



THE KATZ TEAM

AT DOUGLAS ELLIMAN REAL ESTATE

⑩ DouglasElliman



HARISMUS FLATS, JERSEY CITY, NJ



THE BELMONT, LONG BRANCH, NJ



THE WEST END, LONG BRANCH, NJ



What Makes Us Different?

1

HERITAGE

Established in 1911, Douglas Elliman has established its reputation as an elite residential brokerage. With an outstanding track record and unique brand promise, our team represents the very best in the industry. As a division of the company, Douglas Elliman Development Marketing draws on this rich heritage, staying true to its roots yet embracing innovation and adapting to the consumer's desires.

2

COLLECTIVE EXPERIENCE

Our highly qualified and passionate professionals have worked on some of the most ambitious condominium, rental, and hybrid residential projects, consistently setting benchmarks in new markets. As an integrated team, Douglas Elliman Development Marketing shares one guiding principle: to ensure the highest level of quality and expertise powered by innovation, information and influence.

3

THE HYBRID APPROACH

Our new development hybrid platform matches highly experienced new development experts with skilled brokerage professionals who provide unparalleled expertise and real time market intelligence to its clients. Douglas Elliman Development Marketing is heralded for its achievements in record breaking sales throughout each of its regions.

4

LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL REACH

Douglas Elliman's footprint truly sets us apart. As one of the largest independent brokerages in the United States, Douglas Elliman has unprecedented reach in the greater New York area, New Jersey, Florida, California, Colorado, Massachusetts, Metro D.C., Nevada, and Texas. Through our strategic partnership with Knight Frank Residential, the world's largest privately owned property consultancy, we market our properties to global audiences in 53 countries across six continents.



What Makes The Katz Team Different?

The Katz team are life-long local NJ residents, engrained in the local culture, business and community

500M+
in Overall Sales

90M+
in Sales Volume 2022

50 years
of Combined R.E. Experience



THE KATZ TEAM



TODD KATZ | KATZ TEAM LEAD

LICENSED REAL ESTATE SALESPERSON

Todd Katz is an accomplished Realtor with over 35 years of experience, Todd has been representing buyers and sellers in the real estate market since graduating from Emory University in 1987. His dedication, expertise, and commitment to excellence have earned him a solid reputation in the industry.

Todd's diverse background in his family's retail business and real estate holdings gives a unique perspective to his real estate practice. His strong negotiation skills and attention to detail ensure that his clients receive exceptional service throughout the entire transaction process.

Having grown up in Long Branch and Rumson, NJ Todd has an intimate knowledge of the local market and a deep appreciation for the community. He takes pride in helping clients navigate the complexities of the real estate market, whether they are small business owners, seasoned investors, builders or land developers. Being Residential Construction Certified and a Certified New Home Specialist, he has gained respect with local builders where he often helps clients talk through design plans and is well-versed with new construction and development. He is extremely passionate about helping you make one of the most important decisions in your life – purchasing or selling your home, land or business. Todd's

natural networking abilities also position him well to form strategic partnerships across the real estate industry.

Beyond his professional achievements, Todd finds solace and inspiration in his family and community. He resides in Ocean Twp NJ with his wife and fellow real estate agent, Chris Katz, and their 4 daughters. Todd's philosophy is rooted in respect and service. His guiding principle is straightforward in his life and business dealings: "We get what we give." He prioritizes his time on giving back to the community and supporting causes close to his heart through volunteering. He works closely with many charitable organizations, including RWJ Barnabas Medical Center, Long Branch Chamber of Commerce, Jewish Federation, NJ Repertory Company and the National Historic Registry's Church of The Seven Presidents.

With a passion for real estate and a commitment to delivering exceptional results, Todd Katz is your trusted guide in achieving your real estate goals. Connect with him today to make your real estate dreams a reality.

THE KATZ TEAM



CHRIS KATZ

LICENSED REAL ESTATE SALESPERSON

Chris Katz was born in Portugal and immigrated to the United States in 1975. Her first job was working in a retail store where she learned she had a passion for selling. After college she became a sales rep for a Fortune 500 company, traveling the country and winning numerous sales awards.

Motherhood became her second career, one in which she also excelled, raising four girls with her husband Todd Katz who is also her real estate business partner. Chris was always active in the girls' schools and through her networking with new parents to the area her third career was born. Chris would connect new parents moving into the district with those who were moving out. Once she realized she could get paid for that, she got her real estate license.

Now in her 17th year in real estate, Chris is an accomplished agent with unparalleled knowledge of the market. She acts as an advocate for her clients, providing hands-on guidance

through every step of the process. Chris enjoys educating sellers and buyers, assisting them with marketing and purchasing property for the right price under the best possible terms. She sells all property types, from single-family homes and condos to multi-family properties and investments. She treats every client's needs and money as if they were her own, and has built a strong reputation for turning working relationships into friendships with her discreet, personalized service.

Chris prides herself on being available 24/7. She listens carefully, offers open and prompt communication, straight forward negotiation, a good sense of humor, excellent rapport with other Realtor colleagues, efficient systems, and expert connections, all orchestrated to ensure that the real estate transaction proceeds with a positive tone from start to finish.

KATZ TEAM SUPPORT



LISA POGGI

BROKER OF RECORD

A veteran in the areas of real estate management, marketing, sales and business development, Lisa Poggi began her illustrious career in residential sales for a major brokerage firm in 1986. Since 1998, she has enjoyed prominent roles in management as Director then as Vice President of Sales and Marketing for many successful projects in the New York/New Jersey and Boston markets, and as Senior Managing Director overseeing the marketing and sales efforts for Douglas Elliman's Sroka Worldwide Team. Since joining Elliman in 2008, Lisa has been integral in expanding new business development efforts both domestically and internationally, and in providing results-driven marketing and sales initiatives for such prominent clients as Roseland Property Company, The Carlyle Group, Fireman Capital Partners, Trump International, Casa de Campo/Costasur and iStar among others in New York and around the globe. Lisa is the Broker/Manager of Douglas Elliman's Hoboken and Fair Haven offices and oversees the residential sales team as well as any New Development projects for Douglas Elliman

New Development Marketing in New Jersey. She and her associates provide comprehensive consulting services to real estate developers which include master plan development, product identity and positioning, branding, marketing, sales management through final sell-out. In her tenure, Lisa has received numerous awards recognizing her outstanding achievements, and served on various industry-related boards. She holds Broker Licenses from the New York State Association of Realtors and the New Jersey Real Estate Commission. Lisa has closed over \$1.6 Billion in real estate transactions and continues to represent some of the finest properties in New Jersey. An intuitive leader, effective team builder and strong communicator, Lisa combines her seasoned skills with a finely honed knowledge of the New York Metro Area real estate market, giving a distinct edge to her clients.

