

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

