

CASE STUDY - THE SAINT GRAND

Lease Up	Project Type
Streeterville	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

