

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



**Contact: Great Ink – 212-741-2977**  
Roxanne Donovan/Jimmy Lappas/Lindsay Church/ Eric Nizguretsky  
[Roxanne@greatink.com](mailto:Roxanne@greatink.com); [Jimmy.lappas@greatink.com](mailto:Jimmy.lappas@greatink.com); [Lindsay@greatink.com](mailto:Lindsay@greatink.com);  
[EN@greatink.com](mailto:EN@greatink.com)

---

For Immediate Release

## The Marketing Directors Named Exclusive Leasing Agent for Exciting New Jersey Residential Developments

**New York – April 22, 2019** – [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, has been tapped by several of the region’s major developers as the exclusive leasing agent for five new rental developments in New Jersey.



“We continue to see residential development pushing further and further south along the Gold Coast of New Jersey, which offers elements of urban living such as proximity to transit, cultural institutions and vibrant town centers,” said Jaqueline Urgo, president of The Marketing Directors. “Paired with apartments and amenities that give renters more bang for their buck, like high-end finishes, smart layouts, outdoor pools and parking spaces, these urban-suburban residences desirable to a wide range of people.”

TMD is working with EastOne Equities and Accordia Realty Ventures to bring [Harrison Yards](#) to market in Harrison, N.J. this May. The 205-home rental property at 700 Frank E. Rodgers Boulevard offers luxury

apartments ranging from studio to two-bedrooms. Just steps from the PATH, Harrison Yards offers ground-floor retail, on-site parking, fitness center and yoga room, and private terraces.

Four other residential developments are set to open in Summer 2019, including:

- **Premiere**, a 165-home residential tower at 7 Livingston Avenue in New Brunswick, N.J. developed by Pennrose, LLC is set to rise atop the planned 450,000-SF New Brunswick Performing Arts Center, which will be home to several theatre groups and transform the city's cultural arts district. Premiere will offer a mix of studios to two-bedrooms, a wide range of amenities and luxurious finishes and appliances. A 344-space parking garage will also be available as part of the project.
- **[Vermella Union](#)** is the newest residential project by Russo Development, LLC at 1011 Morris Avenue in Union, N.J. Launching in August, the property's first phase will offer 415 upscale residences in a mix of studios to three-bedrooms. Residents at Vermella Union will benefit from its transit-oriented location near Union's New Jersey Transit station, in-unit washer/dryer and gourmet kitchens, as well as amenities such as a pool, basketball court, fitness center, and concierge service.
- **Skye Lofts South** (250 Avenue E) is the latest rental building coming to market in Bayonne, N.J., offering 90 homes in a mix of one- and two-bedrooms. Developed by Skye Development, LLC, the building is steps away from the 22<sup>nd</sup> Street Light Rail Station, providing easy access to transportation. In addition to amenities which include a lounge, fitness center, a garage, and storage, Skye Lofts South combines high-end finishes and luxury residences in a communal neighborhood with limited new development.
- Heritage Capital Group's **210 Main**, an art-deco building formerly occupied by Bank of America will bring to market 100+ residences to Hackensack, N.J. It is comprised of 210 Main, which will offer 90 homes, and 214 Main, with 37 homes, in a mix of studios to two-bedrooms. The building is undergoing a transformative renovation, but will retain original elements, including chandeliers, exposed brick walls, brass vent covers and even the bank vault. The new residential community will offer ground-floor retail spaces, porte-cochere, fitness facility and more.

#### 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.