

# LUXURY | LIVING

STRATEGIC SERVICES





## OVERVIEW

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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

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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.

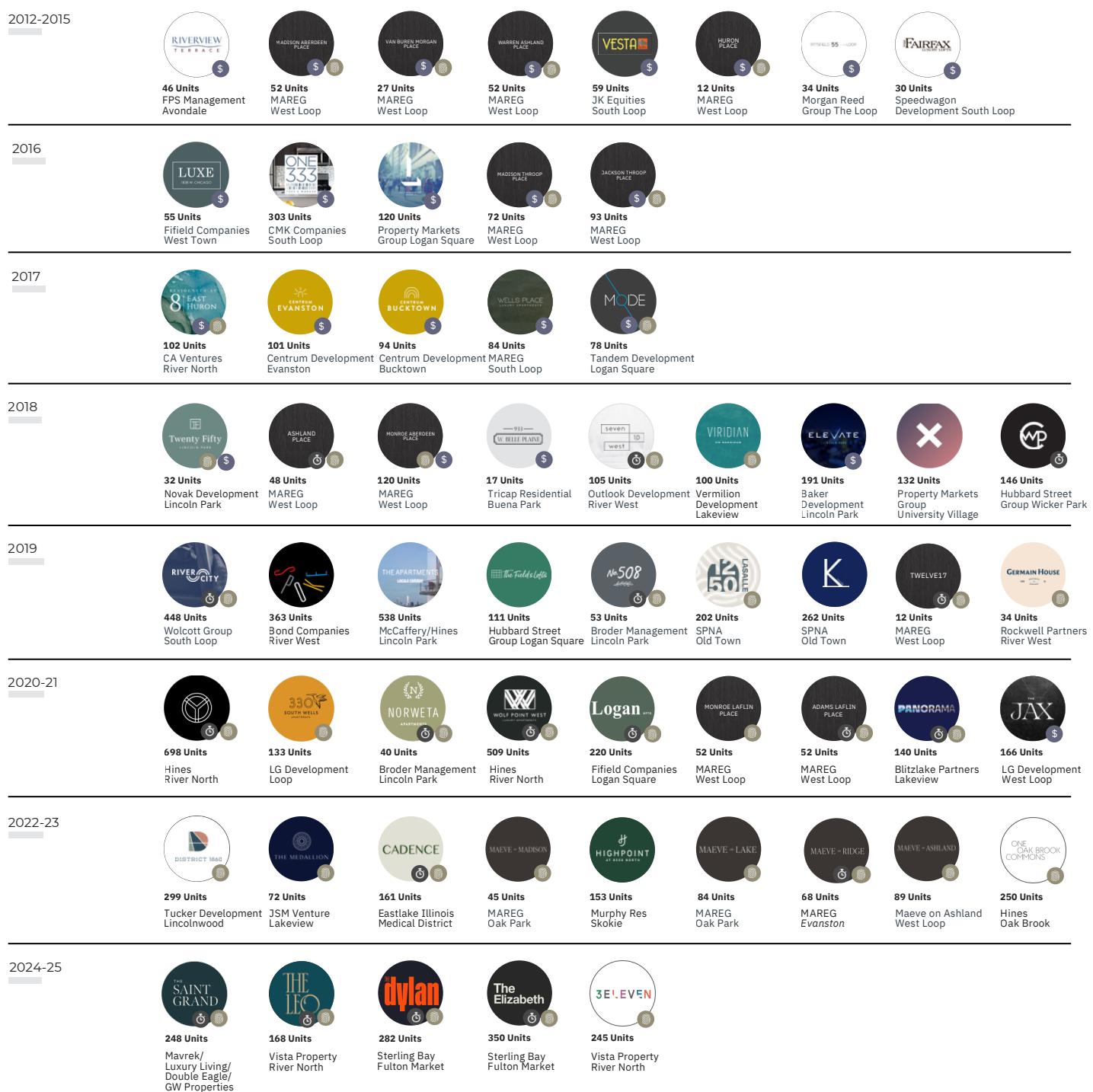
Luxury Living is more than our name—it defines the lifestyle and quality we deliver. With deep market expertise, we guide clients through every stage of the leasing cycle, from pre-development consulting to lease-up, stabilization, and renewals. Our data-driven approach optimizes pricing, accelerates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



