



# BLOOMSTONE

## GROUP

REAL ESTATE ADVISORY,  
SALES & MARKETING SERVICES



# INTRODUCING BLOOMSTONE GROUP

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Bloomstone Group is a New York City-based real estate advisory firm serving leading developers, owners, institutional investors, and family offices. Our broad range of specialized services focuses on the development, marketing, sales, and leasing of multifamily residential rental and condominium properties. We draw on 25 years of experience to help our clients maximize ROI in New York City's ultra-competitive marketplace.

Specialized Advisory Services for Residential Condominium & Rental Properties

# PROVEN TRACK RECORD

A Proven Track Record of Success With New York City's Highest Profile Multifamily Properties & Leading Real Estate Developers

## Real Estate Companies & Partnerships

## Rental Projects

## Condo Sale Projects

Imperial Companies

515 West 38th Street

The Apthorp

Related Companies

The Monterey  
The Lyric  
Tribeca Park  
The Sierra

The Tate  
The Westport  
Tribeca Green

Riverwalk Court  
The Brompton  
Riverwalk Place

Twining Properties / BedRock Real  
Estate Partners / Principal Financial  
Group

The Helena  
The Victory  
The Epic  
The Chesapeake  
Watermark LIC

Eleventh And Third  
200 West 72nd Street  
The Corner  
55 Thompson

Gotham Organization /  
Philips International

36 East 22nd Street Condominium  
Love Lane Mews Condominium

Durst Fetner Residential  
Fetner Properties

132 E. 35th Street  
205 East 59th Street

Brown Harris Stevens Project  
Marketing  
Manhattan Skyline Corp.  
The Zucker Organization  
Shorenstein Properties

# STRATEGY CREATION

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Bloomstone Group creates strategies that help residential condominium properties sell out at higher PPSF in faster timeframes

## **Pre-Development & Development**

- Site acquisition analysis: underwriting and revenue projections
- Third-party consultant oversight: recommend, interview, hire, and direct PR, marketing, and design firms
- Design consulting: advise on floor plans, interior design, and amenity programming

## **Marketing**

- Brand positioning strategy
- Marketing strategy
- Marketing material development
- Special events

## **Sales**

- Sales pricing schedule
- Inventory release strategy
- Sales team management: hire, train, and manage a team of sales agents

# OPTIMIZE OUTCOMES

Bloomstone Group optimizes outcomes at every step in the life-cycle of residential rental properties

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## **Marketing**

- Brand positioning strategy
- Marketing strategy
- Marketing material development
- Special events

## **Leasing**

- Initial lease-up pricing strategy
- Ongoing optimization of pricing on a daily basis based on real-time market conditions
- Leasing agent team management: hire, train, and manage leasing agents
- Oversee third-party brokerages

## **Ongoing Operations**

- Vacancy and renewal pricing strategies
- Renovation advisory and oversight
- Brand repositioning strategy (existing properties)

# HIGHER PPSF IN FASTER TIMEFRAME

Bloomstone Group creates strategies that help residential condominium properties sell out at higher PPSF in faster timeframe and optimize outcomes at every step in the life-cycle of residential rental properties

## **Pre-Development & Development**

- Site acquisition analysis: underwriting and revenue projections
- Third-party consultant oversight: recommend, interview, hire, and direct PR, marketing, and design firms
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## **Marketing**

- Brand positioning strategy
- Marketing strategy
- Marketing material development
- Special events

## **Marketing**

- Sales pricing strategy
- Inventory release strategy
- Sales team management: hire, train, and manage a team of sales agents

## **Residential Leasing**

- Initial lease-up pricing strategy
- Ongoing optimization of pricing on a daily basis based on real-time market conditions
- Leasing agent team management: hire, train, and manage leasing agents
- Oversee third-party brokerages

## **Ongoing Rental Property Operations**

- Vacancy and renewal pricing strategies
- Renovation advisory and oversight
- Brand repositioning strategy (existing properties)

# REPOSITIONING THAT UNLEASHES VALUE

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Bloomstone Group creates strategies to reposition existing residential rental properties so that they can become and remain competitive in the current marketplace

## **Recommend targeted renovations and upgrades with strong ROI potential**

- Residential Units
- Indoor and outdoor amenity spaces
- Resident service packages and social programming

## **Develop pricing strategy for vacancies and renewals**

### **Refresh Marketing & Branding**

- Review existing digital and print marketing materials
- Make recommendations for new marketing and branding that will increase traffic from the highest quality prospects
  - Brochure
  - Website
  - Print and digital advertising
  - Social media
- Oversee implementation of new marketing and branding by in-house leasing teams and third-party brokers

### **Direct The Leasing Team**

- Train existing in-house teams
- Hire and manage new teams
- Monitor third-party brokers

