

Brand Development Property Launch from 10,000 Feet

24+- to 18 months Prior to First Move-ins

Project Kick Off & Management Team (Advisory Services) Onboarding

- Visioning / Project Kick-Off
- Specific Project Timeline Generation
- Brand Agency RFP Process & Selection

18 to 12 Months Prior to First Move-Ins

Getting Into the Details & Brand

- Brand Agency Onboard
- Overall Brand Strategy Complete
- Naming Complete
- Initial Brand Concepts Developed

12 to 6 Months Prior to First Move-Ins

Finalizing the Design & Executing the Brand

- Temporary Brand Awareness Signage Installed
- Phase 1 Website Launch with Initial Lead Collection
- Brand Deliverables Execution (Brochures, Collateral, Floor Plans etc)

6 to 3 Months Prior to First Move-Ins

Final Preparation for the Launch

- Finalize brand collateral
- Execute initial brand awareness media

3 to 1 Month Prior to First Move-Ins

The Launch

- Online Leasing / Pricing & Availability Live
- Phase 2 Website Live

- Announce Now Leasing on all Advertising Platforms
- Commence Virtual and In-Person Hard Hat Tours (where applicable)
- Site Team Corporate & Community Outreach Execution
- Onboard and launch PR/Social & Event Strategy
- Model Unit Photography (if applicable)

First Move Ins

- Announce First Move-ins on all advertising platforms
- Amenity & Exterior Photography
- Ongoing Lead Generation and Lead Nurturing
- Ongoing PR/Social & Event Strategy Execution
- Ongoing Virtual and In-Person Tours