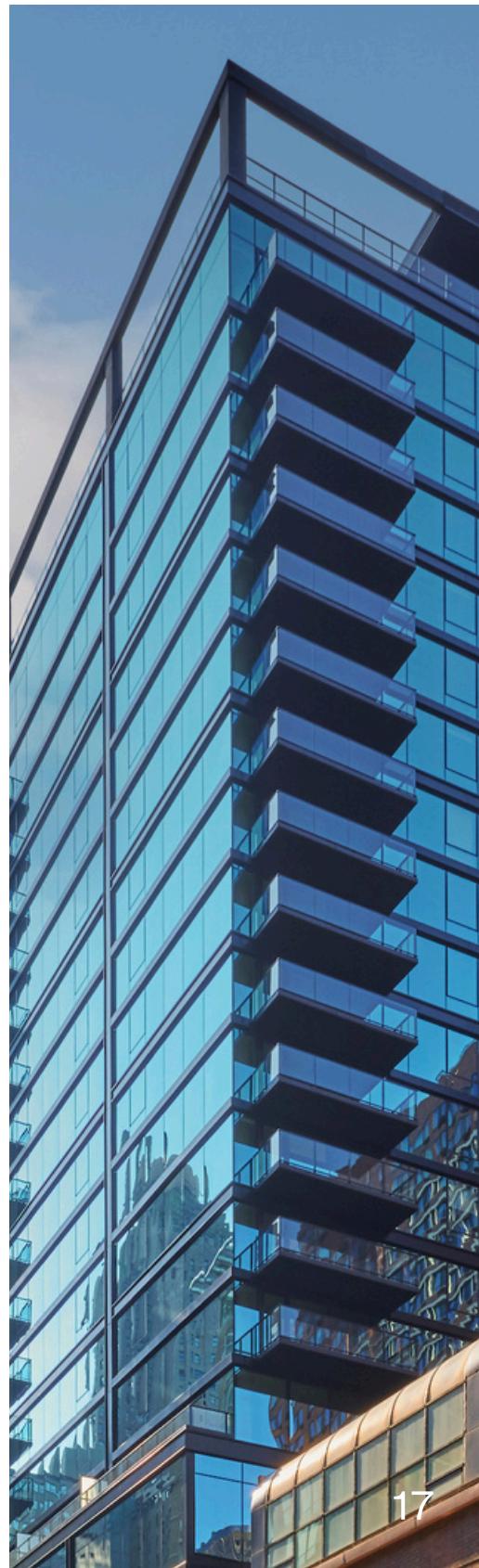
-  Property Sold
-  Creative Services
-  Ongoing Leasing

# 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





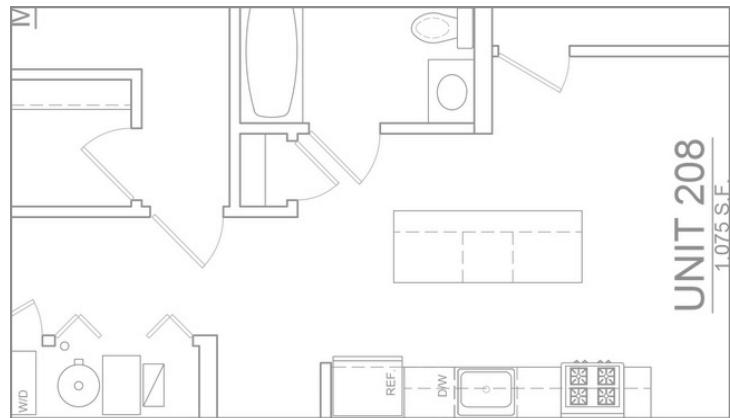
***How We  
Partner  
With You***

# 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

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**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

