted Quality & Community

Goldenberg and Guidi present a masterfully-planned luxury community of Carriage Homes and Villas. Superior architecture and elegant design complement this historic estate.

Live in a beautiful new home nestled among seventeen protected acres of woods and open space. Gorgeous gardens, gate houses, and charming statues carefully preserved from the legendary Lindenwold grounds provide the backdrop as you relax on walking trails and enjoy serene views.



With more than a collective 90 years of experience, The Goldenberg Group and Guidi Homes are proud to bring you Mattison Estate - the best in handcrafted quality and historic elegance. As the developer and builder of The Main Line's Haverford Reserve, winner of a remarkable 29 design awards, including Community of the Year and Philadelphia Magazine's Design Home of the Year, this team continues to set the standard.

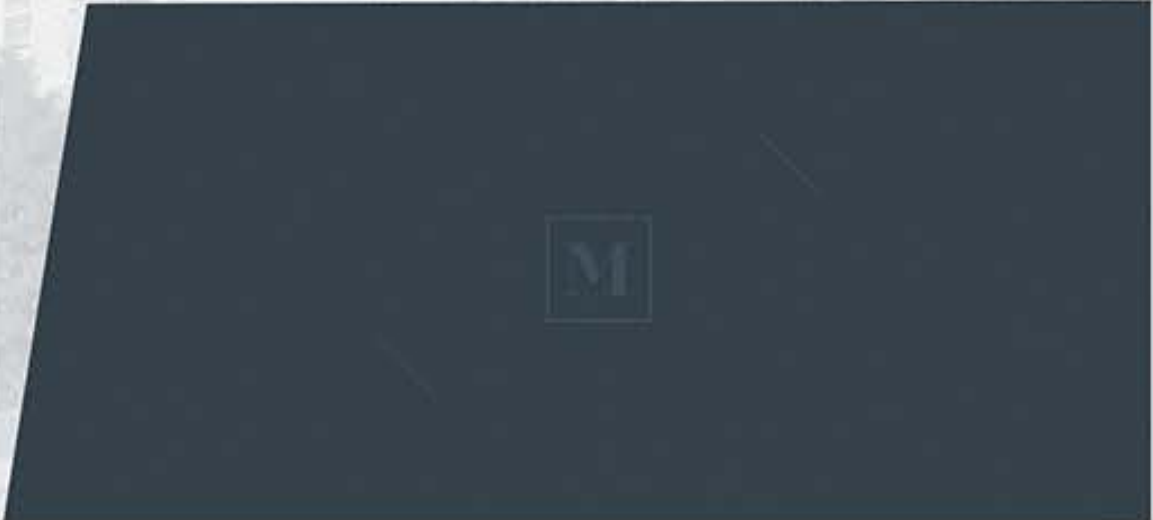
“We love this house because it’s not one thing, it’s everything.” — *DEBRA M. MATTISON*

THE GOLDBERG GROUP
The Goldenberg Group is an award-winning diversified real estate firm that operates with the simple philosophy of enriching people's lives through transformative projects. For more than 50 years, this unique and passionate vision has propelled us to be one of the top development companies in the Philadelphia region. While we boast an ever-expanding portfolio of projects we continue to remain committed to the vision of our leader, who steadfastly believes that communities are the foundation for the structures we build.

GUIDI CONSTRUCTION MANAGEMENT
A proud family of artisans spanning six decades and three generations, Guidi is building on a heritage of uncompromising quality. Renowned for creating many of the area's most prestigious homes and communities, they continue to satisfy discerning buyers with their design sophistication, construction expertise and responsive service.



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MATTISON
— ESTATE —

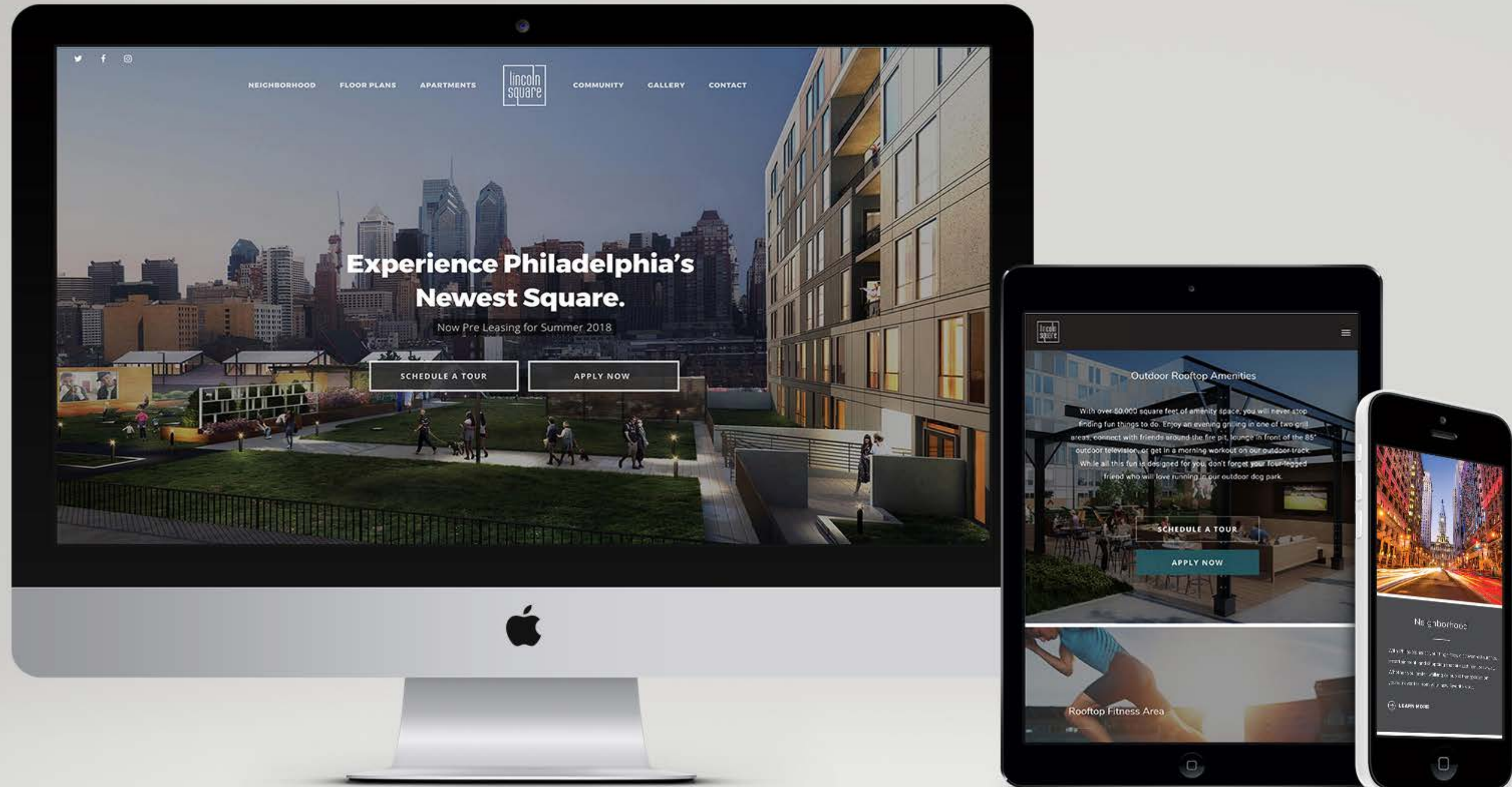


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CLIENT CASE STUDY

LINCOLN SQUARE

Developer:	Alterra Property Group & Kimco Realty
Project Type:	Mixed-Use/Multi-Family
Location:	South Philadelphia
Services:	Branding, Website, Collateral, PR & Social Media



responsive website design



final logo design



business card design



sales brochure design



window signage design



out-of-home advertising design



coaster design



SOUTH PHILLY PHILADELPHIA CONSTRUCTION NEWS

Checking in on Lincoln Square at Broad and Washington, in photos

How things have changed for this corner lot

By Melissa Romero | Jun 21, 2018, 10:30am EDT



The Lincoln Square mixed-use development still has a ways to go, but already the project has completely transformed the corner of South Broad and Washington Avenues.

About a year after breaking ground, Curbed Philly took a tour of the construction site to get a sneak peek of Lincoln Square, a nearly 300,000-square-foot mixed-use development that will bring 322 apartments, 50,000-square-feet of amenity space, and 100,000-square-feet of retail to a corner of Broad that has long been vacant and unused.

The tour revealed that construction on the project is moving along at a fast clip. This week, construction began on the four-story garage that will provide parking for both residents and shoppers. It will also double as a rooftop terrace for residents.

The new nine-story building was designed by BLT Architects and will include the apartments and ground-floor retail that includes Target, PetSmart, Sprint, and other yet-to-be determined commercial tenants.

Forbes

Condo Amenities That Improve Quality of Life--From Thoughtful To Playful

JUN 25, 2018 @ 04:20 PM



Lena Katz, CONTRIBUTOR

I cover construction, design, specialty trades and material trends. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.