# HIGH-PERFORMANCE SALES

## High-Performance Sales & Leasing Teams That Deliver Bottom-Line Results

### Hiring

- Identify and interview prospective agents
  - Bloomstone Group as Licensed Broker
  - Third-party broker
- Create optimal compensation / incentive structures

### Training

- Property's brand positioning and target audience
- Property
  - Architecture and design
  - Amenity space programming
  - Services
  - Features of all residential unit types
  - Neighborhood attractions
- Property's signature approach to customer service
- Successful closing strategies
- Proper execution of administrative paperwork

### Management

- Regular team briefings on current events impacting the marketplace (competitors, financial news, etc)
- Customized monthly reports for developer / owner showing key information, including:
  - Traffic (physical & digital)
  - Demographics
  - Contracts executed
  - Units closed



# DESIGN CONSULTING FOCUSED ON MAXIMIZING ROI

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Bloomstone Group evaluates target audience desires and competitor property features as part of its cost-benefit analysis for design and programming. Our goal is for every element of residential interiors and amenity spaces to maximize sales or leasing value and support market positioning.

## **Residential Units**

- Unit mix and floor plan design
- Finishes, fixtures, and appliances
- Home technology

## **Amenities**

- Types of indoor and / or outdoor amenity spaces
- Amenity space design
- Types of services available

## **Assistance in selection and management of interior designers**

BLOOMSTONE GROUP'S RECOMMENDATIONS –  
WHETHER FOR PRICING, INVENTORY RELEASE  
SCHEDULING, INTERIOR DESIGN, OR AMENITY  
SPACE PLANNING – ARE SUPPORTED BY IN-  
DEPTH MARKET RESEARCH PLUS DECADES OF  
HANDS-ON EXPERIENCE

# COMPREHENSIVE. COHESIVE. COST-EFFECTIVE MARKETING STRATEGIES

From development of a focused marketing strategy and oversight of its implementation to detailed reporting on results and ongoing adjustments, Bloomstone Group orchestrates all aspects of the marketing effort.

- Create a comprehensive marketing strategy and develop a budget to support it
- Assist in selection of team, including public relations firms, advertising agencies, creative marketing agencies, graphic designers, website designers, photographers, signage designers, etc.
  - Recommend professionals / firms
  - Review proposals and negotiate contracts
- Assist in creation of marketing materials
  - Brochure
  - Floor plans
  - Website
  - Signage
  - Stationery
  - Renderings
  - Photography
  - Print and digital advertising campaigns
- Collaborate in development of special events
  - Launch parties
  - Broker events
  - VIP events

# WHITE GLOVE SERVICES FOR INTERNATIONAL BUYERS

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Bloomstone Group provides comprehensive services for international buyers seeking to purchase property in New York City. We work closely both directly with buyers, or with their financial and legal advisors.

## **Buyer's representative for the purchase of**

- Full-time residence
- Pied-a-terre
- Investment properties, including bulk / multiple-unit purchases

## **Property management**

- Oversee rental of investment properties
- Oversee maintenance of investment properties

# CAROLE BLOOM

## Founder & President of Bloomstone Group



Over the past 25 years, Bloomstone Group founder and president Carole Bloom has sold and leased in excess of \$2 billion in residential properties and directed the leasing of more than 30,000 rental units in New York City. She has provided expert advisory services, both on staff and as a consultant, to some of New York City's most respected and accomplished real estate companies and brokerages, including the Related Companies, the Gotham Organization, Manhattan Skyline Management Corporation, Durst Fetner Residential, Shorenstein & Imperial Companies, Brown Harris Stevens, and Halstead.

A Licensed Real Estate Broker in the State of New York, and broker of record for many projects, Carole also maintains excellent working relationships with leading Manhattan brokerages. Bloomstone Group has collaborated on the marketing, sales, and leasing of premier properties with Halstead Property and Brown Harris Stevens Project Marketing Group, among others.

Carole began her real estate career at the Related Companies in 1992, where she held senior positions in both the Rentals and Sales Divisions. Her accomplishments at Related include increasing rental building revenues up by up to 20% while maintaining 99% overall occupancy, and selling Related's pre-construction condominiums.

The daughter of an artist, and a great niece of sculptor Sir Jacob Epstein, who was a student of Rodin, Carole's life has always been influenced by art. Outside of work, she is a music aficionado. After graduating from the Fiorello LaGuardia High School for the Performing Arts in Manhattan and studying opera at the Manhattan School of Music, Carole earned a Bachelor of Music Degree from The Hartt School of Music at The University of Hartford. Her sensibility for theatrical arts serves her well in the development of high-impact marketing campaigns for New York City's finest residential properties.

Carole is a member of The Real Estate Board of New York and AIPAC Real Estate.



# CONTACT

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