



New Development Marketing

Citadel  
Property Management Corp.

## New Development Marketing

- Onsite Sales & Leasing
- Listing & Marketing
- Sales Office Implementation
- Open House Hosting
- Sales Team Management
- Conceptual & Creative Input

- Branding & Identity Building
- Logistical & Presale Planning
- Amenity / Unit-Mix Analysis
- Pre-Development Planning
- Floor Plan / Rendering Pre-Sale
- Offering Plan Schedule A / B

- Social & Email Marketing
- Website / Marketing Brochures
- 360° Virtual Tours
- HDR & Aerial Photography
- High End Interior Staging
- PERS / FMNA Approval Assistance





## ► New Development Marketing

Citadel Property Management specializes in Multi-Unit New Development Marketing and delivers a custom approach that originates from our clients' goals and objectives. Citadel collaborates with devel-

opers, architects and designers to offer conceptual and creative input that will bring the highest value on sell-out or lease-up. Our marketing team understands the complexities of national and state market trends as well as local neighborhoods in the New York Metropolitan area. Citadel's approach is rooted in the knowledge that each project is unique, taking into consideration local supply, demand, saturation and absorption rates. Our strategies deliver pricing models that translate into profits. With a track record of sold out projects throughout New York City, Citadel is prepared to help you realize the successful completion of your development within the required timelines and prescribed budgets. We can assist at any stage of the development process.

LAUNCH YOUR  
DEVELOPMENT  
WITH DRIVING  
MOMENTUM



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