BLT Architects

Resort-style luxury has to balance with everyday creature comforts in developments such as Lincoln Square (now leasing)-- a Philadelphia luxury tower that's installing a TV lounge and a dog run on the rooftop. [-]



Lincoln Square, residential and business complex, opens at Broad and Washington streets

Target, PetSmart, Insomnia Cookies, Starbucks and more open up shop

JOHN MCDEVITT

SEPTEMBER 12, 2018 - 5:02 PM




PHILADELPHIA (KYW Newsradio) — A new residential and business complex celebrated its opening at Broad and Washington streets in South Philadelphia with a ribbon-cutting ceremony Wednesday.

The leasing office for the more than 300 apartment units at Lincoln Square is finally open. Target, PetSmart, Insomnia Cookies, Starbucks and other retail tenants are getting ready to open up shop, too.

Tom Simmons, president of the mid-Atlantic region for Kimco Realty, said this is an good example of a successful private and public partnership.

"The government did contribute a little bit to some smaller grants, which were very meaningful to get the project moving. That gave the ability for the project to cross some of the first hurdles, then it really became a viable project at that point," he said.



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It doesn't get any better than this! Saturdays around the fire on our rooftop lounge can be all yours when you live at #LincolnSquare. See our apartments and all the amenities our community has to offer by heading to www.lincolnsquare.com. #PhillysNewestSquare #NowLeasing

27w

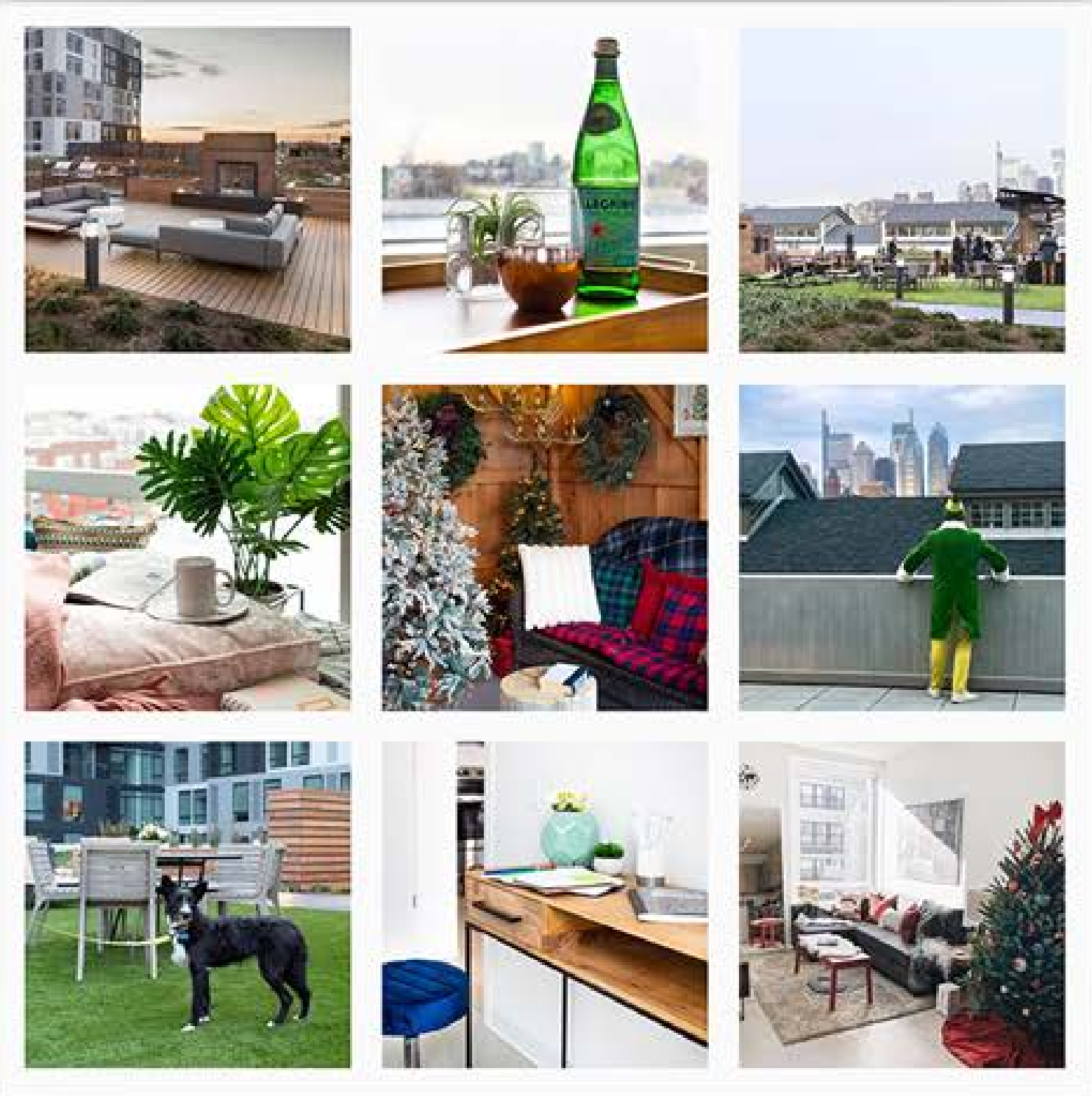
lincolnsquarephl #philadelphia

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DECEMBER 8, 2018

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CLIENT CASE STUDY

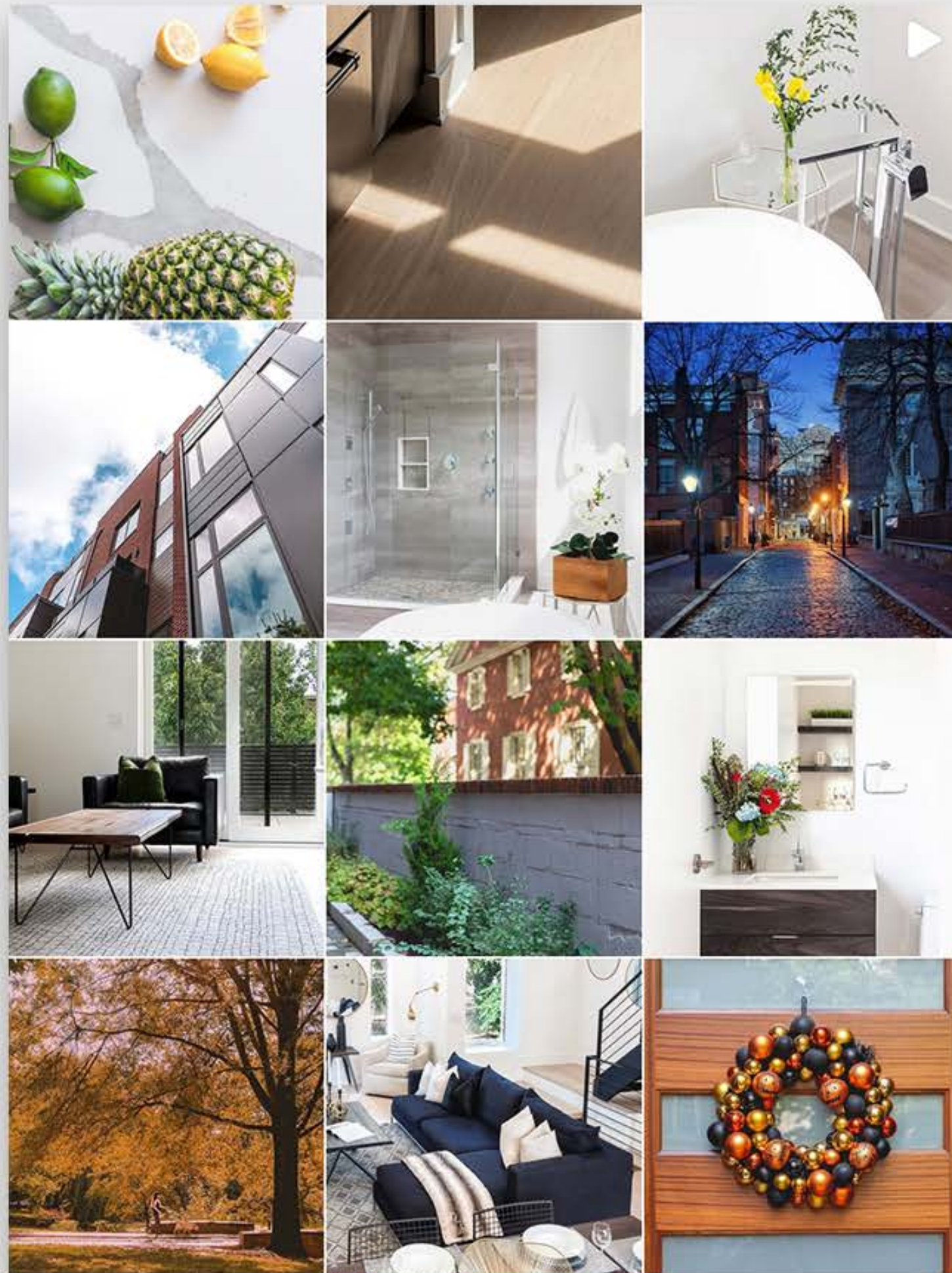
OLDCITYLIVING.COM

(LIPPENCOTT ALLEY & BLACKHORSE ALLEY)