EXTENDED DOUGLAS ELLIMAN SALES AND LEASING TEAM



MATT VILLETTA

EXECUTIVE VICE PRESIDENT

As Executive Vice President, Matthew oversees the entire development process from analyzing the viability of a project from the onset, through the design and development and marketing phases. Further, he develops the marketing platforms, public relation and social media strategies, and brand identity for each development to ensure cohesiveness from conception to completion. His ten years of development marketing experience provides his clients with invaluable insight.

Matt plays a key role in overseeing developments in some of the most sought-after rental projects in Manhattan, Brooklyn, and Queens. His experience includes Greenpoint Landing for Brookfield Property Group, The Ashley and Aldyn for Extell, 80 DeKalb Avenue, 461 Dean the world's tallest modular building, and New York by Gehry for Forest City Ratner Companies, the recently completed 1QPS Tower, a record setting project in Long Island City, 15 William for the CIM Group, 184 Kent for JMH Development, and 1182 Broadway in Nomad.

Matt currently oversees a portfolio of market leading projects including; 365 Bond Street and 363 Bond Street, Essex Crossing, the transformative Lower East Side master plan development, 19 Dutch Street in the Financial District, 475 Clermont for RXR Realty, and Lloyd Goldman's Midtown East development, which set a new benchmark for performance in this submarket. Matt is also leading the pre-development planning for several high-profile developments including 185 Broadway for SL Green.

In his spare time, Matthew also works with a non-profit organization connecting art and communities.



HAL D. GAVZIE

EXECUTIVE VICE PRESIDENT
OF RESIDENTIAL LEASING

Hal D. Gavzie is a seasoned real estate professional with more than twenty years of proven Leasing, Sales, and Relocation experience. As Executive Vice President of Residential Leasing at Douglas Elliman, Hal is responsible for overseeing all aspects of the growing leasing sector for the Manhattan, Brooklyn, and Queens markets, including the growth of Douglas Elliman's New Development Leasing Division in New York and south Florida, as well as the overall expansion of the company's leasing division.

Having overseen more than 10,000 successful transactions throughout his career, Hal has developed close relationships with landlords and management companies throughout the city.

Hal's extensive knowledge of the rental marketplace and keen ability to avoid pitfalls have always resulted in confident, comfortable interactions between brokers, clients and landlords. Whether it's facilitating the search for the right apartment and neighborhood, negotiating rents, or evaluating and pricing new properties, Hal takes pride in accurately assessing the needs of his agents and customers alike. Leveraging his extensive market knowledge and longstanding relationships with landlords and property management entities, he can seamlessly assist his agents with the toughest of real estate transactions.

Before moving into management, he was a successful sales and rental broker, ultimately named a top producer for one of Manhattan's largest real estate firms.

Hal is an active member of the Real Estate Board of New York Rental Committee.



JOE AZAR

MANAGING DIRECTOR
NEW DEVELOPMENT LEASING - FLORIDA

A Brooklyn, NY native, entering the business in 2006, Joe immediately began building his business in unique and note-worthy directions. From his Rookie of the Year Award in Year 1 to subsequent honors such as the "Outstanding Customer Service Award", he was consistently recognized as a Top Producer during his tenure as an associate broker at Citi Habitats, part of NRT-Realogy in Greenwich Village, Manhattan. His reputation for excellence has led to a career based almost entirely on referrals, a fact he is most proud of and the main reason he cites for being able to build his business from the ground up. Before leaving NY, Joe was promoted to a Senior Managing Director at Citi Habitats where he oversaw over \$150M in sales transactions over a 2 year period and up to 120 team members at a time. Well established in the NY market, Joe made the move to Miami in 2017. Five years in, he now manages a growing team of realtors and innovators known as The Azar Team. The Azar Team stands on their industry-leading approach to brokerage services, creating efficient models for solving industry issues for developers, management companies, buyers, renters, and realtors alike. Joe has had his hand on a number of the city's most cutting edge developments, done business in 10+ neighborhoods throughout the Miami Urban Core, and maintains a track record that has provided his clientele with unrivaled access and insight into the latest real estate opportunities and occurrences. In his spare time, Joe stays actively involved in a number of volunteer activities, from coaching Little League to AHA Heart Walks.

SELECT PORTFOLIO RENTALS & SALES

NEW JERSEY

NEW JERSEY DEVELOPMENTS

	TEAM
3450 Ocean	The Katz Team
Franklin Avenue	The Katz Team
The Belmont	The Katz Team
The Pavilion	The Katz Team
The Seashore	The Katz Team
West End	The Katz Team
Third & Morris	The Katz Team
Harismus Flats	Lisa Poggi Team
The Monroe	Lisa Poggi Team

NEW YORK

MANHATTAN DEVELOPMENTS

	TEAM
278 8th Avenue	JJ Operating & Alchemy Properties
225 West 28th Street	HAP
241 West 28th Street	MAG Partners
185 Broadway	SL Green
The Serrano	Bonjour Capital
One East Harlem	Richman Signature Properties
440 Washington Street	Ponte Equities
19 Dutch Street	Carmel Partners
15 William Street	CIM Group
160 Madison Avenue	J.D. Carlisle Development
180 Water Street	Metro Loft & VanBarton Group
222 East 44th Street	BLDG
445 West 35th Street	Joy Construction & Madd Equities
535 West 43rd Street	Patrinely Group
Essex Crossing	L + M, Taconic & BFC Partners
Jones LES (331 East Houston Street)	Halpern Real Estate Ventures
Madison Park Tower (49 East 34th Street)	CIM Group
New York by Gehry (8 Spruce Street)	Forest City Ratner Companies
Silver Towers (600 West 42nd Street)	Silverstein Properties
Brooklyn Tower	JDS
Magnolia Dumbo	RXR Realty
The Willoughby	RXR Realty
475 Clermont	RXR Realty
The Dime (209 Havemeyer Street)	Tavros Holdings
Ocean Drive	Red Apple Group
834 Pacific Street	Happy Living Development
461 Dean	Forest City Ratner Companies
184 Kent Avenue	JMH Development
241 Atlantic Avenue	H & H Builders
267 Pacific Street	Lonicera Partners

