

LUXURY | LIVING

STRATEGIC SERVICES





OVERVIEW

Luxury Living partners with real estate developers and ownership groups, providing high-performance marketing and strategic leasing programs that enhance the performance of their multifamily assets and optimize revenue.

The following presentation outlines Luxury Living's service offerings.

ABOUT OUR TEAM

Founded in 2007, Luxury Living is a vertically integrated residential real estate firm specializing in luxury multifamily properties across Chicago's core neighborhoods. We provide boutique brokerage services alongside best-in-class multifamily consulting, marketing, leasing, and development expertise.

Luxury Living is more than our name—it defines the lifestyle and quality we deliver. With deep market expertise, we guide clients through every stage of the leasing cycle, from pre-development consulting to lease-up, stabilization, and renewals. Our data-driven approach optimizes pricing, accelerates lease-ups, and enhances asset performance, ensuring developers and ownership groups maximize revenue.

Through strategic execution and an unwavering commitment to excellence, Luxury Living sets the standard for third-party leasing in Chicago.



OUR EXPERIENCE - THIRD-PARTY LEASING

With a history of nearly 20 years in the industry, Luxury Living is a mature organization with the most experience in third-party leasing in the Chicago market, instilling confidence in our clients.

2012-2015



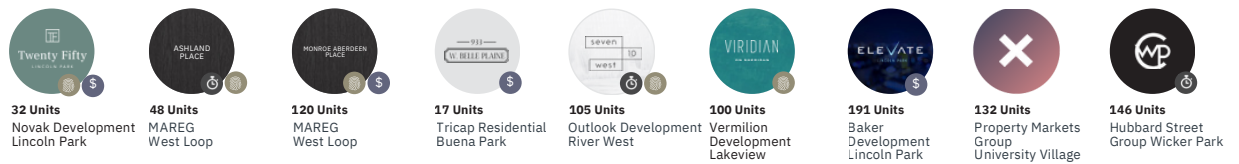
2016



2017



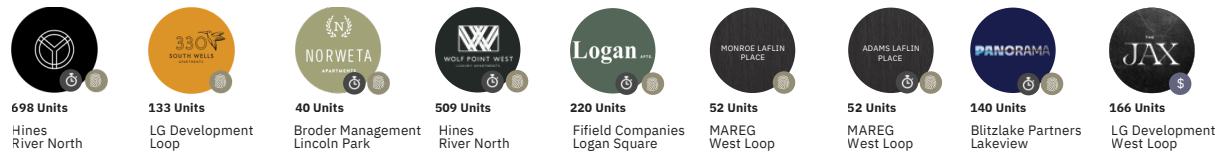
2018



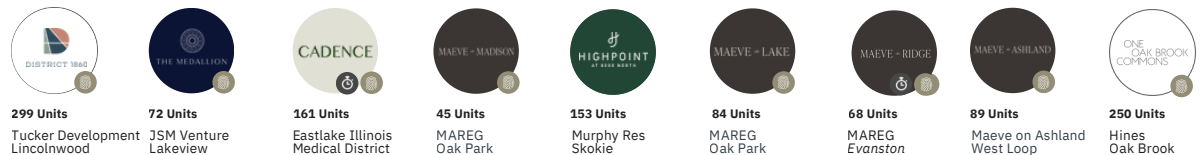
2019



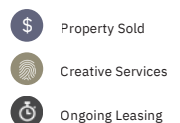
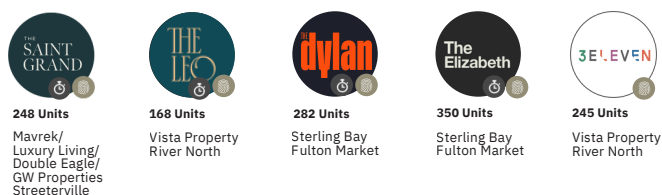
2020-21



