

FROM: THE MARKETING DIRECTORS
750 Lexington Avenue, 18th Fl.,
New York, NY 10022

Contact: Great Ink Communications – 212-741-2977
Roxanne Donovan Roxanne@greatink.com
Lindsay Church Lindsay@greatink.com
Eric Nizguretsky EN@greatink.com
Jimmy Lappas Jimmy.lappas@greatink.com



THE MARKETING DIRECTORS
RESIDENTIAL DEVELOPMENT ADVISORS

For Immediate Release

The Marketing Directors Tapped to Market Nearly 1,200 Units Set to Hit the Market This Fall in New York City, New Jersey

New York – September 18, 2017 – The Marketing Directors (TMDs), a leading, national development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders, will be leading the sales, leasing, and marketing campaigns for four new condominium and rental developments totaling 1,181 units during the second 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 in Manhattan, Jersey City and Harrison, N.J.

“We are proud to work with some of the most prominent developers in the New York/New Jersey region to bring 99 Hudson, Frontier II, Steel Works and Chelsea 29 to market during the second half of 2017,” said Jacqueline Urgo, president of The Marketing Directors. “These four properties are in prime locations, offering residents a unique lifestyle in emerging neighborhoods.”

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

- **Frontier II:** The boutique rental by CBSK Ironstate at 210 East 29th Street in Manhattan will bring 44 rental homes to Murray Hill. With a leasing campaign set to launch this September for its studio to two-bedroom residences, Frontier II features a private roof deck, and resident lounge. TMDs also managed the leasing campaign for the adjacent building, Frontier I at 200 East 29th Street, whose roof deck and fitness center is also available for Frontier II residents.
- **99 Hudson:** Developed by China Overseas America and designed by Perkins Eastman, 99 Hudson is one of Jersey City’s first condominium projects. Set to launch this fall, the 781-unit, 79-story tower will offer a mix of studios to three-bedrooms, an outdoor pool, spa and fitness center, dog run, and a fully amenitized roof deck.
- **Steel Works:** A new rental at 1200 Frank E. Rodgers Boulevard developed by DeBartolo Development and Advance Realty brings 286 units to Harrison, N.J. The project will feature a mix of studios to two-bedrooms, a FOB security system, solar-powered common areas, an outdoor

movie theatre, pool, and fitness center with WELLBEATS virtual workout classes. The building launched this summer.

- [Chelsea 29](#): CBSK Ironstate has brought a 70-unit rental property to Manhattan's Chelsea neighborhood. The Hill West Architects-designed property at 221 West 29th Street launched leasing in August and offers a mix of studios to two-bedrooms. Ninth Street Espresso is the building's ground-floor tenant.

Said Adrienne Albert, founder and CEO of The Marketing Directors, "These projects define a clear trend towards the demand for transit-oriented developments as the love affair with the automobile wanes. Today's renters seek comfort, community and convenience in the form of responsible, sustainable development."

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 Urgo.