363 Bond Street

363 Bond Street	Atlantic Realty
365 Bond Street	Lightstone Group
Greenpoint Landing	Brookfield Property Partners
Pacific Park	Greenland USA

QUEENS DEVELOPMENTS

	TEAM
1 QPS Tower	PMG & Vector Group
12-15 Broadway	Criterion Group
Aurora (29-11 Queens Plaza North)	G Holdings
Packard Square (41-34 Crescent Street)	Ciampa Organization
The Pearson Court Square (45-50 Pearson St) L + M	

SOUTH BRONX DEVELOPMENTS

	TEAM
Exterior Street	Lightstone Group
2413 3rd Avenue	RXR Realty

FLORIDA

MIAMI DEVELOPMENTS

	TEAM
Miami World Center	Naftali Group
Wynwood	JMH
The River District	Chetrit Group
Clara Bay Harbor	Clara Homes

WEST PALM BEACH DEVELOPMENTS

	TEAM
1919 N Flagler	Savanna
320 Pine Street	Savanna

HOLLYWOOD DEVELOPMENTS

	TEAM
Slate Hallandale Beach	PPG Development

FORT LAUDERDALE DEVELOPMENTS

	TEAM
201 North Federal Highway	Naftali Group



THE PAVILION

Long Branch, NJ



THE RIVER DISTRICT

Miami, FL

DOUGLAS ELLIMAN LEASING & SALES: NOTABLE CASE STUDIES

PROFILE



THIRD AND MORRIS

Long Branch, NJ

30 Unit Multi-Family Luxury Apartments



THE WEST END

Long Branch, NJ

24 Luxury Condos



THE SEASHORE

Long Branch, NJ

14 Oceanview Luxury Townhomes

DOUGLAS ELLIMAN LEASING & SALES: NOTABLE CASE STUDIES

PROFILE



THE BELMONT

Long Branch, NJ
30 Luxury Apartments



FRANKLIN AVE

Long Branch, NJ
4 Luxury Townhomes



345 OCEAN

Long Branch, NJ
40 Luxury Oceanfront Apartments in Opportunity Zone



2 PROCESSES

SALES & LEASING

RESEARCH & REPORTING

DESIGN & DEVELOPMENT

MARKETING & BRANDING

CREATIVE SERVICES

LEASING & OPERATIONS

LEASING & SALES OPERATIONS

- Recruiting highly trained administrative staffing
- Appointing dedicated on-site agents complemented by experienced brokers/market experts
- Leasing gallery management
- Inventory release strategy
- Brokerage outreach
- International outreach
- Ongoing inventory management and
- Sales Marketing and Branding
- Contract negotiations
- Assistance with end-loan financing
- Daily, weekly and monthly reporting and tracking
- Initial and ongoing pricing strategy

BUYER RESEARCH & REPORTING

- Reporting produced in partnership with Miller Samuel, a leading real estate appraisal and consulting firm
- Quarterly new development market reports
- Competitive market analysis
- Comparable set details
- Historical leasing analysis
- Absorption data
- Pipeline projections
- Global database with access to identify trends
- Global market intelligence

DESIGN & DEVELOPMENT

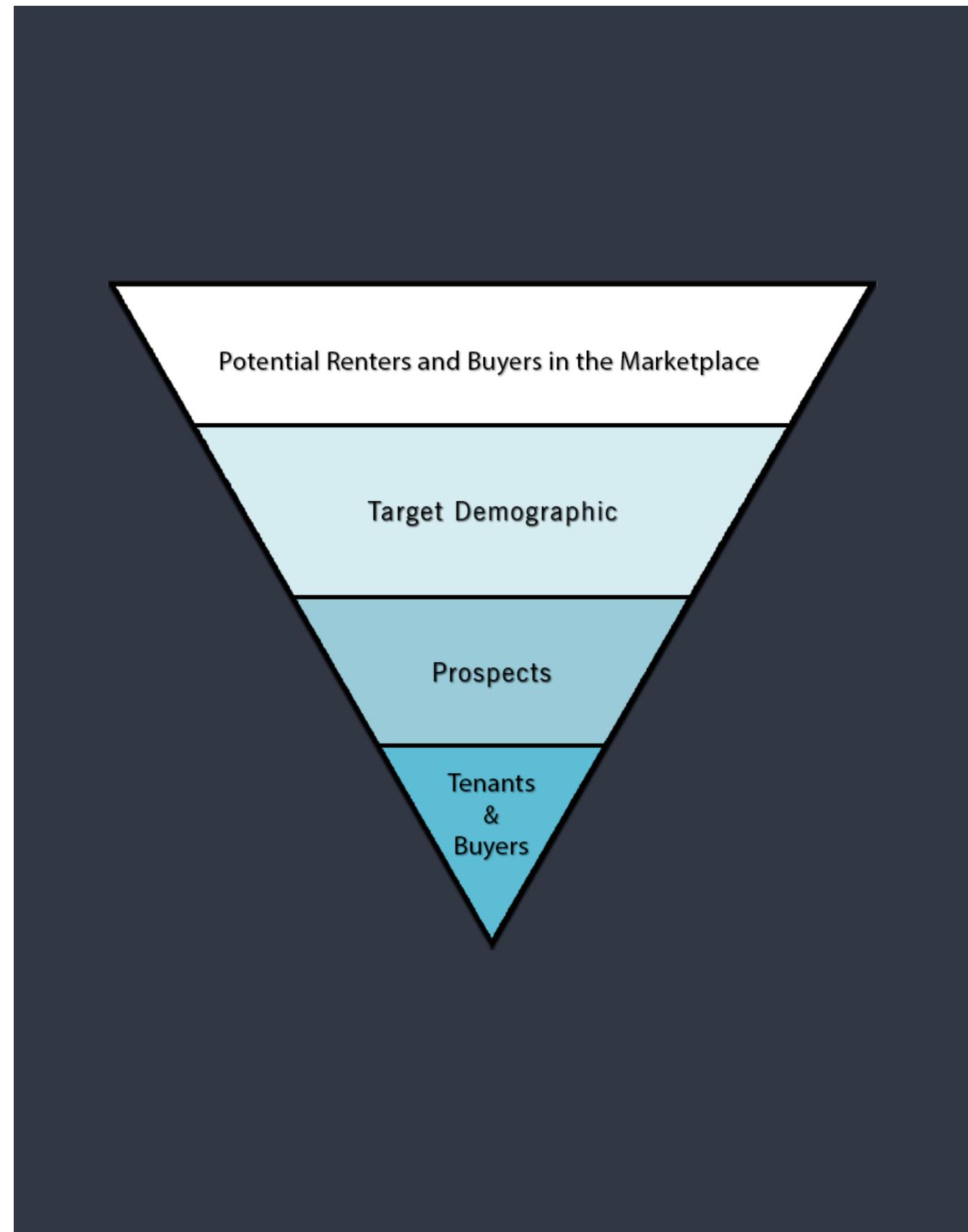
- Competitive landscape benchmarking
- Design consultant recommendations
- Establish design positioning and building identity
- Unit mix and product diversity strategy
- Preliminary planning guidelines
- Services and amenities programming
- Meticulously review and refine floorplans
- Appliance package recommendation
- Premium residence embellishments
- Value engineering review
- Review interior finishes, fixtures, and equipment
- Premeditated combination strategy
- Leasing gallery program
- Model residence program