RITTENHOUSELIVING.COM

(MODERNA & LOGAN 23)

Developer:	U.S. Construction
Exclusive Realtor:	The McCann Team
Project Type:	Lippincott Alley, Black Horse Alley, Logan 23, Moderna
Location:	Old City, Philadelphia
Services:	Landing Pages, Public Relations & Social Media



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oldcityliving

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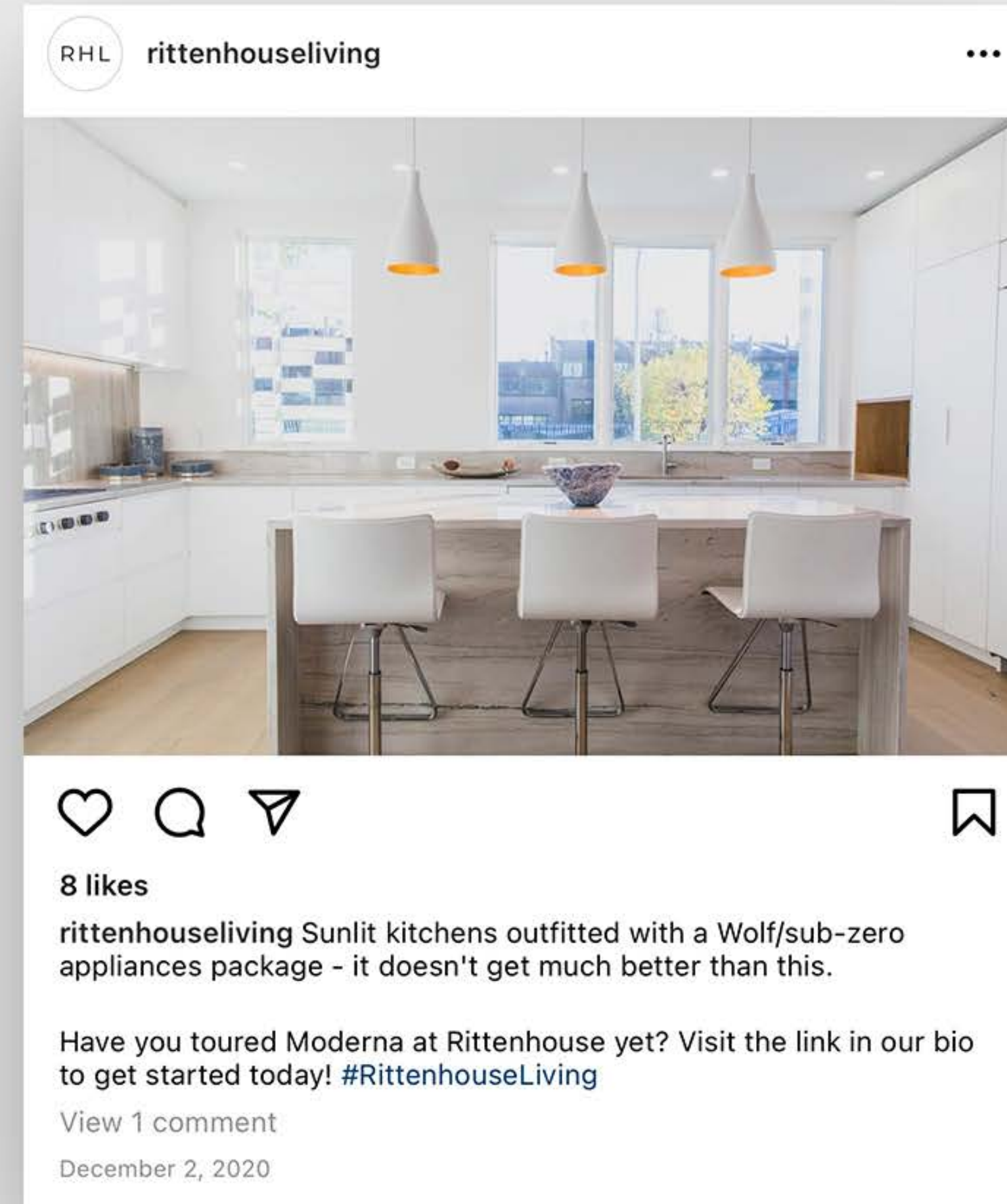
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oldcityliving JUST CLOSED! 48 N. 3rd Street is off the market. Don't miss out on the few properties remaining at Lippincott Alley and Blackhorse Alley, both luxury multi-family units located in the heart of [#oldcitydistrict](#).

Schedule a tour today, at [oldcityliving.com](#). [#oldcityliving](#)

6 days ago





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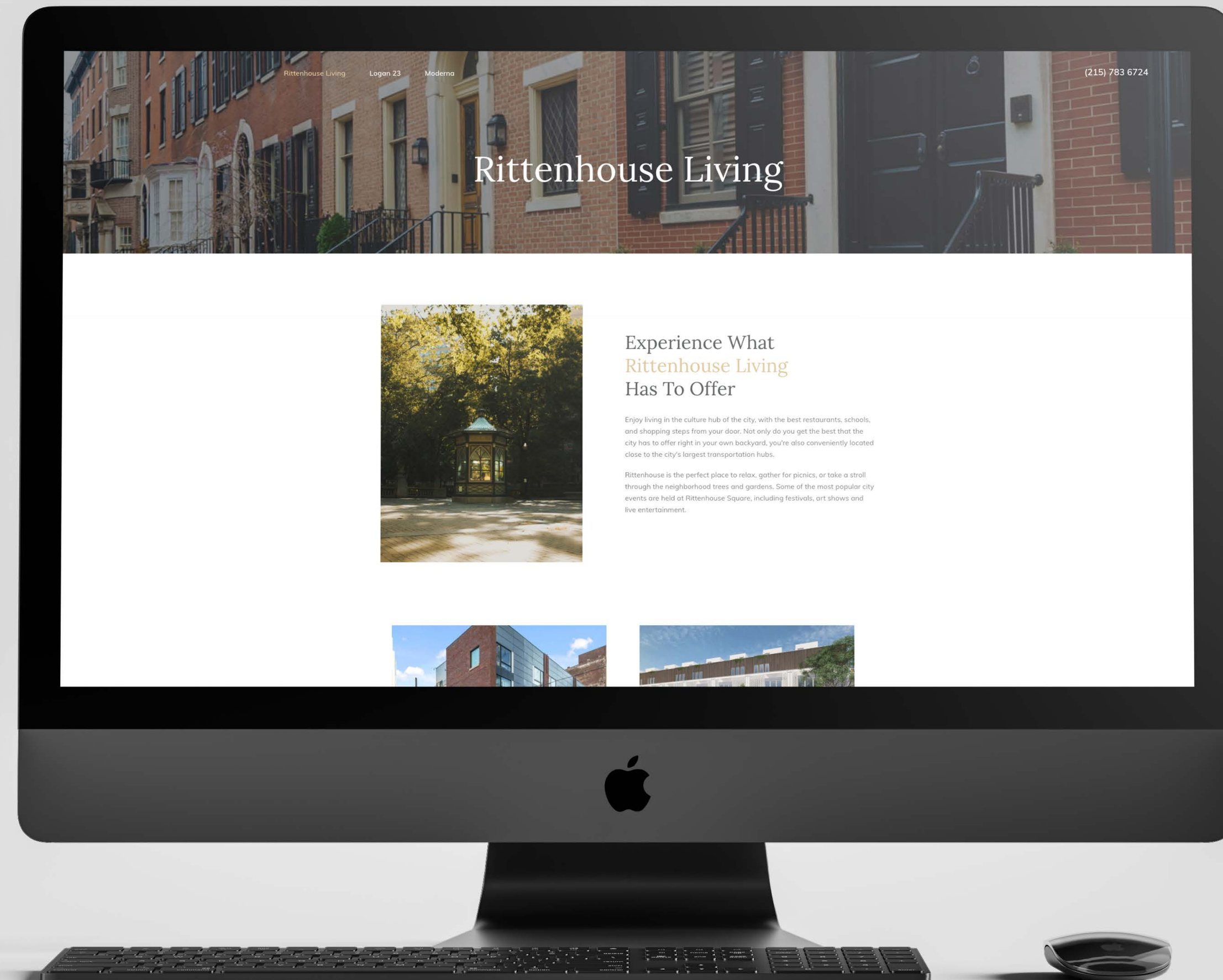
REAL ESTATE · DECEMBER 11, 2020 5:13 PM

Get a Look Inside Some of the Luxury Homes Being Built in Philadelphia

NBC10's Lucy Bustamante talks to Keller Williams' Jim Onesti about U.S. Construction Inc.'s new luxury townhomes in Philadelphia's Rittenhouse and Old City neighborhoods. You can even see inside the multimillion dollar homes.