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**Pre-Launch Awareness Campaigns**

**Performance + Lead Generation Marketing**

**Social Media Management**

**Digital Marketing Campaigns**

**Website Development**

**Floor Plan Creation**

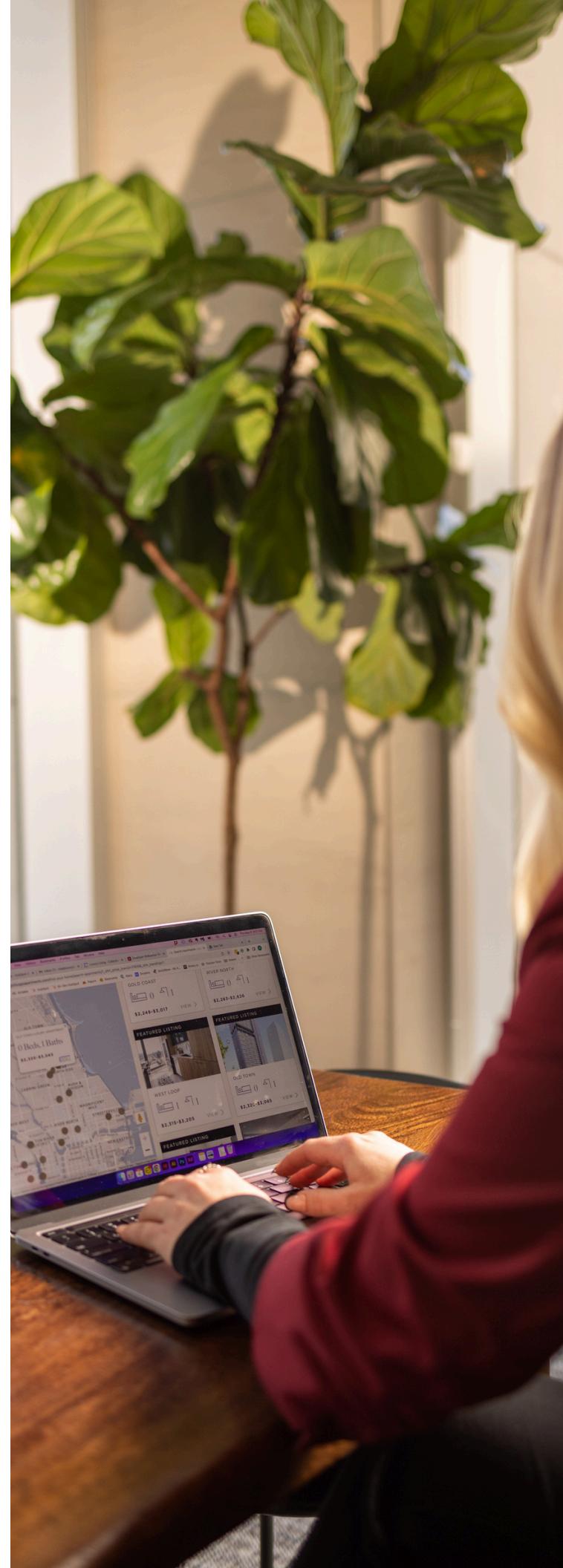
**Real Estate Photography & Video**

**Lead Management + Nurturing Campaigns**

**Model Design + Staging**

**Internet Listing Management**

**Reputation Management**



# LEASING SERVICES

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Comprehensive Lease-Up Services

