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THE MARKETING DIRECTORS  
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For Immediate Release

## The Marketing Directors Announce Major Leasing Milestones at Luxury Rental Properties in New York and New Jersey

**New York – February 12, 2018** – [The Marketing Directors](#) (TMD), a leading national development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders, announces major leasing milestones at several new rental properties in Manhattan, Long Island City and Jersey City.

“The fast-paced leasing velocity at these seven properties demonstrates that renters are actively searching for well-priced apartments with the latest amenities, finishes and products,” said Jacqueline Urgo, president of The Marketing Directors. “You’ll also see that a common denominator among these properties is their newness to the market and amazing proximity to public transportation, which are some of the major factors that renters consider when looking for a home.”

The Marketing Directors have reached the following leasing milestones at its properties:

- A full lease-up was achieved at [House39](#) in just 11 months. The property offers 297 rental homes built by Fisher Brothers in Manhattan’s Murray Hill neighborhood.
- At [The Eugene](#), Brookfield Properties’ rental tower with 844 homes in Manhattan West, the team has leased 75 percent of the homes in 10 months.
- At another west side property developed by Taconic Investment Partners, TMD has leased 50 percent of the 392 homes at [525 West 52<sup>nd</sup> Street](#).
- In Long Island City, [The Forge](#), which opened in August 2017 is 50 percent leased. The rental property with 272 homes is developed by the Gotham Organization and Brause Realty.
- Over the span of just ten months, TMD leased 530 of 532 apartments at Kushner Real Estate Group’s [Journal Squared](#) in Jersey City.
- Another Jersey City property reached a major milestone; [Vantage](#) by Fisher Development Associates. Offering 448 rentals, the property achieved the 50 percent leased mark in just five months.
- In Park Slope, Brooklyn, [800 Union Street](#) TMD leased 26 out of the 28 homes in advance of the building’s first occupancy date at unprecedented prices for the area.

### 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.