NBC10 Segment



responsive website design

CLIENT CASE STUDY

DELWYN

Developer:	Federal Realty
Property Manager:	Greystar
Project Type:	Multi-Family
Location:	Bala Cynwd, PA
Services:	Public Relations & Social Media

4

PHILADELPHIA BUSINESS JOURNAL

ON REAL ESTATE

BY NATALIE KOSTELNI

[NKOESTELN@PHILBJJOURNALS.COM](#)

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New \$23M apartment project at Bala center

More changes expected at property behind City Ave. complex

Federal Realty Investment Trust is nearing the completion of a \$23 million apartment complex it is developing on the backside of the Bala Cynwyd Shopping Center. Called the Delwyn, the project consists of a single, six-story building that will have 87 apartments. It is being developed on a portion of a surface parking lot south of the site of several changes to the real estate investment trust plans to make at the 294,000-square-foot shopping center that fronts City Avenue in Bala Cynwyd.

"We're definitely using this as a test bed of a new 'small-to-medium' size, rentable product at Federal Realty," said Michael Ennes, senior vice president at Federal Realty. "We do want to see how we can explore how to reinvent this property. For a property like this in this location, we will be proactive in figuring out what the highest and best use is for the corner."

The shopping center sits in an area with strong demographics and attracts shoppers from the Main Line and Philadelphia. Within a mile radius of the center, there is a population of 36,276 with an average household income of \$67,300. The center was built in 1955 and has been a Main Line landmark. Federal Realty has owned it since 1995. Last fall, the center was occupied by 120,000 square feet, and

it is expected to remain in the space, Ennes said. The center has been used for a variety of uses, including retail, office, and residential. Ennes said that the center is also a major anchor with 40,000 square feet. The center has managed to remain above fully occupied over the years in spite of the challenging retail environment that has killed some malls and caused others to struggle as they attempt to reinvent themselves and vacuums caused by business closures or changes. Ennes said that the center is also a major anchor with 40,000 square feet. The center has managed to remain above fully occupied over the years in spite of the challenging retail environment that has killed some malls and caused others to struggle as they attempt to reinvent themselves and vacuums caused by business closures or changes.

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THE PHILADELPHIA INQUIRER

SUNDAY, FEB. 9, 2020 | INQUIRER.COM | A 1

REAL ESTATE

Rents on the rise in the 'burbs

In some Phila. border towns, median rent for a 1-bedroom apartment is \$1,800. Just moving here? It's tough.

By Katie Piek
PHOTO BY KATIE PIEK

It's a tough time to be a landlord in the Philadelphia suburbs. The employment market is down, and many tenants are finding it hard to find a place to live. They want to rent a place equivalent from their workplace, but the rent is too high. They want to rent a place equivalent from their workplace, but the rent is too high.

The couple lived for a while in the city, but when they moved back to Springfield, Ill. And, of course, it had to be affordable. Like many young professionals looking for rentals just outside Philadelphia, they discovered choices at their price range were limited.

They are among a growing contingent of transient workers living just outside the booming port of aerospace, life science, defense, and medical corporations. Most part, can afford just a modest selection of homes and apartments where the average price of rent is relatively high.

The median monthly price of one-bedroom apartments has reached \$1,800 in some of Philadelphia's border towns, according to the real estate tracker Rentometer. In comparison, according to Rentometer, the near-

Dylan Howard and Brianna Klein in the home they are renting in King of Prussia. They decided on a house instead of an apartment, citing a fast-growing group of renters. BRADLEY C. BOWEN

PHILADELPHIA

citybizlist

New Luxury Apartment Building, Delwyn Bala Cynwyd, Now Leasing

1/21/20

Delwyn Residents Can Enjoy Center City Living On The Main Line within Walking Distance to Shopping, Dining and SEPTA

Today, Federal Realty Investment Trust and Greystar Management Services announced that leasing is officially underway, for May 2020 move-ins, at Delwyn Bala Cynwyd. Located at 20 St. Asaph's Road in Bala Cynwyd, PA on Philadelphia's highly desirable Main Line, Delwyn offers a boutique-style design with unparalleled convenience and amenities. Future residents are invited to tour the space and experience all that Delwyn has to offer.

"We are thrilled to kick-off leasing for Delwyn, offering all the amenities and design attributes discerning residents expect of luxury apartment living on the Main Line," said Michael Ennes, Vice President of Residential for Federal Realty Investment Trust. "What truly sets Delwyn apart is the convenience of having grocery, a national fitness operator, dining and everyday necessities like banking, dry cleaning, pet supplies and grooming, and other daily needs on-site. This accessibility is truly unmatched in the area, reducing the need for daily trips that over the course of one year affords each resident up to five full days in "found time" – a real value in today's time starved society."

A variety of apartment layouts are available at Delwyn Bala Cynwyd to suit the needs of each individual resident, including studios, one bedrooms and two bedrooms, as well as one and two bedrooms with an additional den. Each apartment home comes fully equipped with polished chrome hardware fixtures, quartz countertops, a kitchen island, spacious double door bath vanities, bronze finished industrial light fixtures and a washer and dryer. Select units also include a large relaxing soaking tub, spacious walk-in closet and linen closets and private outdoor space.

All amenities at Delwyn aim to improve the quality of life. Residents can expect to enjoy pet-friendly living, an on-site package concierge, a resident club lounge, private office space with flat screen TVs, an entertainment kitchen and private dining room, a cardio and strength training fitness center and an outdoor grilling area with a fireplace. The building also includes a ButterflyMX Smart Phone Entry System, controlled garage parking and access to car charging stations.

Centrally located, Delwyn is just steps away from nearby shopping and premier dining destinations. Delwyn is also surrounded by some of the nation's best universities and most well-loved parks, as well as the charming streets of Bala Cynwyd, Narberth, Bryn Mawr and Ardmore. Downtown Philadelphia can be accessed in just under 20 minutes via the Bala Regional Rail Station or I-76.

"Living this close to grocery, fitness and dining directly on the main line can truly be life-changing," said Kristin Davis, Senior Director of Real Estate for Greystar. "To have every convenience at your fingertips will make everyday that much easier and we saw that opportunity here."

For more information on leasing options, or to set up a time to tour the property, visit [www.delwynapartments.com](#).

PHILADELPHIA

citybizlist

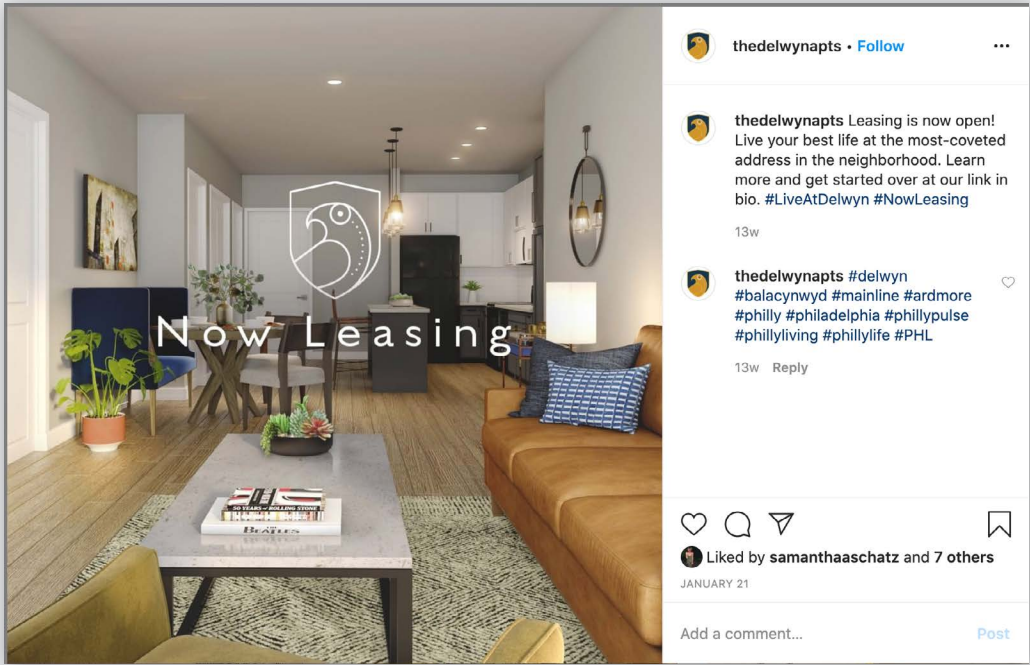
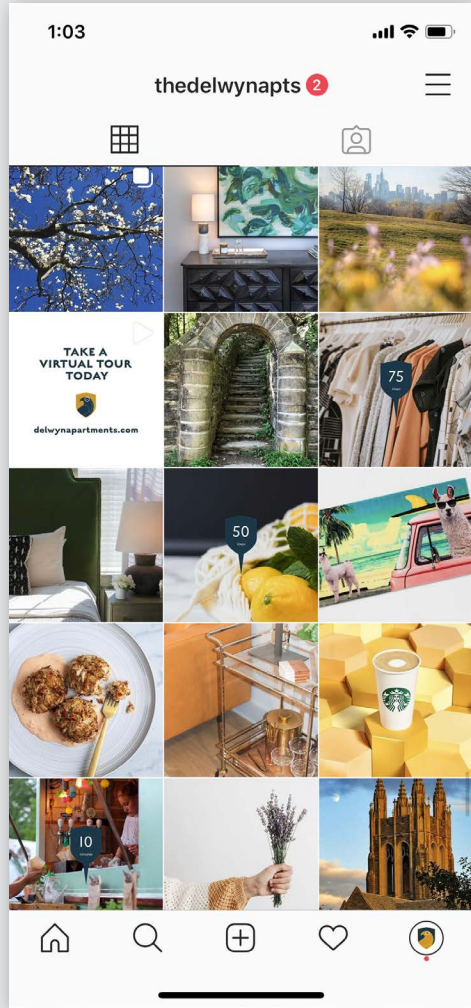
Bala Cynwyd Shopping Center readies for next phase

PHOTO BY KATIE PIEK

As the shopping center at the Bala Cynwyd Shopping Center, the project consists of a single, six-story building that will have 87 apartments. It is being developed on a portion of a surface parking lot south of the site of several changes to the real estate investment trust plans to make at the 294,000-square-foot shopping center that fronts City Avenue in Bala Cynwyd.