CREATIVE SERVICES

- Branding: Logo Design, Marks & Icons
- Environmental Design: Building Signage and Wayfinding Systems
- Collateral Design: Brochures, Booklets, Folders, Business Cards, Letterhead, Envelopes, Floorplan Shells
- Creative Direction
- Web Design
- Web Development
- Advertising Design: Print and Web Application
- Content Development: Photography, Retouching, Videography, Editing, Illustration, Copy Writing, Rendering

MARKETING & BRANDING

- Brand differentiation
- Launch strategy
- Target demographics
- Broker focus groups and outreach
- Budgeting and timelines
- Vendor recommendations, RFP and management
- Rendering oversight
- Marketing collateral strategic oversight
- Leasing gallery and model residence experience
- Interactive and technology direction
- Cross-marketing partnerships
- Event management
- Social media oversight including Douglas Elliman platforms
- Identify key influencers
- Collaborate with public relations



THE DOUGLAS ELLIMAN DEVELOPMENT MARKETING DATABASE

When developing a unique leasing strategy for a new development or repositioning an existing property, thorough research serves as the foundation for our entire process and is critical to a building's success. With daily monitoring of over \$30B in residential real estate assets, our market intelligence is used to guide developers on the precise unit mix, design recommendations, pricing projections and absorption rates.

Our Research and Reporting process includes:

Devising a comprehensive market analysis highlighting current and past new development activity. Customized competitive property analysis of key components that drive maximum long-term value and sales.

Generate customized strategic competitive market assessments

Comprehensive property planning and market specific data analysis

Deliver invaluable insights on current conditions, historical and emerging market trends through an in-depth analysis of price, sales, leasing velocity and other key market drivers

Create an Amenity and Unit Finish Comparative Analysis of relevant properties

Produced in conjunction with Miller Samuel, the leading independent appraisal firm, Douglas Elliman's acclaimed market report series is the benchmark for residential real estate information and the essential reference source for buyers, sellers, media outlets, financial institutions, government agencies, researchers and other market professionals

DATA AND ANALYSIS

The Katz Team produces regular data to keep clients informed on the sales and leasing of their projects, and also provides research to their Clients to keep them abreast of key market trends.

PROJECT SPECIFIC REPORTING

Reports from the project database are reviewed weekly with clients to optimize marketing campaigns and analyze leasing absorption. In addition to project reporting, the in-house operations team is intimately involved in establishing the on-site leasing center, administrative training, and supporting on-site staff.

Results that often defy the "state-of-the-market" require technology that is uncompromisingly state-of-the-art. Douglas Elliman's proprietary, fully integrated marketing, leasing and research database offers accounting, research and document management for end-to-end organization and exceptional results.

Visitor database systems offer prospect demographic data, lead sources, prevents prospect duplication and delivers enhanced tracking of repeat visitors

Customer Relationship Management (CRM) features enhanced contact management, reporting and follow-up communication

Demographic trends are monitored constantly to ensure optimal quality and exposure of the marketing campaign and advertising spend

RESEARCH AND REPORTING*

PROJECT SPECIFIC REPORTING - BY SUBMARKET

By leveraging DEDM's specifically curated submarket reporting, spanning Manhattan, Brooklyn, Queens, and the Bronx and the tri-state Area, Elliman employs a nuanced approach to the planning, design, and active leasing phases of the development cycle.

Offer insights on unit mix, gross price thresholds, price per foot metrics, and incentives currently transacting within the submarket of the subject site.

Analyze and forecast an absorption model for the subject site based on unit size, price bands, days on market, and quality level of the product.