Pricing, Concession + Occupancy Strategy

Tour Path Planning

Model Unit Selection

In-Person + Remote Touring

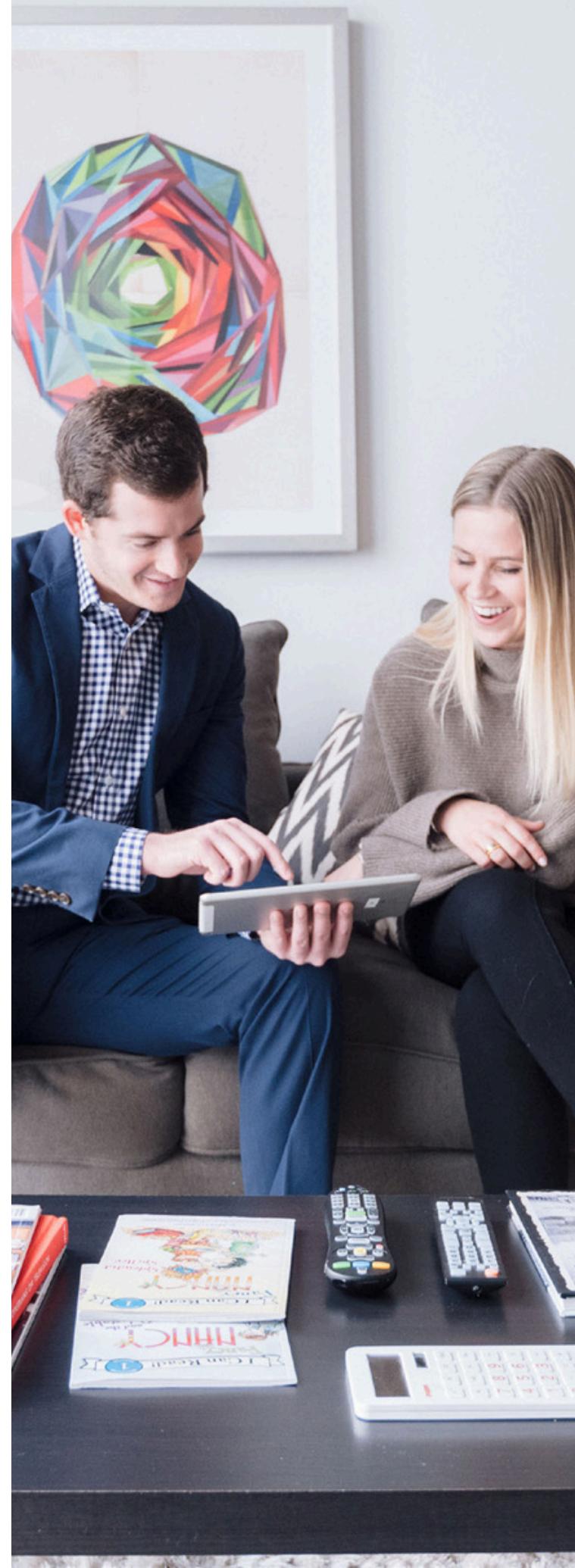
Leasing Operations Set-Up + Support

Best-in-Class Reporting + Analysis

Trend Analysis + Recommendations

Ongoing Market Intelligence

Renewal Strategy + Resident Outreach



## OUR FOUNDERS

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### **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](mailto: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](mailto:aaron@luxurylivingchicago.com).