Read the full article here

PR placements



social media posts

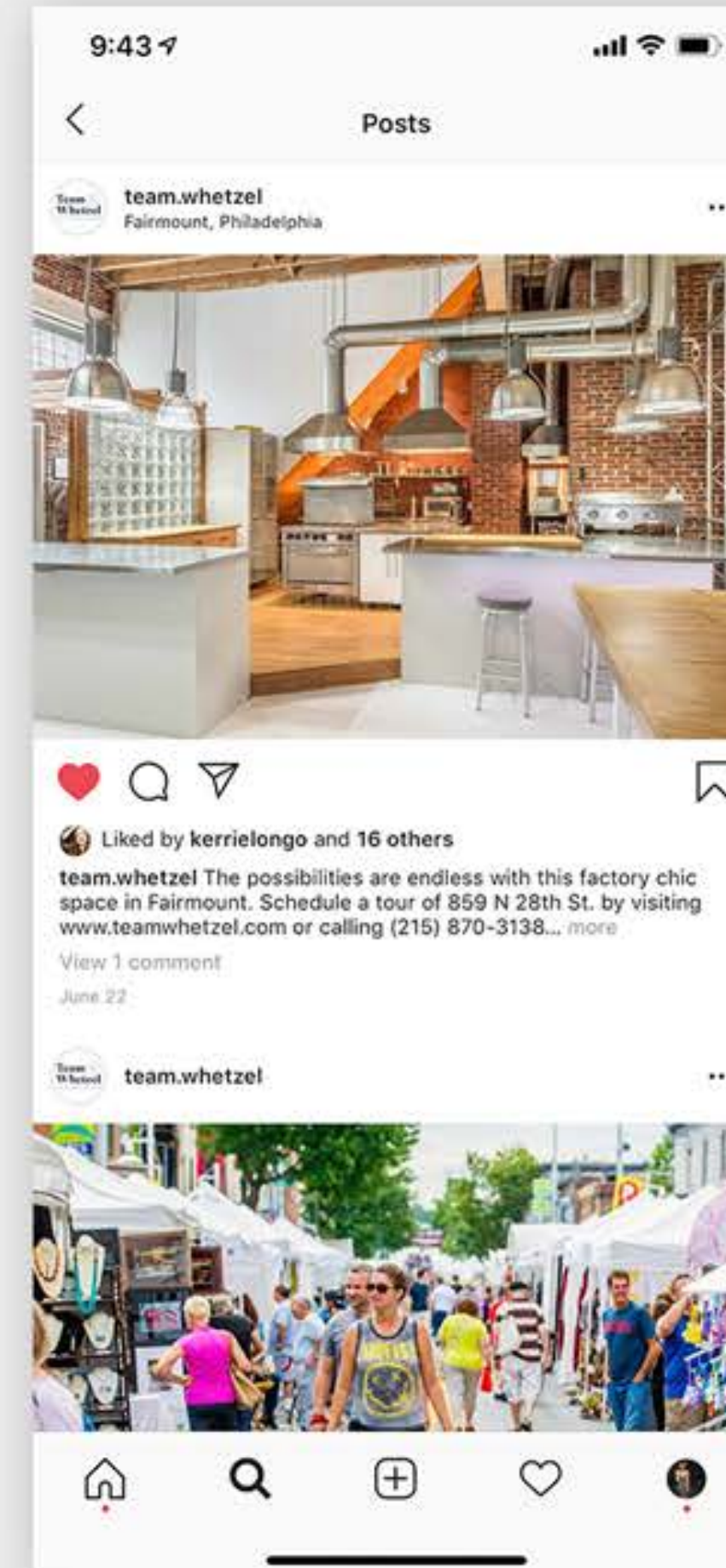
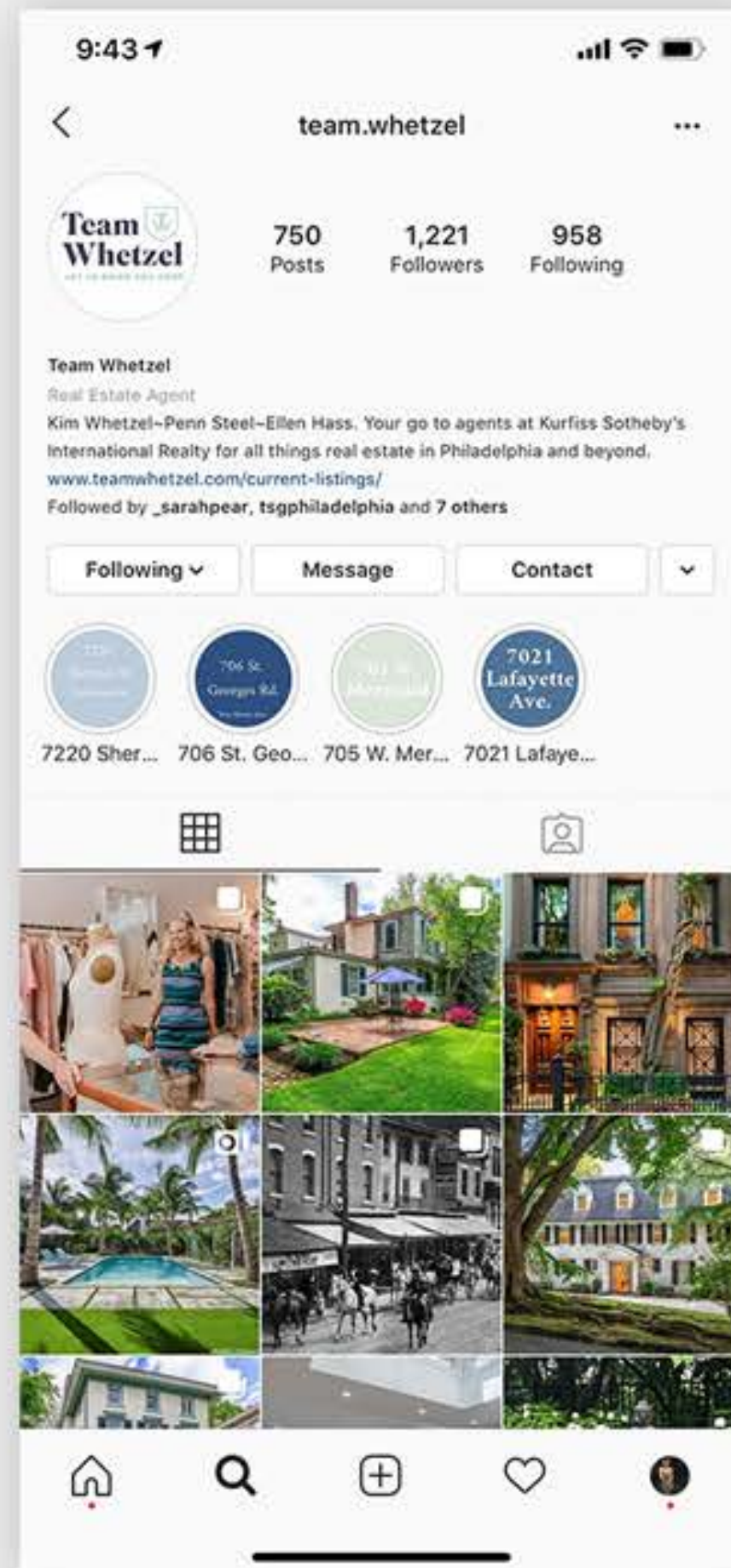
CLIENT CASE STUDY

THE OVERLEA

Developer:	Blake Development Group
Property Manager:	The Whetzel Team
Project Type:	Townhomes
Location:	Erdenheim, PA
Services:	Social Media



social media posts



social media posts



social media posts

CLIENT CASE STUDY

BRIDGE ON RACE

Developer:	Brown Hill
Property Manager:	Greystar
Project Type:	Mixed-Use/Multi-Family
Location:	Old City, Philadelphia
Services:	PR, Social Media, Photography



MARCH 5, 2018



Philly's best new architecture and urban design of 2017

Take a trip through the year in design

By Melissa Romero | Dec 19, 2017, 11:00am EST



Photo by Philly by Drone

It's time to make up a bunch of awards and hand them out to the most deserving places and things in the real estate, architecture, infrastructure, and neighborhood universes of Philadelphia! Yep, it's time for the Annual Curbed Awards!