Subject Site							Competitive Submarket*							
Type	Min	Max	Count	% of Type	% of Total	Annual Rent Total	Type	Min	Max	Count	% of Type	% of Total		
Studio	0	\$2,499	\$2,999	30	33.3%	8.5%	\$750,000	Studio	0	\$2,499	\$2,999	200	64.3%	21.3%
	0	\$2,999	\$3,499	60	66.7%	16.9%	\$2,950,000		0	\$2,999	\$3,499	111	35.7%	11.8%
				90	100%	25.4%	\$3,700,000					311	100%	33.2%
1 Bed	1	\$2,999	\$3,499	25	13.9%	7.0%	\$1,050,000	1 Bed	1	\$3,499	\$3,999	120	33.8%	\$5,400,000
	1	\$3,499	\$4,499	30	16.7%	8.5%	\$1,570,000		1	\$3,999	\$4,499	5	1.4%	\$240,000
				180	100%	50.7%	\$8,260,000					405	100%	43.2%
2 Bed	2	\$4,999	\$5,499	0	0.0%	0.0%	\$0	2 Bed	2	\$4,999	\$5,499	61	29.3%	6.5%
	2	\$5,499	\$5,999	5	6.7%	1.4%	\$355,000		2	\$5,499	\$5,999	72	34.6%	7.7%
	2	\$5,999	\$6,499	30	40.0%	8.5%	\$2,050,000		2	\$5,999	\$6,499	39	18.8%	4.2%
	2	\$6,499	\$6,999	35	46.7%	9.9%	\$2,950,000		2	\$6,499	\$6,999	23	11.1%	2.5%
				75	100%	21.1%	\$5,885,000		2	\$7,000 +		13	6.3%	1.4%
3 Bed	3	\$6,499	\$6,999	0	0.0%	0.0%	\$0	3 Bed	3	\$6,499	\$7,499	2	14.3%	0.2%
	3	\$6,999	\$7,499	0	0.0%	0.0%	\$0		3	\$7,000	\$7,499	4	28.6%	0.4%
	3	\$7,499	\$7,999	5	50.0%	1.4%	\$285,000		3	\$8,000	\$8,499	1	7.1%	0.1%
	3	\$8,000 +		5	50.0%	1.4%	\$295,000		3	\$8,500 +		7	50.0%	0.7%
				10	100%	2.8%	\$580,000					14	100%	1.5%
Total				355			\$18,425,000	Total				938		

* based on 1 year rental history of 15 defined buildings within competitive submarket

CUSTOMIZED LEASING AND INVENTORY MANAGEMENT

Based on the unique goals inherent to each development and identified by the development team, we use a variety of systems to ensure proper information flow between the on-site leasing team, DEDM's project marketing team, owners, developers, and building management.

DEDM has a proprietary systems infrastructure that uses a combination of CRM, Excel, and relational databases to deliver fast, reliable information between parties involved in the project.

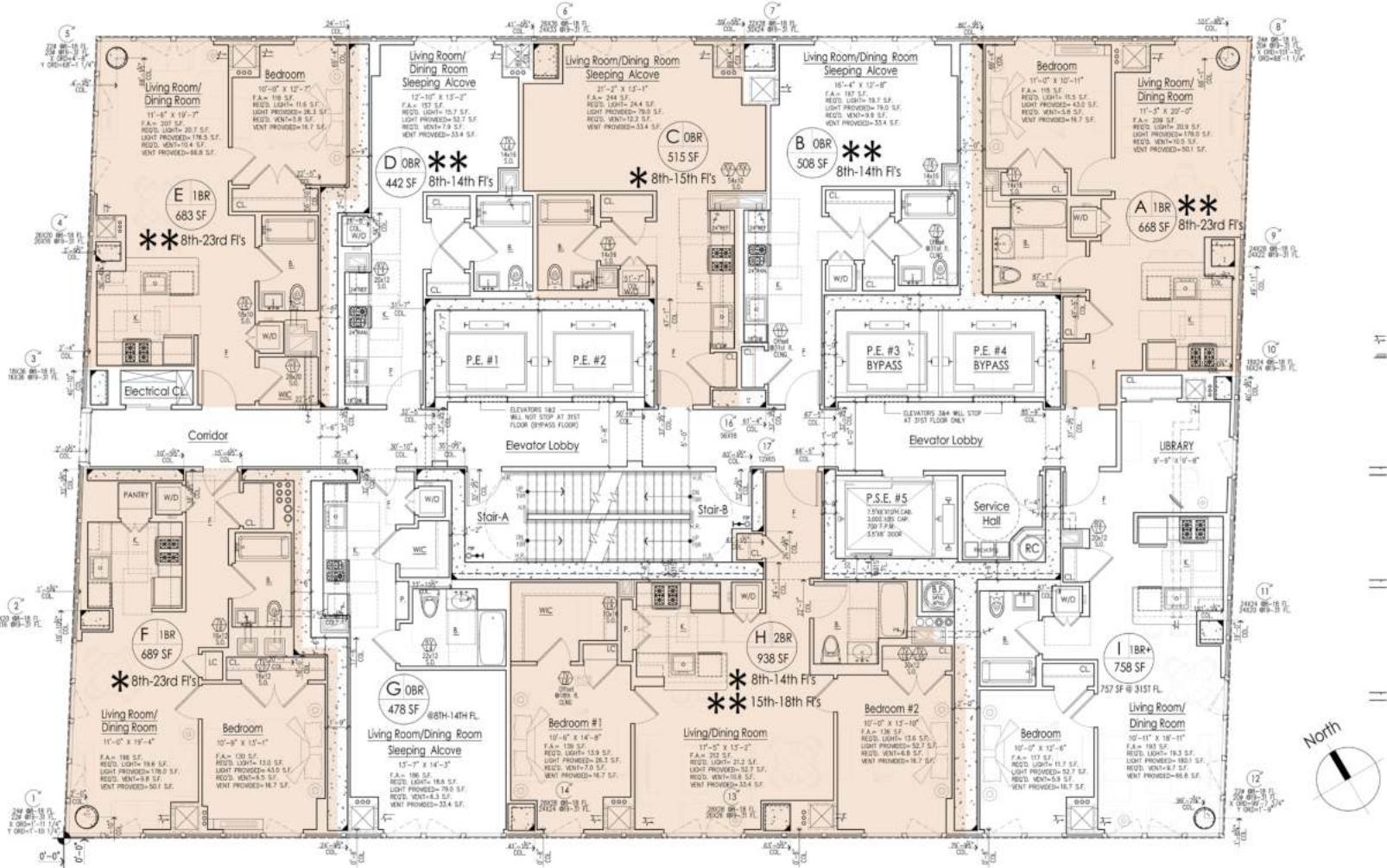
The system includes pricing grids, deal tracking, inquiry & CRM information, inventory management systems, absorption schedules, and more.

This system can be customized or built out further to accommodate clients using cloud or web-based tools such as Salesforce, PropertyBase, Spark, Nestio, Yardi, Sequent, etc.