## CASE STUDY - THE LEO



Project Type



Location



Number of Units



Launch Date



Pre-leasing



Website Design



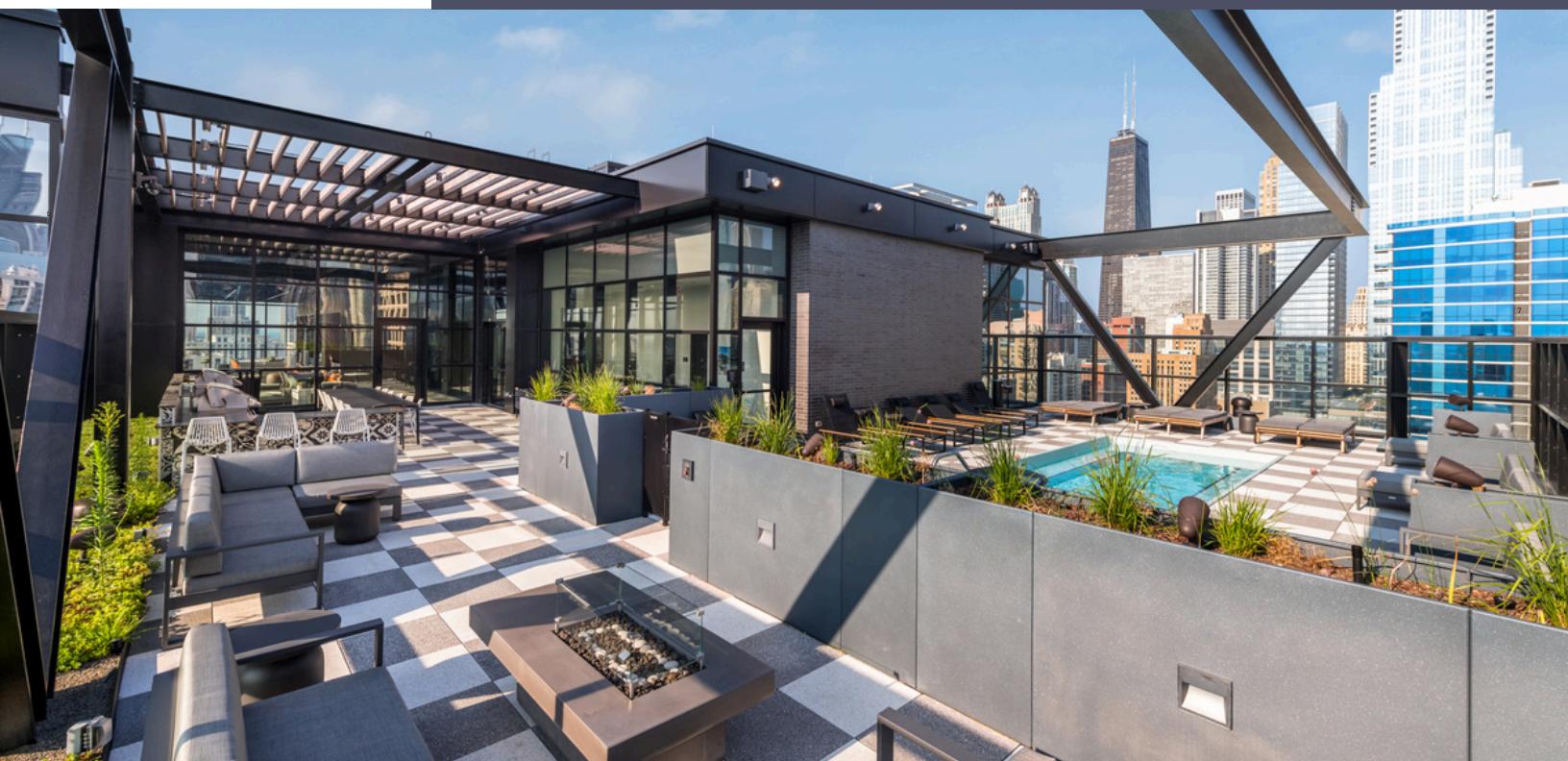
Average PPSF

## 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



Project Type



Location



Number of Units



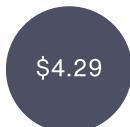
Launch Date



Pre-leasing



Website Design