There was no shortage of things to talk about this year regarding Philly's design, development, and growth. Cranes were a regular sight along the city's skyline. Towers broke ground and topped off. And buildings that were under construction for what seemed like forever finally debuted. On top of that, there was much to discuss and issues to tackle, from historic [preservation battles](#) to the [affordable housing](#) crisis.

But while Philly saw 3.3 million square feet of new construction deliver this year, apparently we haven't seen nothing yet. A staggering 8 million square feet of construction is [on the way in 2018](#). Still, 2017 did have some winning projects leave their marks on Philly's skyline in more ways than one.

Here now, the best new architecture—reveals, makeovers, and conversions included—of 2017.

The Philadelphia Inquirer

Home of 30 Pulitzer Prizes

BUSINESS

FRIDAY, DEC. 2, 2016

Retail, residential, and 17 stories



Jeffrey Brown on the roof of his BRIDGE project at 205 Race St., which will have 146 rental units. (DAVID BRAMMON / Staff Photographer)

OLD CITY'S NEW DIGS

By Suzette Parsley

The developer behind BRIDGE — the 17-story retail/residential building under construction at 205 Race St. in Old City — has secured three of its four retail tenants for the project's ground floor.

Developer Jeffrey Brown confirmed these businesses: Moxie Blue Salon, a high-end salon; Philadelphia-based United by Blue, an apparel retailer with a cafe that will serve breakfast, lunch, and brunch; and Tuna Bar, a sleek sushi bar within a 2,600-square-foot box

hama restaurant and bar in Maple Shade.


"BRIDGE was the perfect opportunity for our growing brand to expand into one of the premier retail storefronts in Philadelphia," said United by Blue owner Brian Lison. The new store will open in the summer at triple the size of its current flagship store in Old City, he said.

Brown of Brown/Hill Development in Huntingdon Valley identified the tenants during a walking tour of the project earlier this week. He said his company was still negotiating with the fourth retailer, and was close to announcing its name.



Three of four retail and restaurant tenants have

PR placements



**the_brittjames**
BridgeonRace

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the_brittjames The very basic core of a man's living spirit is his passion for adventure.
ChristopherMcCandless

In frame: @oskhernandez 🙌

-

-



View compliments of @bridgeonrace 📸 -

-

Always #PursueYourPassion!

-

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197 likes

2 DAYS AGO

Add a comment...

...



**chriskphotography**
BridgeonRace

Follow

chriskphotography Another beautiful night on the roof of @bridgeonrace. Much better than the getting rained out the other night. Thanks Brendan and Kaela for putting tonight's event together. #bridgeonrace #shootincityscapes #phillysunset

bridgeonrace Awesome picture, thanks for joining us last night!

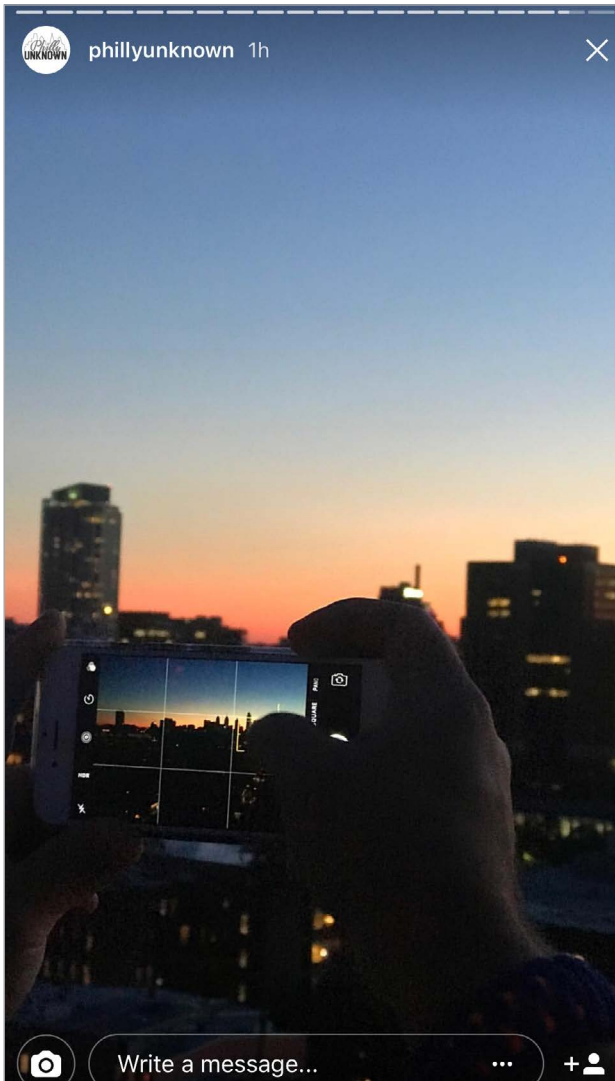



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AUGUST 29

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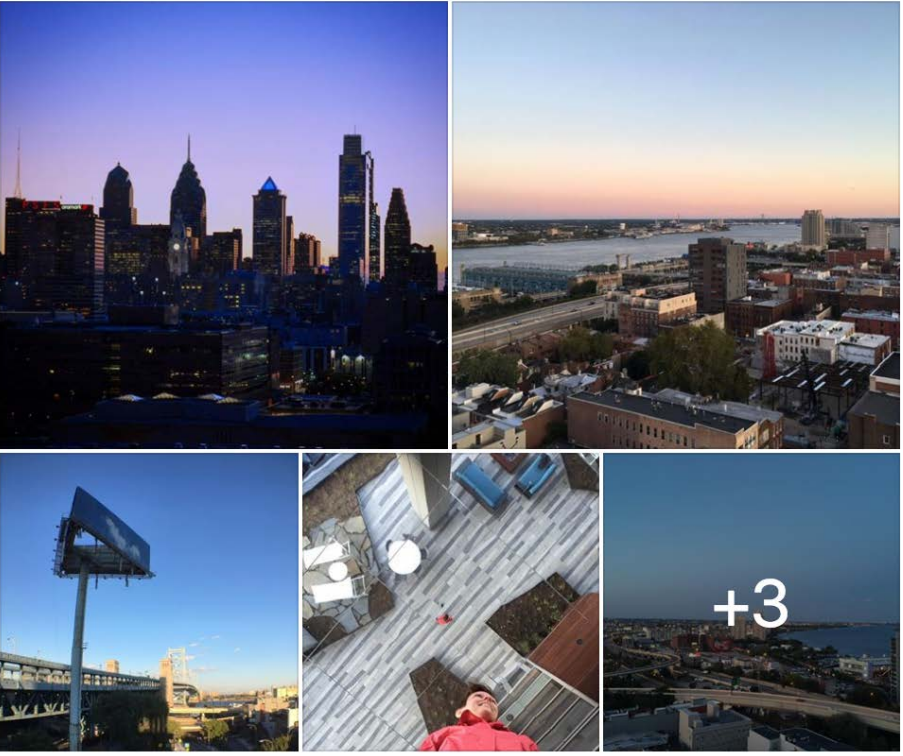
...

**Tracy Buchholz** added 5 photos and 2 videos — at 

BridgeonRace.

September 8 at 7:57am · Philadelphia · 🌐

When you don't know if you're up or down but hey, it's a Thursday night you made it and the views are all good... thanks Neff Associates for a great time at #bridgeonrace last night. Those 360 degree views are something else.



influencer event posts



social media posts

**BridgeonRace**
March 17, 2017 · 🌐

Our favorite morning view. Happy Friday, Philadelphia! [#BridgeOnRace](#)
[#TGIF](#)



 Kaela Fortino and 7 others

1 Share

**BridgeonRace**
January 24, 2017 · 🌐

New living in Old City. Bridge is now leasing! Learn more about our apartments and schedule your tour today at bit.ly/BridgeonRace
[#BridgeOnRace](#) [#205Race](#)



