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For Immediate Release

The Marketing Directors Promote Denham Apperley to Project Manager

New York – May 9, 2018 – 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, announced the promotion of Denham Apperley from Marketing Coordinator to Project Manager, after almost two years with the firm.

As Project Manager, Apperley will play a larger role in bringing new residential projects to the market by managing and coordinating the work of architects, designers, developers and other consultants. He will also analyze architectural plans to direct the work of the building's designers and determine initial product specifications, finishes and pricing.

Apperley will also be involved in the creation and implementation of the marketing campaigns at each of the residential properties he oversees, and will monitor the media campaigns, as well as sales and rental velocity. He will serve as a liaison between the developer and the sales team and will ensure the thorough product training of all sales or leasing personnel. In addition, he will lead weekly meetings with each of the development teams to review sales and marketing objectives, action plans, and other initiatives.



He is currently working on several high-end condominium communities, including the 95-home 120 Old Post Road in Rye, N.Y.; a 140-home development in Back Bay, Boston; and a project on the Upper East Side of Manhattan. Apperley is also managing the firm's work on The Mason, a high-end transit-oriented rental community in Mamaroneck, N.Y. which focuses on wellness and sustainability, and a multi-building rental project defining Harrison N.J.'s Riverbend District. He is also responsible for the development of marketing and operating budgets, schedules and plans.

Apperley recently completed projects at the fully leased 800 Union in Park Slope, Brooklyn, and Journal Squared in Jersey City, which has also achieved a full lease-up.

He holds a master's degree in Real Estate Development from New York University's Schack Institute of Real Estate and a Bachelor's degree (with Honors) in economics with a specialization in law from the University of Cape Town in South Africa.

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.