2022-23



2024-25

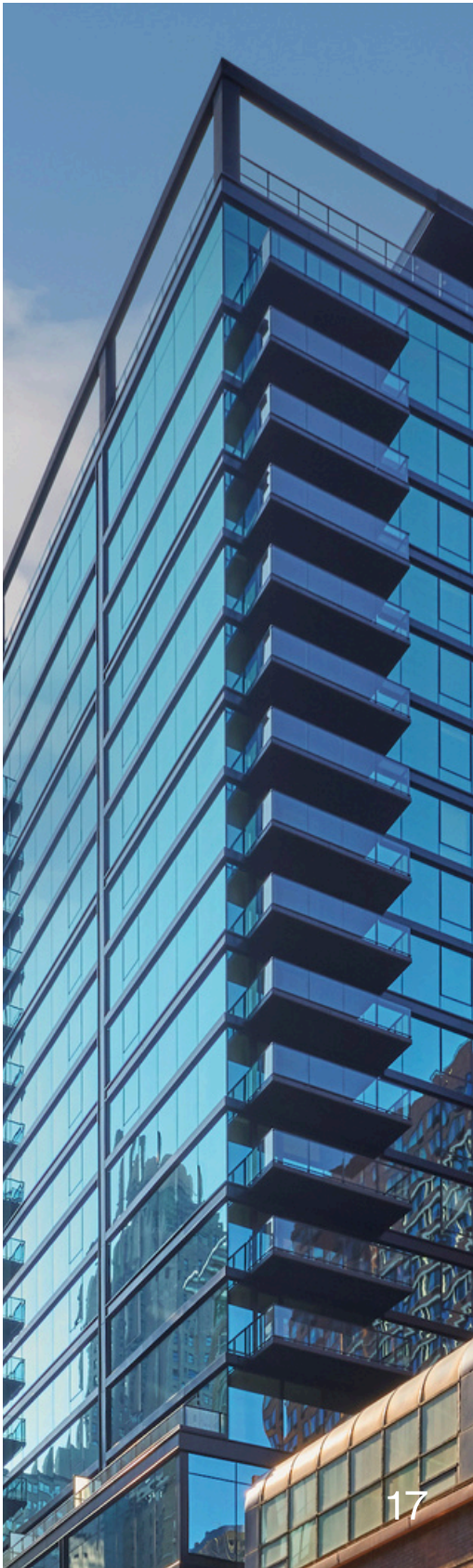



OUR EXPERIENCE - DEVELOPMENT CONSULTING

In addition to our third-party leasing engagements, we have provided strategic services to an impressive list of Chicago and national real estate companies.

Our Clients

AECOM/Canyon Partners	LG Development
Ascentris	Mavrek Development
Baker Development	McCaffery Interests
Blitzlake	Michigan Avenue Real Estate Group
Blue Star	Moyer Properties
Broder Development	Murphy Real Estate Services
Bond	Novak Development
CA Ventures	Onni Group
CMK Companies	Outlook Development
Conor Commercial Real Estate	Owlcrest Development
CRG	Oxford Capital Group
CRM Properties	Property Markets Group
DLG Management	Riverside Investment Group
Double Eagle Development	Rockwell Partners
East Lake	SBD Construction
Federal Realty Investment Trust	Shapack Partners
Fifield Companies	SPNA
Flaherty and Collins Properties	Sterling Bay
Focus Development	Structured Development
Greystar Development	Tandem Development
Harlem Irving Companies	Terraco Real Estate
Hines	Time Equities
Hubbard Street Group	Wolcott Group
JK Equities	Vermilion Development
JSM Ventures	Vista Property Group



A modern living room interior featuring a light-colored wood-paneled wall, a dark fireplace, a leather armchair with yellow cushions, a large potted plant, and a curved sofa. The text "How We Partner With You" is overlaid on the right side of the image.

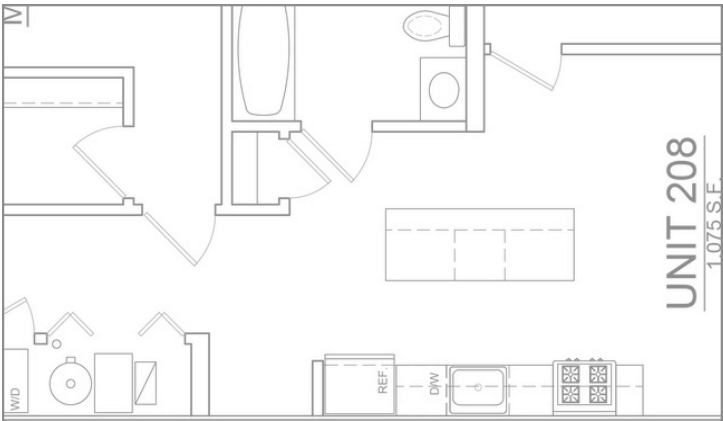
***How We
Partner
With You***

PRE-DEVELOPMENT CONSULTING

Luxury Living is deeply attuned to the dynamic and competitive Chicago rental market, enabling us to offer expert consulting and guidance for the planning and execution of your multifamily development's success.

