

Marketing & Branding for Real Estate Company

PROJECT DETAILS

 Advertising & Marketing

 Mar. 2019 - Ongoing

 \$50,000 to \$199,999

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"The team was very genuine with the project beyond the scope of what they agreed to complete."

PROJECT FEEDBACK

Plus972's efforts yielded immediate results with both short term and long term revenue projections.

PROJECT SUMMARY

Plus972 provided branding and repositioning projects for several trophy properties in New York City.



The Client

Please describe your company and your position there.

Zar Property NY is a family based real estate firm located in Midtown Manhattan. With a 30-year track record of successful acquisitions and management, our seasoned principals are seeking to rapidly expand our portfolio of residential, commercial, and retail properties in New York City, focusing chiefly on Manhattan. We operate entirely in-house from our midtown Manhattan headquarters with an expert, hands-on approach; all property management, construction, leasing, and renovations are handled internally.


The Challenge


For what projects/services did your company hire Plus972?


Plus972 was retained for branding and repositioning projects for several trophy properties in SoHo and Midtown Manhattan.

What were your goals for this project?

To reposition several assets as an upscale and relevant addition to the neighborhood.

 **David Zar**
Principal, Zar Property NY

 **Real estate**

 **11-50 Employees**

 **New York**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

Originally through referrals and vetting. They were chosen out of approximately a dozen candidates.

Describe the scope of their work in detail.

Two introductory meetings with the firms principal and managing director. They were involved and played a hands on role throughout the process and with all correspondence.

What was the team composition?

Principal, managing director, and in-house designer.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

We saw immediate results with both short term and long term revenue projections.

How effective was the workflow between your team and theirs?

Very hands on as if they were designing their own asset.

What did you find most impressive about this company?

The team was very genuine with the project beyond the scope of what they agreed to complete.

Are there any areas for improvement?

NONE!