Unit	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1	1 / 1	1 / 1	0 / 1	0 / 1	1 / 2
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,500	\$4,500
SF	652	547	549	650	596	1199	605	589	617	520	509	871
Terrace Status	Off Market	CLOSED	Off Market	Off Market								
Unit	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1	1 / 1	1 / 1	0 / 1	0 / 1	1 / 2
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,500	\$4,500
SF	652	547	549	650	596	1199	605	589	617	520	509	871
Terrace Status	Off Market	Off Market	Off Market	CLOSED	Off Market	Off Market	CLOSED	Off Market	Off Market	Off Market	Off Market	CLOSED
Unit	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1	1 / 1	1 / 1	0 / 1	0 / 1	1 / 2
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,500	\$4,500
SF	652	547	549	650	596	1199	605	589	617	520	509	871
Terrace Status	Off Market	Off Market	PENDING	Off Market	Off Market	PENDING	CLOSED	Off Market	Off Market	Off Market	CLOSED	Off Market
Unit	901	902	903	904	905	906	907	908	909	910		
Type	0 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1.5	1 / 1.5	1 / 1.5	1 / 1		
Gross Rent	\$2,500	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$4,340	\$4,350	\$4,440	\$3,000		
SF	484	547	549	650	596	1199	820	854	863	751		
Terrace Status	Closed	Off Market	PENDING	Off Market	Off Market	PENDING	CLOSED	Off Market	Off Market	Off Market	CLOSED	Off Market
Unit	803	804	805	806	807	808	809	810	811	812	813	814
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1.5	1 / 1.5	1 / 1.5	1 / 1	1 / 1	1 / 1
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$4,325	\$4,335	\$4,425	\$3,000	\$3,000	\$3,000
SF	648	547	549	596	596	1199	820	854	863	751	760	595
Terrace Status	Off Market	PENDING	CLOSED	Off Market	Off Market	CLOSED	Off Market	Off Market				
Unit	703	704	705	706	707	708	709	710	711	712	713	714
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1.5	1 / 1.5	1 / 1.5	1 / 1	1 / 1	1 / 1
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$4,310	\$4,320	\$4,410	\$3,000	\$3,000	\$3,000
SF	648	547	549	596	596	1199	820	854	863	751	760	595
Terrace Status	Off Market	PENDING	Off Market	Off Market	Off Market	Off Market	PENDING	Off Market				

*Reporting is dependent upon size and location of project

DESIGN AND DEVELOPMENT*



DEVELOPMENT PLANNING

We assist in the development of a property from concept to realization. This requires decades of expertise, industry-leading intelligence and an unwavering commitment to excellence in the marketplace. Collaborating with the world's most prestigious developers, architects and interior designers, the Douglas Elliman Development Marketing team understands the unique fusion of art and commerce for residential properties that define individual lifestyles and entire communities. Our process includes:

Generating the building unit mix and refining unit layouts to maximize value and create the most desirable floor plans

Collaborate with architects to develop efficient layouts that are attractive to our target audience

Identify and hire well known interior designers to collaborate on finishes, interior design, and cross-promotional opportunities

Establish amenity programming to include building services for optimal lifestyle

Effectively communicate current market demands to developers and design team in order to maximize property value

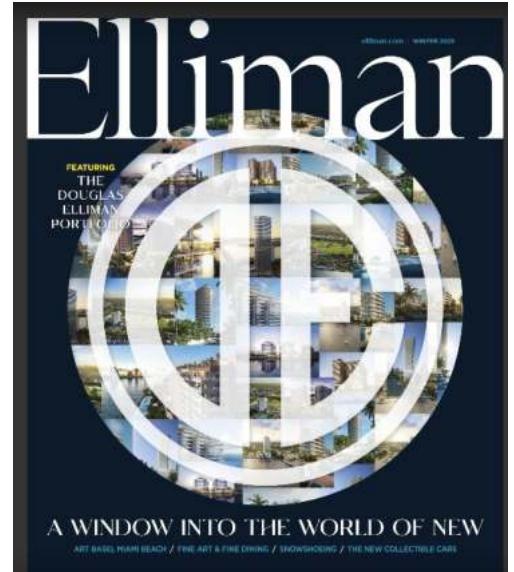
Identify ways to mitigate the environmental, economic, physical, and political issues inherent in a development project

Explore co-living options such as Ollie and Sonder.



*Design and Development dependent upon size and location of project

Elevated Elliman Exposure & Experience



ELLIMAN.COM

Visibility on website that drives over **7 million** users annually and over **600,000** users monthly spending over 3 minutes on average on the site

Page views of **27 million** annually

ELLIMAN MAGAZINE

Inclusion in the Elliman proprietary magazine with distribution nationally to high net worth individuals using Condé Nast and Hearst's subscriber database

Distributed to all DE offices and sales galleries across the US

SOCIAL MEDIA

640,000 users across all platforms

367 million impressions annually



BROKER OUTREACH

DE executive leadership participation in major milestone events to encourage top broker awareness of property

Access to the national DE database of **6,900 agents**

Sales team participation in broker “Road Shows”

Exclusive on-site events marketed to key DE offices

DIGITAL AND CRM OUTREACH TO NATIONWIDE BROKER NETWORK

Through our Studio Pro CRM platform with Douglas Elliman we have access to a database of over 3,000 real estate agents and experts in the NYC and NJ area. In addition to Studio Pro, the Katz team has their own database of 1000 contacts throughout NJ.



Elevated Elliman Exposure & Experience

JERSEY CITY'S NEWEST BOUTIQUE CONDOMINIUM

Harismus Flats
Jersey City, NJ

Todd Katz
Licensed Real Estate Salesperson
212.955.0000
973.266.3221
takatz@outlook.com

THE KATZ TEAM

Douglas Elliman announced recently the launch of Harismus Flats, a boutique residential condominium. Developed by Soho Industrial Development Group (SUDG-1) with architecture by MVVA Architects (Minerva Vandermark, Melia, Edley), the four-story building is located at 271 and 287 in Jersey City. Douglas Elliman's Ilio Poggi will spearhead the exclusive marketing and sales for the project.

We are thrilled to be involved on this exciting new residential development, where each residence offers light, a prime location and an elevated sense of modernity in the heart of Jersey City," said Ilio Poggi. "The building's location, rooftop views and rare parking garage will attract discerning buyers, and we look forward to selling out the project.