We understand which finishes appeal to renters, the ideal unit mix for maximizing property performance, and the amenities that deliver strong returns on investment. Our team will assist you in creating a development that truly stands out in the market.

Furthermore, we can engage with investor groups to assist your development in securing capital. Our well-respected reputation means that a Luxury Living endorsement instills confidence in your capital partners.



PRE- DEVELOPMENT SERVICES

Architectural Floor Plan Review

Common + Amenity Space Programming

Interior Design Review

Market Comparable Reporting

Pro-Forma Analysis

Pricing Projections

Trend Analysis

Unit Mix + Square Footage Allocation

Comp Tours + Overview

Parking Requirements

Property Budget Review

Stakeholder + Investor Presentations



MARKETING + LEASING

With 17+ years of experience marketing and leasing Chicago Class-A multifamily properties, Luxury Living is the most experienced third-party leasing provider. Our strategic leasing programs and proven process ensure developments lease up efficiently, generating revenue faster than traditional models.

We've completed 60+ lease-up assignments and specialize in both new development and stabilized leasing efforts, minimizing vacancy exposure and supporting lease renewals.



MARKETING SERVICES

Pre-Launch Awareness Campaigns

Performance + Lead Generation Marketing

Social Media Management

Digital Marketing Campaigns

Website Development

Floor Plan Creation

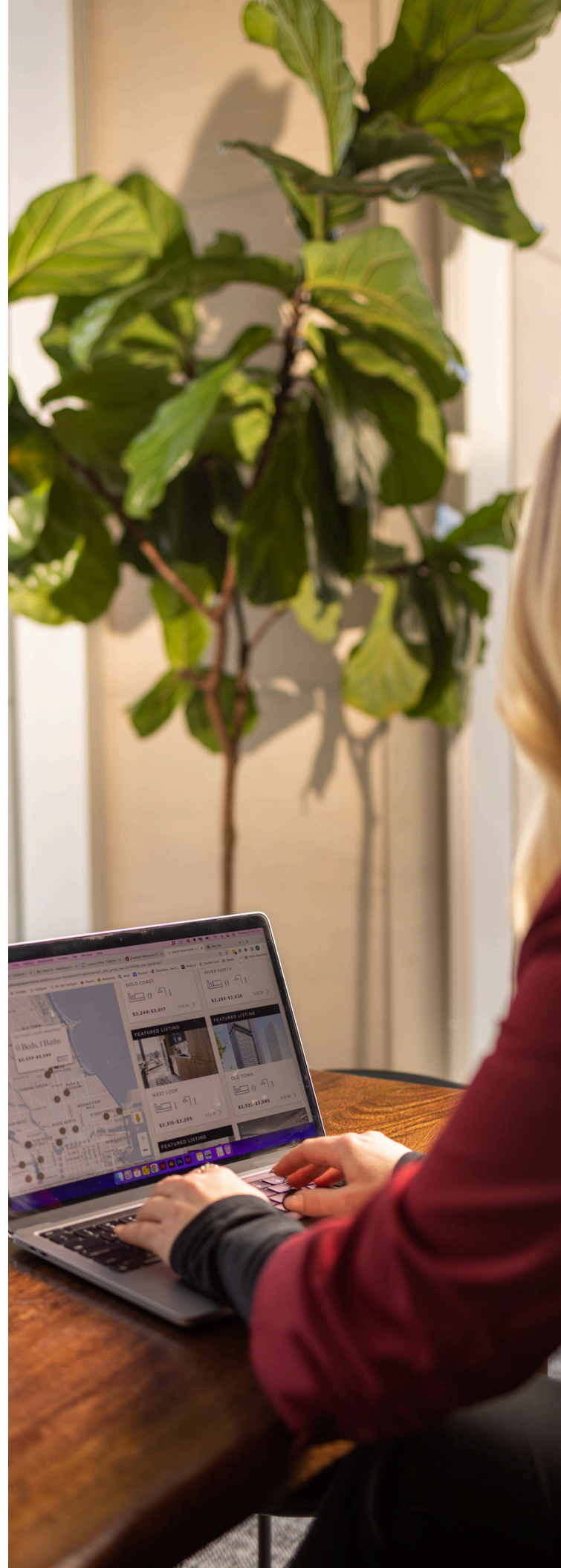
Real Estate Photography & Video

Lead Management + Nurturing Campaigns

Model Design + Staging

Internet Listing Management

Reputation Management



LEASING SERVICES

Comprehensive Lease-Up Services

Pricing, Concession + Occupancy Strategy

Tour Path Planning

Model Unit Selection

In-Person + Remote Touring

Leasing Operations Set-Up + Support

Best-in-Class Reporting + Analysis

Trend Analysis + Recommendations

Ongoing Market Intelligence

Renewal Strategy + Resident Outreach



OUR FOUNDERS

Amy Galvin is the CEO and Co-Founder of Luxury Living.



