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THE MARKETING DIRECTORS  
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For Immediate Release

## **The Marketing Directors Tapped to Bring Nearly a Dozen Residential Projects to Market During the First Half of 2017**

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*National Development Advisory Firm Selected by Major Developers to Oversee Marketing of More Than 3,100 Luxury Residential Units in Manhattan, Queens, Brooklyn and NJ Gold Coast*

**New York – March 10, 2017** – [The Marketing Directors](#), the leading national development advisory, marketing and sales force that works exclusively on behalf of owners and builders of high-profile residential properties, will be leading the sales, leasing and marketing campaigns for 11 new condominium and rental developments totaling more than 3,100 units during the first half of 2017. The firm, which advises developers on everything from size of homes and the ideal finishes, to the most appropriate amenities and how to position their buildings in the market, utilized its industry-leading, extensive market research to create individual strategies for all the new developments located throughout Manhattan, Queens, Brooklyn and New Jersey's Gold Coast.

"We are gratified to bring such a diverse portfolio of projects to the market in 2017," notes Adrienne Albert of The Marketing Directors. "We recognize how geography impacts high-end condos, value-driven rentals and everything in between. This illustrates how the development world recognizes the strength of our company. Over the next few months we will be marketing a total of 1,515 units (1,085 rentals and 430 condos) in Jersey City, as well as 1,439 new homes in Manhattan."

"We are delighted with the strong sales and leasing results we continue to achieve for our developers across a variety of product type and market," continues Jackie Urgo of The Marketing Directors. "Our individualized approach to each project we undertake, paired with our uniquely qualified on-site team of senior executives is one of the reasons why our development clients call on us time and again to advise them on their new projects. We are truly viewed as the marketing department for these wonderful buildings."

Among the new rental and condominium developments The Marketing Directors have been appointed to market include:

### **Manhattan:**

- [49 Chambers Street](#): This 99-unit condo project which just opened in the heart of the "New Downtown" is developed by the Chetrit Group.
- [The Eugene](#): The Brookfield Properties rental community recently opened at 435 West 31<sup>st</sup> Street features 674 rental units. The Eugene is within the new Manhattan West development project.

- [House39](#): The leasing campaign has launched for Fisher Brothers' 297-unit rental property at 225 East 39<sup>th</sup> Street, known as House 39.
- [525 West 52<sup>nd</sup> Street](#): Developed by Taconic Investment Partners LLC, 525 West 52<sup>nd</sup> Street will hit the market in the second quarter of 2017 with 313 market rate homes and 392 rentals total.
- [The Lindley](#): Sales will commence this spring at CBSK Ironstate's 74 residence condominium development, The Lindley, located at 591 Third Avenue.

### **Brooklyn**

- [800 Union Street](#): During the third quarter of 2017, Midwood Investment and Development and Meltzer Associates LLC, 800 Union Street will bring 28 rental residences to the heart of Park Slope.

### **Queens:**

- [The Forge](#): Developed by Brause Realty and Gotham Organization, The Forge, at 44-28 Purves Street in Long Island City will feature 272 rental units and is expected to open during the second quarter of 2017.

### **New Jersey:**

- [Vantage](#): Developed by Fisher Development, Vantage, at 33 Park View in Jersey City will launch 448 rental studio, one, and two bedroom homes during the Spring of 2017. The building will feature a 24-hour lobby attendant, a fitness center, a children's playroom, a screening room, a full size basketball court, a swimming pool, BBQ pits, and a resident lounge, among many other state of the art amenities.
- [Park Francis](#): Park Francis will offer 99 rental studio, one, two, and three bedroom apartments to the Hamilton Square area of Jersey City. Developed by Silverman, it is expected to hit the market in the Spring of 2017.
- [Journal Squared](#): Developed by KRE Group and National Real Estate Advisors, Journal Squared at 615 Pavonia Avenue will bring 538 rentals to Jersey City. The building, one of the largest under construction in the area, has begun leasing in March and is a rousing success.
- [Park | Shore](#): Developed by Strategic Group, sister buildings, 75 Park Lane and Shore House, are located on a beautifully landscaped park just steps from the Hudson River waterfront in Jersey City's vibrant Newport neighborhood. The two buildings will feature a combined 429 condominium residences, including studio, one, two, and three bedroom apartments with discerning interior design and access to a lifestyle that is unmatched in Jersey City. We expect Shore House to be delivered in Fall 2018, and 75 Park to be delivered in Spring 2019.

The Marketing Directors is currently serving as exclusive rental agent on numerous properties throughout Manhattan, Queens, Brooklyn, New Jersey's gold coast and central New Jersey. In addition, the firm is the Marketing and Exclusive Sales Agent at prestigious condominium properties throughout the Metropolitan New York region

### **About The Marketing Directors**

The Marketing Directors is a development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders of new homes. Headquartered in New York, with offices and sales teams active around North America, The Marketing Directors is known for its success in selling and leasing homes at prices that help its clients achieve their goals for each development. In its 30+ year history, The Marketing Directors has helped its clients successfully sell-out more than 1,000 new developments across the country – more than any other marketing firm. It is headed by founder Adrienne Albert and Jacqueline Uργο.