

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