Amy leads the operations and strategy for the entire organization, ensuring that both developers and renters receive unparalleled service excellence. Her leadership extends to expanding the company's third-party leasing portfolio, solidifying Luxury Living's position as a market leader.

Amy's industry impact has earned her numerous accolades, including recognition as a Bisnow Chicago Power Woman, Connect CRE Women in Real Estate, GlobeSt Woman of Influence, and Woman of the Year at the 2025 Illinois Real Estate Journal Awards. As a mentor for the Goldie Initiative, she actively nurtures the next generation of female leaders in commercial real estate. Amy's dedication to fostering a culture of inclusivity and excellence has been instrumental in the organization's growth and success.

If interested in working with Luxury Living for a third party leasing assignment, please contact Amy at amy@luxurylivingchicago.com.

Aaron Galvin is the Founder of Luxury Living.



Since 2007, under Aaron's leadership, Luxury Living has managed leasing and renewals for 27,000 apartments, \$200 million in for-sale properties, and generated \$10 billion in capitalized value for multifamily developers and owners.

Starting in 2022, Aaron redirected his focus towards expanding Luxury Living's ownership portfolio of Class A multifamily properties. A notable achievement in 2024 was Luxury Living's involvement in developing The Saint Grand, a 248-unit Class-A multifamily property in Chicago's Streeterville neighborhood. This project delivered on time and reached stabilization within 6 months of final occupancy.

Aaron's industry recognition includes winning Executive of the Year at the 2022 Illinois Real Estate Journal Awards and being named a Crain's Notable Entrepreneur in 2019. He actively contributes to the industry as an advisory board member of the Chicagoland Apartment Association and the Chicago Urban Land Institute Product Council.

If interested in pre-development consulting or a joint venture development partnership, please contact Aaron at aaron@luxurylivingchicago.com.