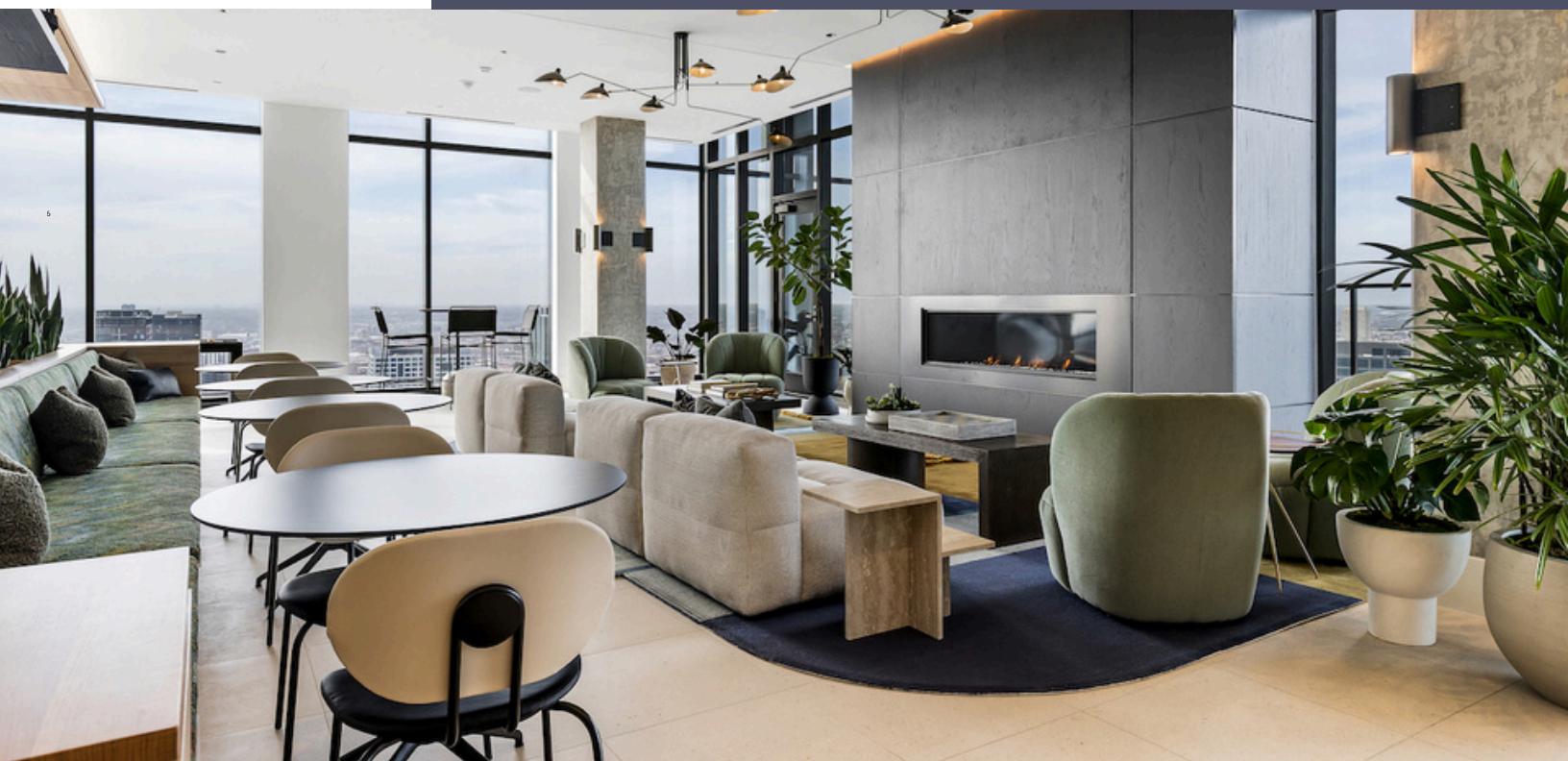
Average PPSF

## 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



Project Type



Location



Number of Units



Launch Date



Pre-leasing



Website Design



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



LUXURY | **LIVING**

**DEVELOPMENT | MARKETING | LEASING**

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