 4

social media posts

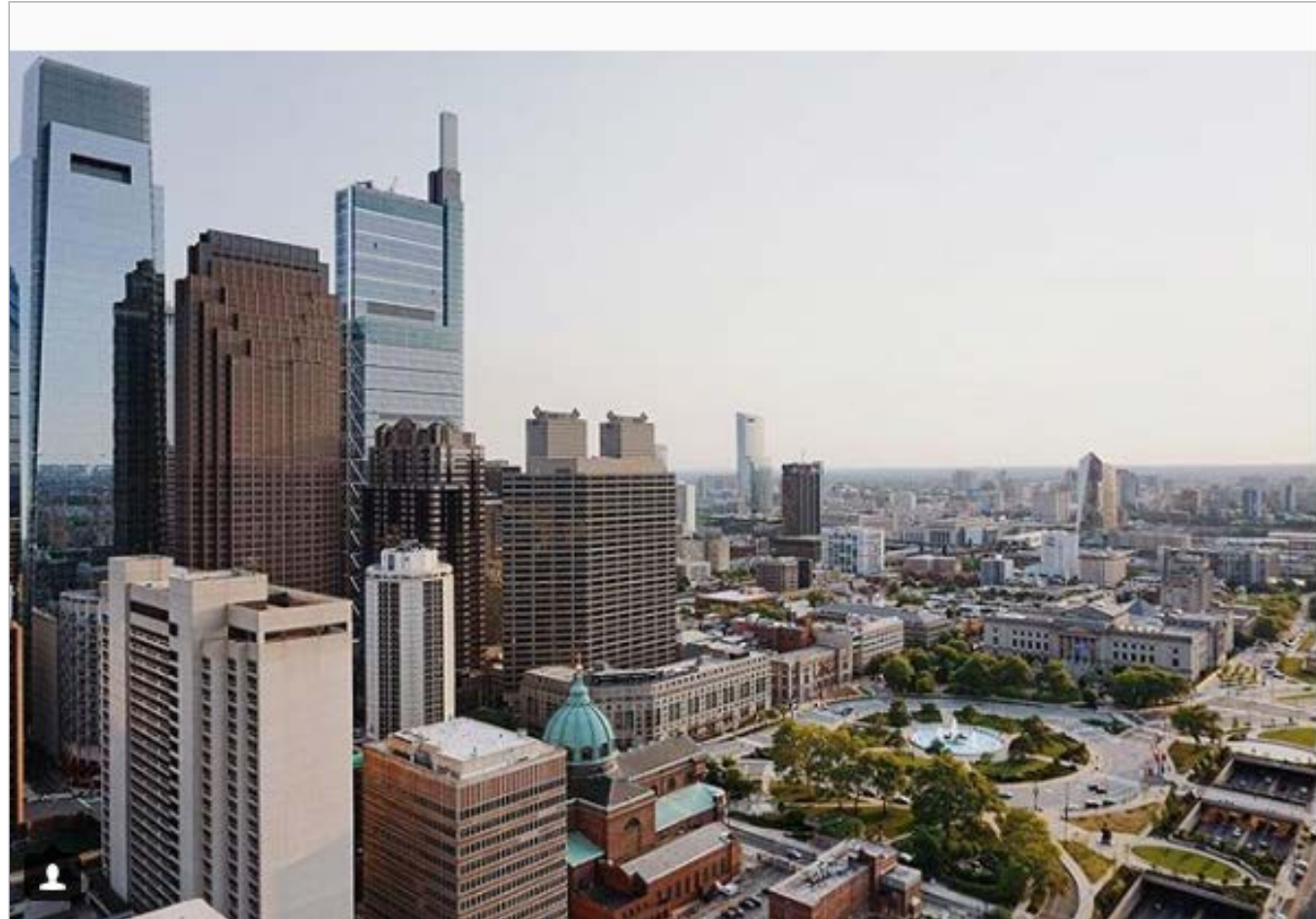
CLIENT CASE STUDY

THE ALEXANDER

Developer:	PRI
Property Manager:	Greystar
Project Type:	Mixed-Use/Multi-Family
Location:	Center City, Philadelphia
Services:	PR, Social Media, Videography



videography



ariveraphoto • Follow
The Alexander

ariveraphoto What an amazing time I had last night at the @AlexanderPhilly – the view of Logan Square is absolutely stunning from this rooftop deck...

#VSCO M5 Mood / #NothingsIsOrdinary



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6 DAYS AGO

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unrulydiplomats • Follow
Logan Circle

unrulydiplomats – "Now and then it's good to pause in our pursuit of happiness and just be happy." – Guillaume Apollinaire

– The view from @alexanderphilly (@neffassociates)

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#Peopledelphia #PhillyGram #PhillyLife
#PhillyPride #PhillyMasters
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5 DAYS AGO

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influencer event photos and posts



The Alexander Grand Opening

May 23, 2018



The Philadelphia Inquirer

The Inquirer | FRIDAY, APRIL 6, 2018 | PHILLY.COM | C | CITY & SUBURBS

LIFE



This photo illustration shows the Franklin Towers Residences (left) at 10th and Vine and the Alexander (right), at 10th and Vine. [Source: Group / JWP/Inquirer](#)

ARCHITECTURE | CHANGING SKYLINE

A civilizing force

Two new apartment buildings tie the area around the I-676 corridor to Center City.

The wedding-cake skyscraper holds a special place in the hearts of those who celebrate urban life. The tower began to appear in the 1920s after New York enacted a progressive zoning law to control the shadows cast by tall buildings. May be because these early wedding cake designs are based up in our collective memory with the glory days of cities — before highways carved up neighborhoods, before cars turned our high-rises into half-garage, half-residence mutants — they are often seen as the benchmark of great urbanism.

The architect Robert A.M. Stern has long been enamored with the wedding cake form, which he believes can be an alternative to the generic glass and metal slabs sweeping our revitalizing cities. Like an architectural Johnny Appleseed, his



INGA SAFFRON
Reporter

New York firm has planted dozens of postboxes around the world, from Asia to Xianan, China. The best are found in trendy locations and include elaborately stepped terraces and generous staircases. Others, like the 10-story tower in Philadelphia, bear only a won resemblance to the majestic architectural Hall of Man hattan.

I am generally not a fan of tower's traditional architecture, especially his similar Philadelphia portfolio, and yet I can't help admiring the delicate refinement of his firm's latest

wedding cake, the Alexander apartment tower at 10th and Vine, which was built for the Marcus & Millican real estate division. Property firm says: Although the 25th floor tower borders the upper I-676 cut to the south and faces a glass-walled highway overpass to the east, it looks and acts as though it had just moved onto an urban block of rich Avenue.

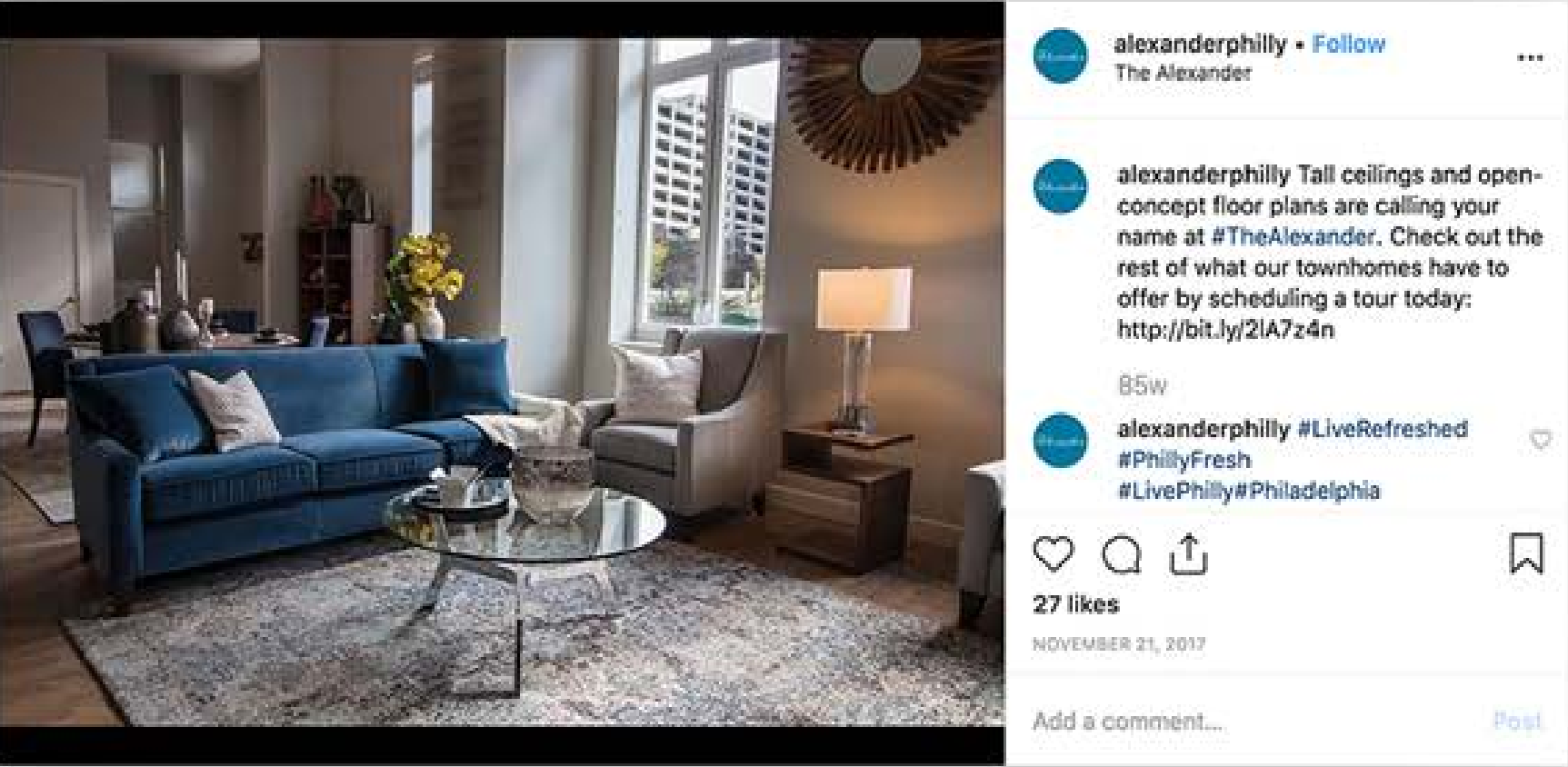
For anyone who remembers the area's "before" — a vast surface parking lot — approaching the Alexander today is a revelation. The 32-story tower is clad from top to bottom in handsome buff brick (hand-laid on the lower floors). Along both 10th and Vine, the ground floor is ringed with enormous shop windows, each outlined with an elegant stone band and topped with a blue canopy that way down Vine Street, the shops give way to townhouse apartments,

marked by stately entrance doors and granite stoeps. Hard as the surrounding environment is, the building single-handedly defines this corner.