CASE STUDY - THE LEO

Lease
Up

Project
Type

River
North

Location

168

Number of
Units

Feb
2024

Launch
Date

Yes

Pre-
leasing

Luxury
Living

Website
Design

\$4.34

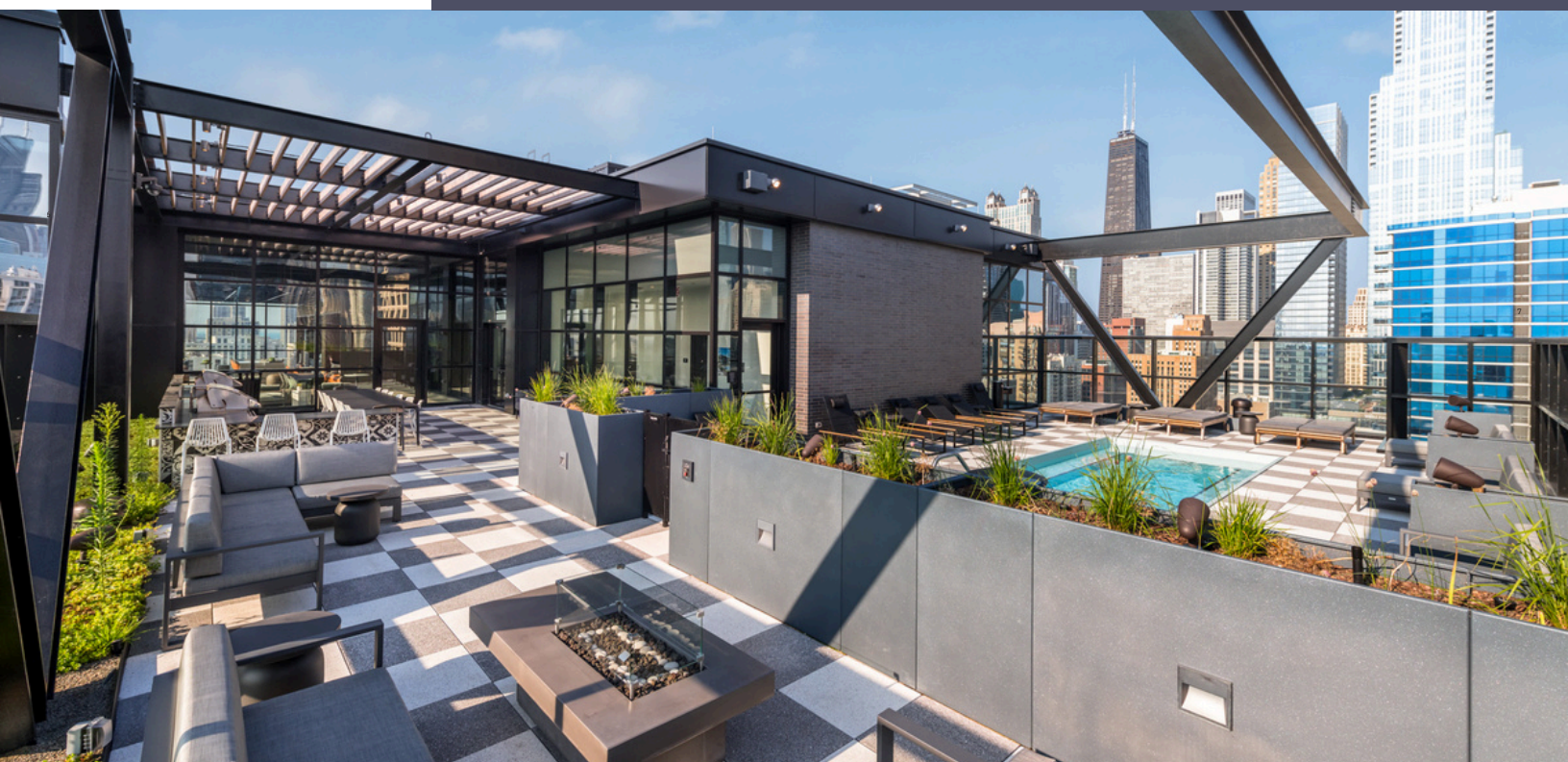
Average
PPSF

The Details

- In 2023, LL was engaged by Vista to exclusively oversee market rate leasing, with leasing launch of early February 2024
- Vista's goals were to accelerate showings, maximize rents, and position the property for long-term success
- Luxury Living led:
 - Website development
 - Lead generation
 - Pricing strategy
 - Establishing & achieving lease goals
 - Partnership with Cagan Property Management

The Results

- Occupancy: 95 % by Oct goal exceeded by 2 months, with 99% in Aug
- Accelerated occupancy led to achieving 139% of rent goal
- Application to Lease Ratio: 91%
- Leases Ending Apr--Aug: 92%
- Marketing Budget: 25% Under Budget
- Retained for stabilized leasing, marketing & strategy



