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For Immediate Release

The Marketing Directors to Lead Leasing Campaigns for Six New Rental Developments in Jersey City and Hoboken

New York – May 1, 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, will lead the leasing campaigns at six new luxury rental developments in Jersey City and Hoboken.

The properties include **Edge Adams** and **700 Jackson Street** by Bijou Properties in Hoboken, and, in Jersey City, Peter Mocco's **88 Regent**; Waterfront Management's **400 Claremont**; **235 Grand Street** by Ironstate and The KRE Group; and BNE's **The Enclave**.

"Jersey City and Hoboken continue to be attractive neighborhoods to residents that are looking for a taste of city living in new residential buildings which offer high-quality finishes and a variety of amenities for a fraction of the price of similar buildings in Manhattan," said Jacqueline Urgo, president of The Marketing Directors. "We're still seeing development highly concentrated in the neighborhoods that are closest to the waterfront, which offer vibrant restaurants and cultural attractions as well as easy access to the PATH and ferry service."

TMD has been tapped as the exclusive marketing and leasing agents for the following properties in Hoboken and Jersey City:

- Bijou Properties' **Edge Adams**, a sustainable apartment community in Hoboken, will open this May. The 30-home building at 1405 Adams Street is comprised of one- and two-bedroom apartments. Edge Adams is phase two of the [Edge Lofts](#) development; the first property, Edge Clinton at 1405 Clinton Street opened in 2017.
- In June/July, [The Enclave](#), a 260-home luxury rental at 675 Monmouth Street opens for leasing in Jersey City. BNE Real Estate Group will bring a mix of studios, one- and two-bedrooms to the vibrant SOHO West neighborhood, which is at the crossroads between Jersey City and Hoboken. Residents will enjoy unique amenities such as an outdoor bar and firepit, rooftop pool and terrace, a variety of wellness experiences and a ten-minute commute to NYC.



The Enclave

- This summer, TMD will carry out a leasing campaign for another of Bijou Properties' Hoboken developments, at 700 Jackson Street. Half of the 382 residences at the building are one-bedrooms, while the rest of the property is comprised of studios, two- and three-bedrooms.
- Ironstate and The KRE Group will launch **235 Grand Street** in Jersey City this summer, a 549-apartment property featuring studios, and one- and two-bedrooms. It is the third Ironstate/KRE Group rental development in Jersey City. TMD previously led the leasing team for the 422-home [225 Grand](#).
- **88 Regent** is part of Peter Mocco's [Liberty Harbor](#) development in Jersey City. The building will feature 350+ rental homes. Over the past decade, TMD has played a huge role in bringing each aspect of the vibrant Liberty Harbor development to market, including rentals The Junction at 123 River Street; 333 Grand; and 50 Regent Street; and two condominium projects, The Sutton at 10 River Street and The Brownstones at Liberty Harbor.
- In the pipeline for 2019 is **400 Claremont**, Waterfront Management's 600+-residence rental in Jersey City.

TMD has a rich history in leading successful sales and leasing campaigns for notable multifamily developers building in Jersey City and Hoboken. In 2018, the firm completed the full lease-up of [Journal Squared](#), The KRE Group's luxury rental building with 528 apartments; [Vantage](#), a 448-home luxury rental property by Fisher Development Associates; and [Trump Bay Street](#), a 50-story luxury rental developed by Kushner Companies and KABR Group, all in Jersey City. In Hoboken, TMD's work includes [Harlow Hoboken](#), a 140-home luxury building by Advance Realty and the successful lease-up of Bijou's luxury rental, [Park + Garden](#) and [Vine](#).

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.