THE CITY NEWS

THE CITY NEWS

Atlantic Highlands • Colts Neck • Fair Haven • Highlands • Holmdel • Little Silver
Middletown • Monmouth Beach • Oceanport • Red Bank • Rumson • Sea Bright • Shrewsbury



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THE TWO RIVER TIMES

tworivertimes.com



PRINT ADVERTISING

Investment in our team advertising, which will showcase your properties are made on a quarterly and monthly bases.

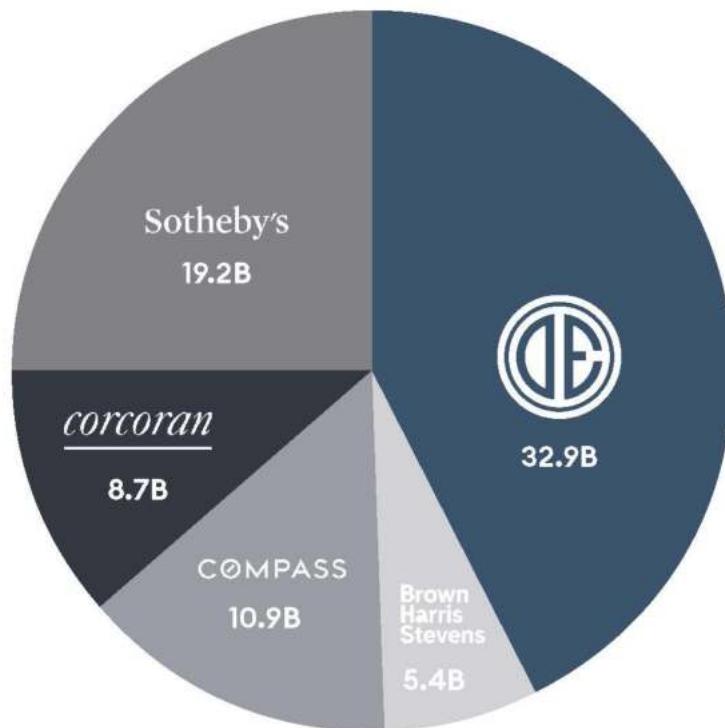
LOCAL NEWSPAPER ADVERTISING

Visibility to local residents via accredited newspaper outlets through our on-going media support. Investments for your property across publications such as Tri City News, The Coaster, Two River Times and at times, Long Branch Lifestyle will be a part of our partnership.




Public Relations
#1 in New York City

By reach, article volume and ad value,
 Douglas Elliman is the leading name in real estate news.



Total Reach of all articles that mentioned the brokerage.

By The Numbers - Editorial - January 1, 2022 - December 31, 2022

 Meltwater

elliman.com

The Power of Press

By all measures including reach, article volume and ad value, Douglas Elliman is one of the leading names in real estate news.

167B

Total potential reach of all articles that mentioned **Douglas Elliman**.

\$1.5B

Total **ad value** equivalent of all news content that mentioned Douglas Elliman.

34,953

Total number of articles mentioning the brokerage.

 Meltwater

By the Numbers - Editorial - January 1, 2022 - December 31, 2022



Market Intelligence & Research



2023 WEALTH REPORT

The Wealth Report, now in its 17th year, is the industry's leading publication on global prime property markets, wealth distribution, and investment sentiment.

Increasingly, the trends of the world's wealthiest are influencing markets around the globe. The Wealth Report provides unique insight into the evolving behaviors of this important investment class and is a valuable guide to the emerging trends that are shaping our residential real estate markets worldwide.