CASE STUDY - THE DYLAN

Lease
Up

Project
Type

Fulton
Market

Location

282

Number of
Units

Aug
2023

Launch
Date

Yes

Pre-
leasing

SPAN

Website
Design

\$4.29

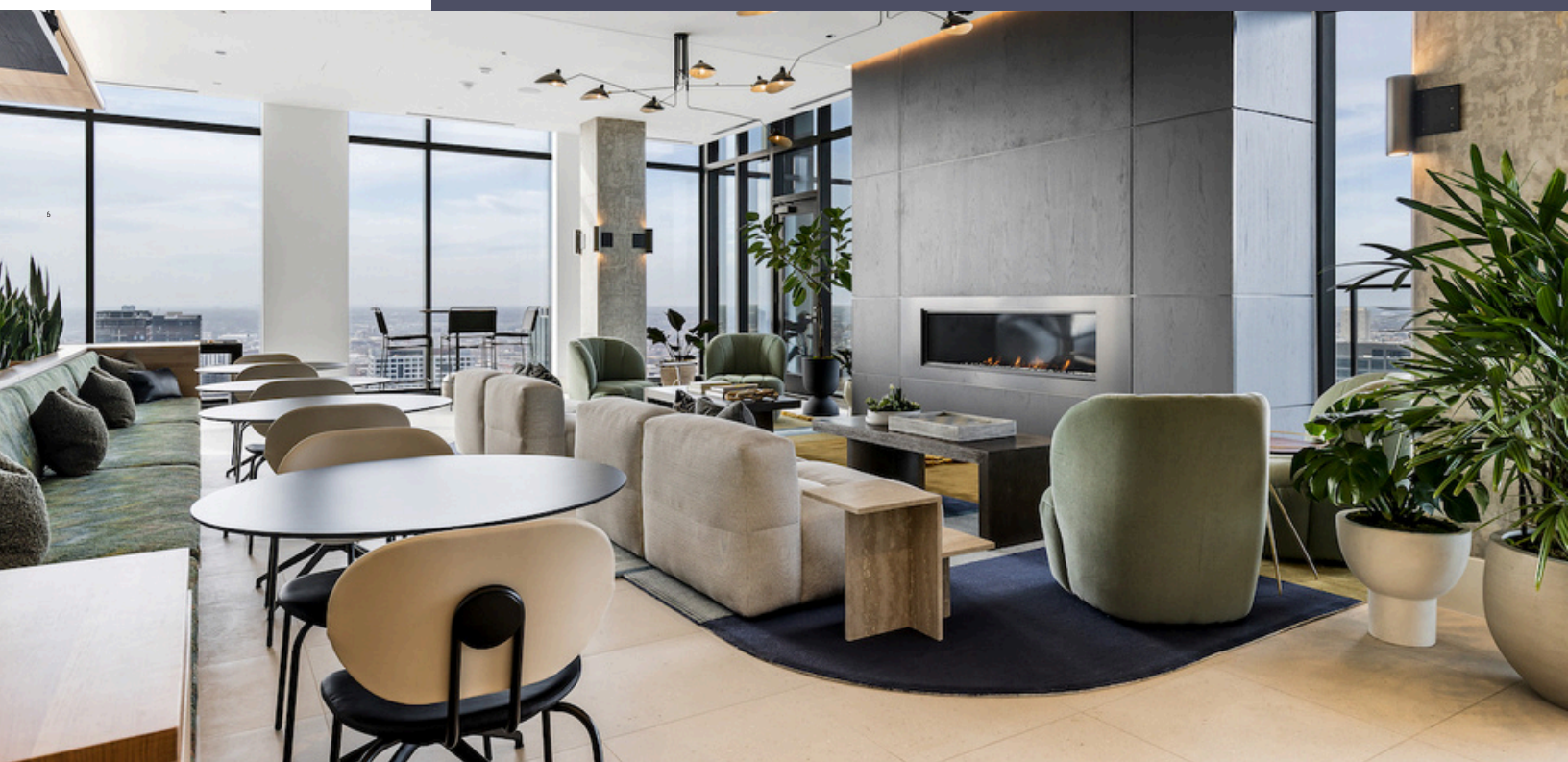
Average
PPSF

The Details

- In 2023, LL was engaged by Sterling Bay to exclusively oversee market rate leasing, with leasing launch of mid August 2023
- Sterling Bay's goals were to accelerate showings, maximize rents, and position the property for long-term success
- Luxury Living led:
 - Lead generation
 - Pricing strategy
 - Establishing & achieving lease goals
 - Partnership with Sterling Bay property management

The Results

- Occupancy: 90 % by Sept goal exceeded by 2 months, with 93 % in Jun
- Accelerated occupancy led to achieving 106 % of rent goal through 9/30
- Application to Lease Ratio: 89 %
- Leases Ending Apr--Aug: 77 %
- Marketing Budget: 8% below through 10/2024
- Retained for stabilized leasing, marketing & strategy



CASE STUDY - THE SAINT GRAND

Lease
Up

Project
Type

Street-
erville

Location

248

Number of
Units

Feb
2024

Launch
Date

No

Pre-
leasing

Luxury
Living

Website
Design

\$4.33

Average
PPSF

The Details

- In 2022, LL partnered with Mavrek and Double Eagle Development to co-develop and exclusively oversee market rate leasing, with leasing launch of mid February 2024
- Our goals were to accelerate showings, maximize rents, and position the property for long-term success
- Luxury Living led:
 - Website development
 - Lead generation
 - Pricing strategy
 - Establishing & achieving lease goals
 - Partnership with Cushman & Wakefield property management

The Results

- Occupancy: Achieved occupancy goal within 10 months
- Application to Lease Ratio: 80%
- Leases Ending Apr--Sep: 75%
- Marketing Budget: 15% Under Budget
- Retained for stabilized leasing, marketing & strategy





DEVELOPMENT | MARKETING | LEASING

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