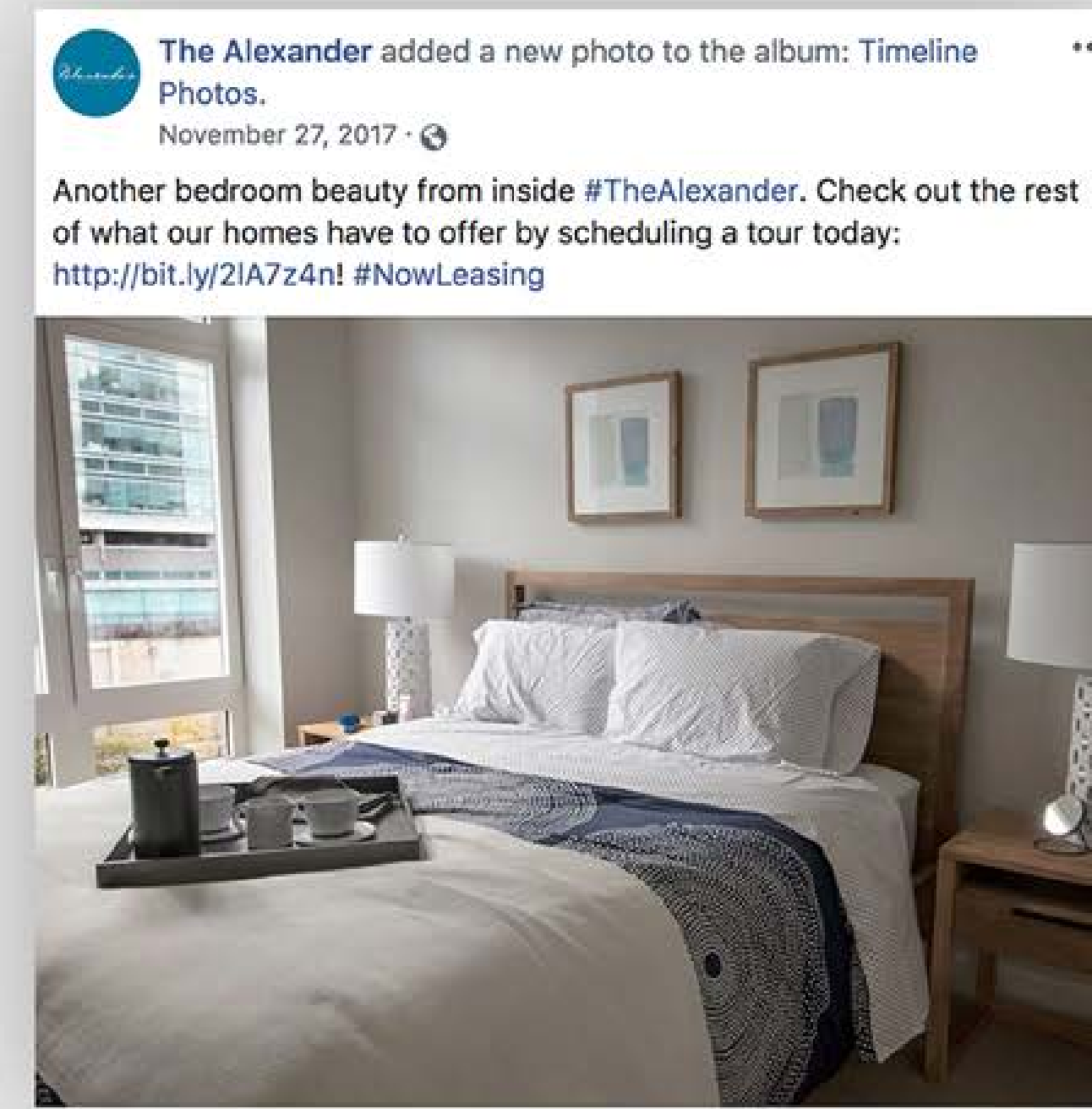
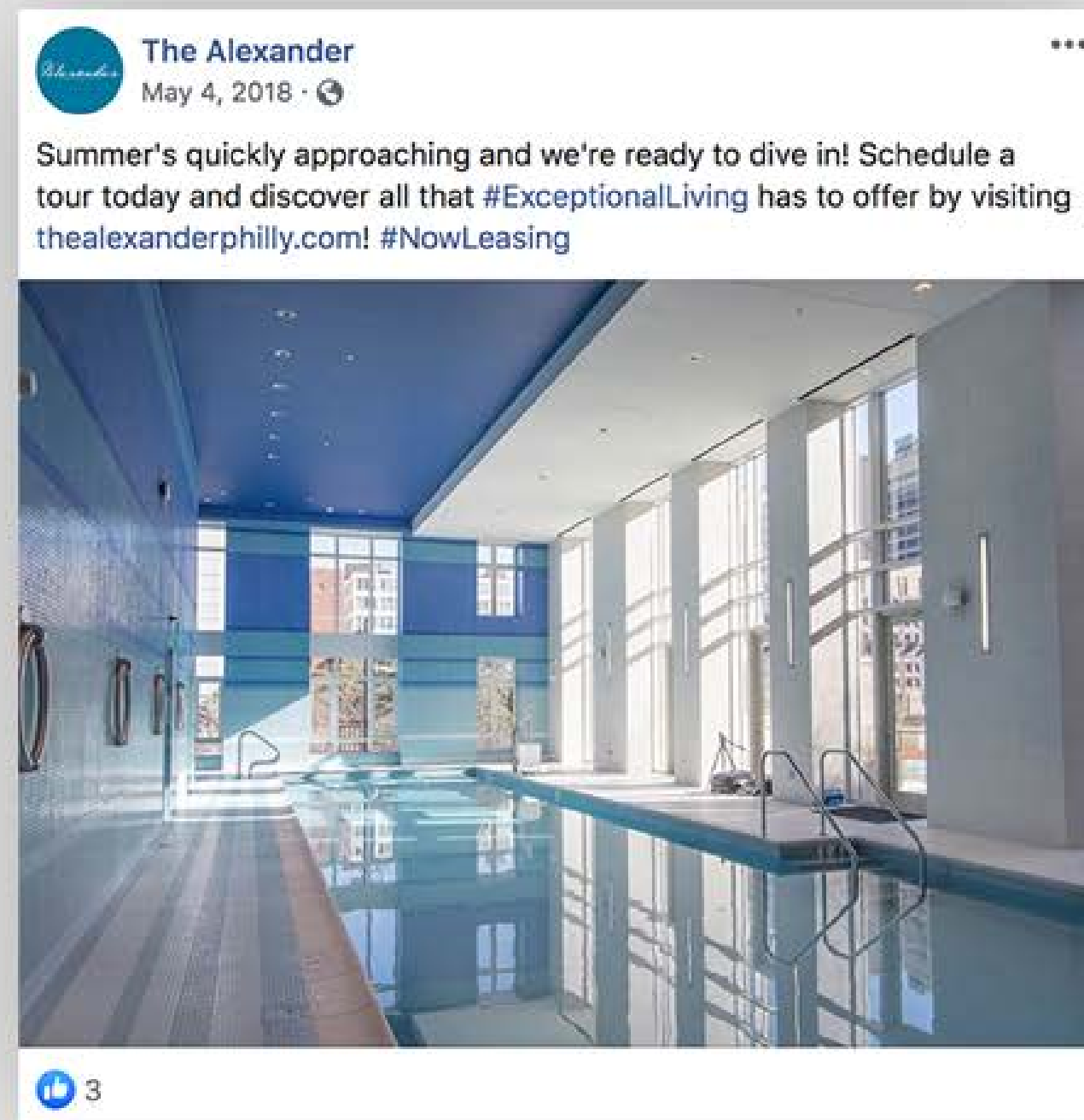
Not that the Alexander is so far from the action. Market Street is just two blocks to the south, but because the area was scrubbed of buildings during the long construction of the expressway, it always felt like the end of the known world.

The arrival of the Alexander thrusts the site, along with the entire neighborhood around it, back into Center City. The effort has been greatly helped by PMG Property Group's recent transformation of the Franklin Place on 10th Street into an apartment building. The old, 24-story office tower, which was previously occupied by GlaxoSmithKline, has been stripped of its old

PHOTO BY GUY LAWRENCE FOR THE INQUIRER



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social media posts

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