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SSRF



Fund



Design



Market



AM

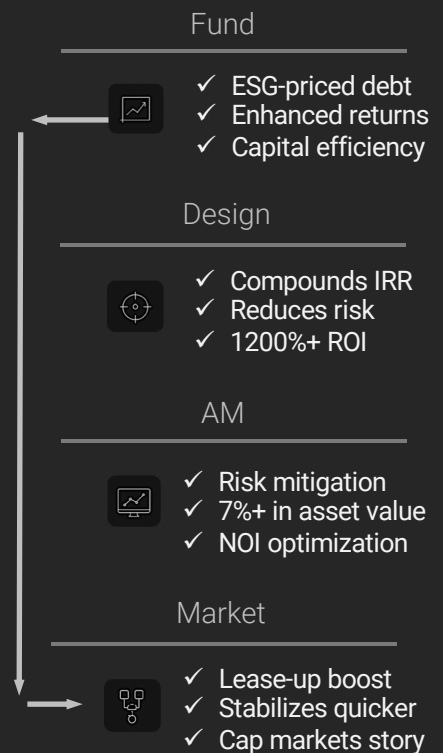


## Market Momentum You Can Measure

In real estate, timing is everything – but timing without precision is just luck. ESG RE's Market Vertical turns timing into strategy. We combine industry-specific insight, predictive targeting, and AI-powered optimization to accelerate absorption, strengthen investor trust, and create market positioning that competitors can't match.

Where traditional campaigns are siloed, reactive, and bloated with wasted spend, ESG RE Market sets unified, full-funnel campaigns that align branding, demand generation, and deal velocity – from groundbreaking to stabilization, and every stage in between.

The result? Faster lease-ups, stronger pre-sales, lower cost per acquisition, and a marketing engine that runs as efficiently as the assets themselves.



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## BUILT FOR SCALE. POWERED BY OUR VERTICALS



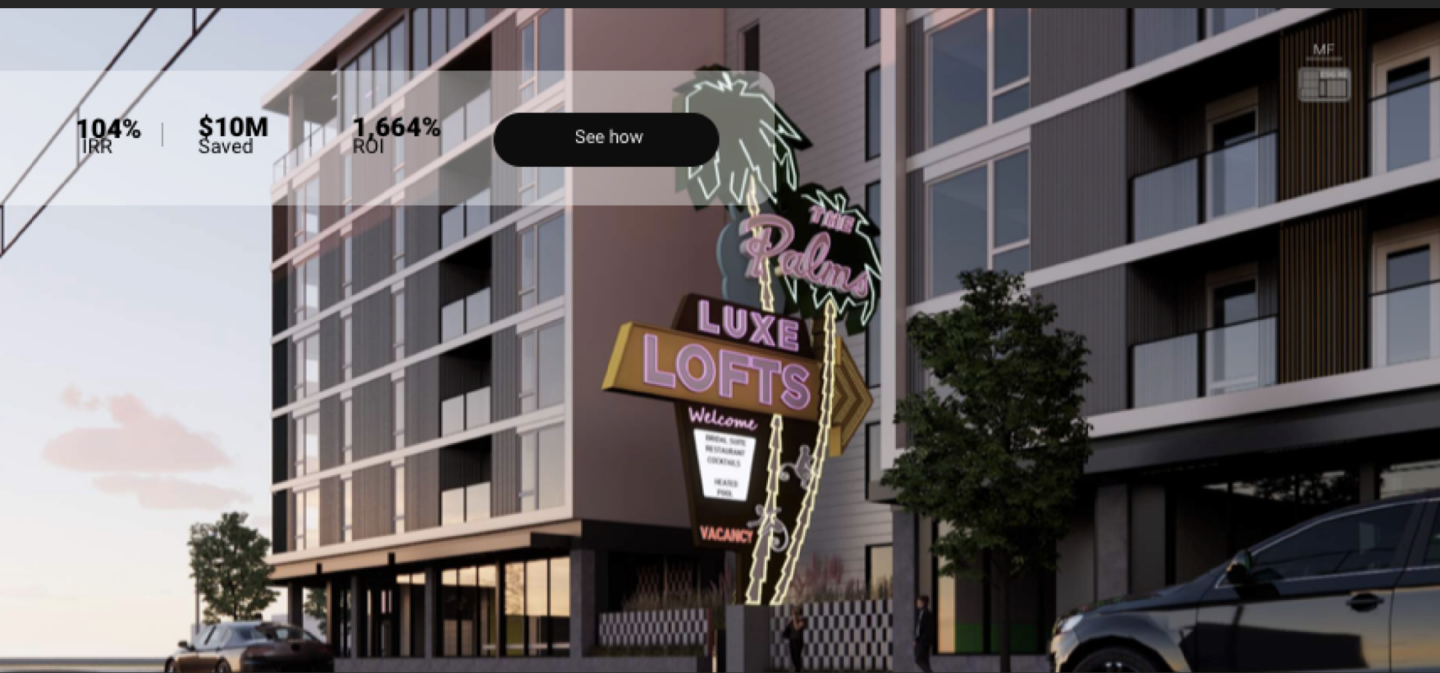
### Data Integration

On brand strategy that reflect your vision and speak directly to buyers and subscribers

### Predictive Targeting



Much higher conversion rates from digital to ultra-qualified leads



104%  
IRR

\$10M  
Saved

1,664%  
ROI

See how



### CRM Sync

Full funnel reporting from site visits to signed leases and capital commitments across all assets and phases

### AI Optimization



High-stakes performance that are designed to influence real business outcomes that matter to developers and investors



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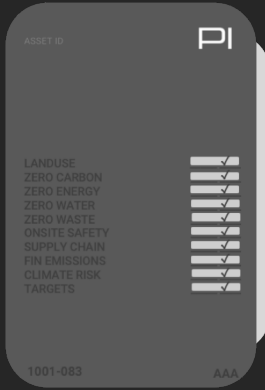
Market



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# Marketing That Wins



## Ground-up Multifamily

- ➔ Pre-leasing absorption rate 55% faster than market comps
- ➔ Full stabilization in 7 months, shaving 5 months off pro forma
- ➔ Brand positioning and digital asset strategy deployed pre-groundbreaking



## Mixed-Use Development

- ➔ Reduced CPA by 40% through predictive targeting
- ➔ Secure investor commitments before construction start
- ➔ 20% higher tenant conversion through AI-targeted pivots

## Completed Asset Reposition

- ➔ Leveraged CRM-integrated targeting for a repositioned Class B office
- ➔ Generated qualified investor offers within 75 days
- ➔ Lower campaign spend up to 60% while increasing lead quality



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## Marketing That Pays

- **Lead Conversion:**  
10.5% vs. industry avg. 3.7%
- **Stabilization Timeline:**  
5-9 months faster
- **Pre-Leasing Absorption**  
30-60% quicker
- **Tenant Conversion:**  
33% higher
- **Cost per Acquisition:**  
Up to 62% lower

### ESG RE | ALL VERTICAL. EVERY ASSET. ANY STAGE



Marketing isn't just about getting noticed – it's about getting results you can measure, defend, and repeat...transparently. ESG RE's Market Vertical transforms campaigns into performance assets. Campaigns that pay for themselves, accelerate returns, enhance reputation, and protect valuation. Fund + Design clients start with our Free High Level 90-Day Campaign: Branding, positioning, and strategy – no cost, just proof.



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