



# CHARLESGATE



## CHARLESGATE MULTIFAMILY SERVICES

**CHARLESGATE** is an award winning multifamily consulting, marketing, and management firm based in Boston. We provide actionable guidance and sophisticated services for real estate investors, developers, and owners to drive positive investment returns while delighting multifamily residents.

# WHO WE ARE

CHARLESGATE is an integrated real estate firm that empowers thousands of clients throughout Eastern Massachusetts with a comprehensive array of services across residential and multifamily commercial real estate - property management & leasing, sales brokerage, investment sales, construction, and new development.

We manage an extensive portfolio of properties with over 3500 units throughout Greater Boston and Eastern Massachusetts with a collective market value of over \$2B. Our team of professionals has a range of interdisciplinary expertise to effectively advise clients and deliver deeply customized, hospitality-based service for all of our clients and residents across our portfolio.

With deep, local roots, we were founded in 2003 and are headquartered in Boston. We are rapidly growing, including making the Inc 5000 list of the fastest-growing private companies in America.

*Our Vision is to inspire and empower our clients, our team, and our communities through comprehensive real estate solutions.*

# LEADERSHIP



**Michael DiMella** is the Managing Partner of Charlesgate and is a nationally recognized leader in the real estate industry. He is frequently cited in local and national news publications like The Boston Globe, The Wall Street Journal, Boston Magazine, and Banker & Tradesman for his insight and perspective on the real estate market.



**PT. Vineburgh's** primary roles at Charlesgate are to head our New Development service line as well as train and mentor Charlesgate associates in the art of modern salesmanship, based on transparent value and enthusiastic relationship building. He has advised clients on over \$1.5 billion of existing and new development multifamily real estate.

# EXPERIENCE & SUCCESS

Here are a few recent examples of our multifamily development and management services.



**90o**  
75 Units  
Marketing, Leasing,  
Property Management  
Fully leased-up in 6 months



**One Chestnut Place**  
Marketing, Leasing,  
Property Management  
50% pre-leased prior to C/O  
in 2020



**Bostonview**  
146 Units  
Leasing, Property  
Management



**Sedna**  
62 units  
Property Management



**Ironwood**  
100 units  
Property Management



**3193 Washington**  
42 units  
Property Management



**The Bennington**  
42 Units  
Marketing, Leasing,  
Property Management



**26 Hichborn**  
23 Units  
Leasing, Property  
Management

## INDUSTRY LEADING EXPERTISE



BISNOW BOSTON AWARDS: THE NEXT GENERATION OF CRE LEADERS



## PROFESSIONAL MEMBERSHIPS



## HOSPITALITY-FIRST PROPERTY MANAGEMENT

We emphasize a “hospitality-first” service and communication approach in our management and interactions with residents.

Hospitality is a mindset in which the most important factor is not what you say or do to a resident, but first in understanding how what you say or do makes a resident feel.

A well managed and maintained property is not enough. Residents have too many options where they may live. The culture and experience felt by residents is the key factor differentiating one property from another and allows each property under our hospitality-first management philosophy to reach its fullest potential.



## VALUE ADD MULTIFAMILY MANAGEMENT

Our full service, customized management approach adds value in four ways:

- **A GREAT RESIDENT EXPERIENCE**  
Fostering a great resident experience through hospitality based management that increases retention and reduces vacancy & credit risk
- **OPERATIONAL ATTENTION TO DETAIL**  
Leveraging operational management efficiency & expertise and key vendor relationships to more effectively control costs
- **REDUCED RISK**  
Reducing physical and financial risk for the property through proactive planning, effective budgeting, and risk reduction policies and procedures
- **STRATEGIC LONG-TERM PLANNING**  
Increasing overall property value with forward looking maintenance and strategic capital improvement plans, executed over time

## DEVELOPMENT SERVICES

Our deep, local market intelligence, creative & innovative marketing, and proprietary leasing system delivers accelerated lease-up results for developers.



## MARKETING & LEASE-UP SERVICES

### ACCELERATED LEASING

Property Management & Leasing are two distinct processes and skill sets. At Charlesgate, we have built a comprehensive marketing and leasing system that accelerates leasing, starting with leveraging the skills of experienced and talented leasing professionals. Unlike other property managers who treat leasing as an entry-level job, we have a team of professional career oriented leasing professionals trained as true salespeople who can close leases faster. At Charlesgate, we cost-effectively accelerate resident demand and consistently convert prospects into leases faster and at higher rents.

### MARKETING STRATEGY & BRANDING

Marketing and brand design is worthless without understanding how it impacts demand. Unfortunately, far too many marketers build brands and marketing campaigns based only on what “looks good” and don’t have a deep understanding about target resident audiences or about how to attract demand that actually converts to closed sales/leases. Our proprietary data-driven marketing process, in tight alignment with our accelerating leasing system, allows us to lease up to full stabilization faster at a lower overall cost of marketing.

## DEVELOPER ADVISORY SERVICES

### Market Analysis & Target Market Demographics

Deep dive into market analytics with “boots on the ground” local insight and market-wide trends to determine the best pricing and target demographics and inform the project design and marketing.

### Program & Operational Strategy

Actionable guidance to help refine assumptions and enhance the overall development to reduce development & operational costs and improve feasibility for success based on resident expectations.

### Architectural Plan & Unit Layouts

Recommendations that help inform and refine the architectural design and unit layouts of the project to address the needs and desires of the marketplace to maximize rents and resident happiness.

### Fixtures & Finishes

Recommendations on unit finishes, appliances and fixtures as well as common area design and fit-out that increase the marketability and liveability of a property.

### Services & Amenities

Effective strategic planning of amenities spaces, services, and staffing to create a competitive advantage for lease up as well as a strong long-term culture and community for residents with higher retention.

### “Seamless, Professional and Cooperative...”

*“Working with the team at Charlesgate Realty has been not only seamless, professional and cooperative, it has been a unique collaboration of blending missions with asset management. Our 145 unit building in Beacon Hill has a very high end unique market positioning.*

*Charlesgate has the keen professional acumen to not only manage a property, they build a community, while providing long term improvements and an important sense of belonging for all the residents.”*

**Jen Whitmore**  
**BostonView Corporation**