DOUGLAS ELLIMAN OFFICE LOCATIONS

NEW JERSEY

221 RIVER STREET
HOBOKEN, NJ 07030
201.721.8610

803 RIVER RD, SUITE 101
FAIR HAVEN, NJ 07704

NEW YORK

EASTSIDE MANHATTAN

575 MADISON AVENUE
NEW YORK CITY, NY 10022
212.891.7000

575 MADISON AVENUE
3RD FLOOR
NEW YORK, NY 10022
212.350.8500

712 FIFTH AVENUE, 10TH FLOOR
NEW YORK CITY, NY 10019
212.702.4000
*DEVELOPMENT MARKETING

WESTSIDE MANHATTAN

1995 BROADWAY
NEW YORK CITY, NY 10023
212.362.9600

2142 BROADWAY
NEW YORK CITY, NY 10023
212.769.2004

2112 FREDERICK DOUGLASS
BOULEVARD
NEW YORK CITY, NY 10026
212.865.1100

DOWNTOWN MANHATTAN

41 BANK STREET
NEW YORK, NY 10014
212.598.3199

936 BROADWAY
NEW YORK CITY, NY 10010
212.598.3199

140 FRANKLIN STREET
NEW YORK CITY, NY 10013
212.965.6000

111 FIFTH AVENUE
NEW YORK CITY, NY 10003
212.645.4040

690 WASHINGTON STREET
NEW YORK CITY, NY 10014
212.352.3400

BROOKLYN

43 FIFTH AVENUE
BROOKLYN, NY 11217
347.844.9162

190 FIFTH AVENUE
BROOKLYN, NY 11217
718.230.3201

156 MONTAGUE STREET
BROOKLYN, NY 11201
718.780.8100

187 7TH AVENUE
BROOKLYN, NY 11215
718.840.2000

237 SMITH STREET
BROOKLYN, NY 11231
718.522.2929

280 METROPOLITAN AVENUE
BROOKLYN, NY 11211
718.486.4400

664 FULTON STREET
BROOKLYN, NY 11217
718.715.7000

1410 CORTELYOU ROAD
BROOKLYN, NY 11226
718.856.3572

2503 AVENUE U
BROOKLYN, NY 11229
718.840.2100

RIVERDALE/BRONX

3544 JOHNSON AVENUE
RIVERDALE, NY 10463
718.884.5815

QUEENS

36-29 BELL BOULEVARD
BAYSIDE, NY 11361
718.631.8900

47-37 VERNON BOULEVARD
LONG ISLAND CITY, NY 11101
917.386.6164

NASSAU

390 FRANKLIN AVENUE
FRANKLIN SQUARE, NY 11010
516.327.6500

130 7TH STREET
GARDEN CITY, NY 11530
516.307.9406

111 BOND STREET
GREAT NECK, NY 11021
516.466.2100

71 FOREST AVENUE
LOCUST VALLEY, NY 11560
516.759.0400

30 WEST PARK AVENUE
LONG BEACH, NY 11561
516.432.3400

154 PLANDOME ROAD
MANHASSET, NY 11030
516.627.2800

5066 SUNRISE HIGHWAY
MASSAPEQUA PARK, NY 11762
516.795.3456

2300 MERRICK ROAD
MERRICK, NY 11566
516.623.4500

1700 LAKEVILLE ROAD
NEW HYDE PARK, NY 11040
516.746.0440

998A OLD COUNTRY ROAD
PLAINVIEW, NY 11803
516.681.2600

475 PORT WASHINGTON
BOULEVARD
PORT WASHINGTON, NY 11050
516.883.5200

304 MERRICK ROAD
ROCKVILLE CENTRE, NY 11570
516.669.3700

1528 OLD NORTHERN BOULEVARD
ROSLYN, NY 11576
516.621.3555

263 SEA CLIFF AVENUE
SEA CLIFF, NY 11579
516.669.3600

277 JERICHO TURNPIKE
SYOSSET, NY 11791
516.921.2262

SUFFOLK

124 WEST MAIN STREET
BABYLON, NY 11702
631.422.7510

550 SMITHTOWN BYPASS, SUITE 117
SMITHTOWN, NY 11787
631.858.2405

*COMMERCIAL
100 WEST MAIN STREET
EAST ISLIP, NY 11730
631.581.8855

300 MAIN STREET, SUITE 2
EAST SETAUKEET, NY 11733
631.751.6000

2410 NORTH OCEAN AVENUE
FARMINGVILLE, NY 11738
631.585.8500

164 EAST MAIN STREET
HUNTINGTON, NY 11743
631.549.4400

110 WALT WHITMAN ROAD, STE 106
HUNTINGTON STATION, NY 11746
631.549.7401

937 BAYVIEW WALK, PO BOX 48
OCEAN BEACH, NY 11770
631.583.0010

150 MAIN STREET
SAYVILLE, NY 11782
631.589.8500

200 WEST MAIN STREET
SMITHTOWN, NY 11787
631.543.9400

NORTH FORK

28200 MAIN ROAD
CUTCHOGUE, NY 11935
631.354.8100

124 FRONT STREET
GREENPORT, NY 11944
631.477.2220

11700 MAIN ROAD
MATTITUCK, NY 11952
631.298.8000

THE HAMPTONS

2488 MAIN STREET
BRIDGEHAMPTON, NY 11932
631.537.5900

20 MAIN STREET
EAST HAMPTON, NY 11937
631.329.9400

14 WEST MONTAUK HIGHWAY
HAMPTON BAYS, NY 11946
631.723.2721

134 JESSUP AVENUE
QUOGUE, NY 11959
631.653.6700

138 MAIN STREET
SAG HARBOR, NY 11963
631.725.0200

70 JOBS LANE
SOUTHAMPTON, NY 11968
631.283.4343

104 MAIN STREET
WESTHAMPTON BEACH, NY 11978
631.288.6244

99 THE PLAZA
MONTAUK, NY 11954
631.668.6565W

WESTCHESTER

402 MAIN STREET, 1
ARMONK, NY 10504
914.273.1001

438 OLD POST ROAD
BEDFORD, NY 10506
914.234.4590

83 KATONAH AVENUE
KATONAH, NY 10536
914.232.3700

26 POPHAM ROAD
SCARSDALE, NY 10583
914.723.6800

CONNECTICUT

GREENWICH

75 ARCH STREET
GREENWICH, CT 06830
203.622.4900

NEW CANAAN

199 ELM STREET
NEW CANAAN, CT 06840
203.889.5580

MASSACHUSETTS

BOSTON - BACK BAY

255 NEWBURY STREET
BOSTON, MA 02116
617.247.3177

20 PARK PLAZA, SUITE 820
BOSTON, MA 02116
617.267.3500

BOSTON - DOWNTOWN

46-48 BATTERY MARCH STREET
BOSTON, MA 02110

NANTUCKET

12 OAK STREET, SUITE B
NANTUCKET, MA 02554
508.365.2833

WELLESLEY

40 CENTRAL STREET
WELLESLEY, MA 02482
781.472.1099

FLORIDA

AVENTRA

18851 NE 29 AVENUE, 108
AVENTRA, FL 33180
305.728.2420

BAY HARBOR ISLANDS

1021 KANE CONCOURSE
BAY HARBOR ISLANDS, FL 33154
305.866.4566

BOCA RATON

444 EAST PALMETTO PARK ROAD
BOCA RATON, FL 33432
561.245.2635

COCONUT GROVE

3059 GRAND AVENUE #340
MIAMI, FL 33133
305.695.6070

CORAL GABLES

1515 SUNSET DRIVE, 10
CORAL GABLES, FL 33143
305.695.6060

DELRAY BEACH

900 EAST ATLANTIC AVENUE, 1
DELRAY BEACH, FL 33483
561.278.5570

FORT LAUDERDALE

450 EAST LAS OLAS BOULEVARD,
140
FORT LAUDERDALE, FL 33301
954.874.0740

2100 NORTH OCEAN BOULEVARD,
402
FORT LAUDERDALE, FL 33305
954.828.1858

1121 E BROWARD BLVD, SUITE 200
FORT LAUDERDALE, FL 33301
954.947.0121

1 NORTH FORT LAUDERDALE BEACH
BLVD.
FORT LAUDERDALE, FL 33304
954.522.3339

JUPITER

400 SOUTH US HIGHWAY 1, C1
JUPITER, FL 33477
561.653.6100

MIAMI

5555 BISCAYNE BOULEVARD, 302
MIAMI, FL 33137
305.677.5000

MIAMI BEACH

1111 LINCOLN ROAD, 805
MIAMI BEACH, FL 33139
305.695.6300

120 OCEAN DRIVE, 110
MIAMI BEACH, FL 33139
305.695.6075

NAPLES

536 PARK STREET
NAPLES, FL 34102
239.799.5303

800 HARBOUR DRIVE
NAPLES, FL 34103
239.799.5300

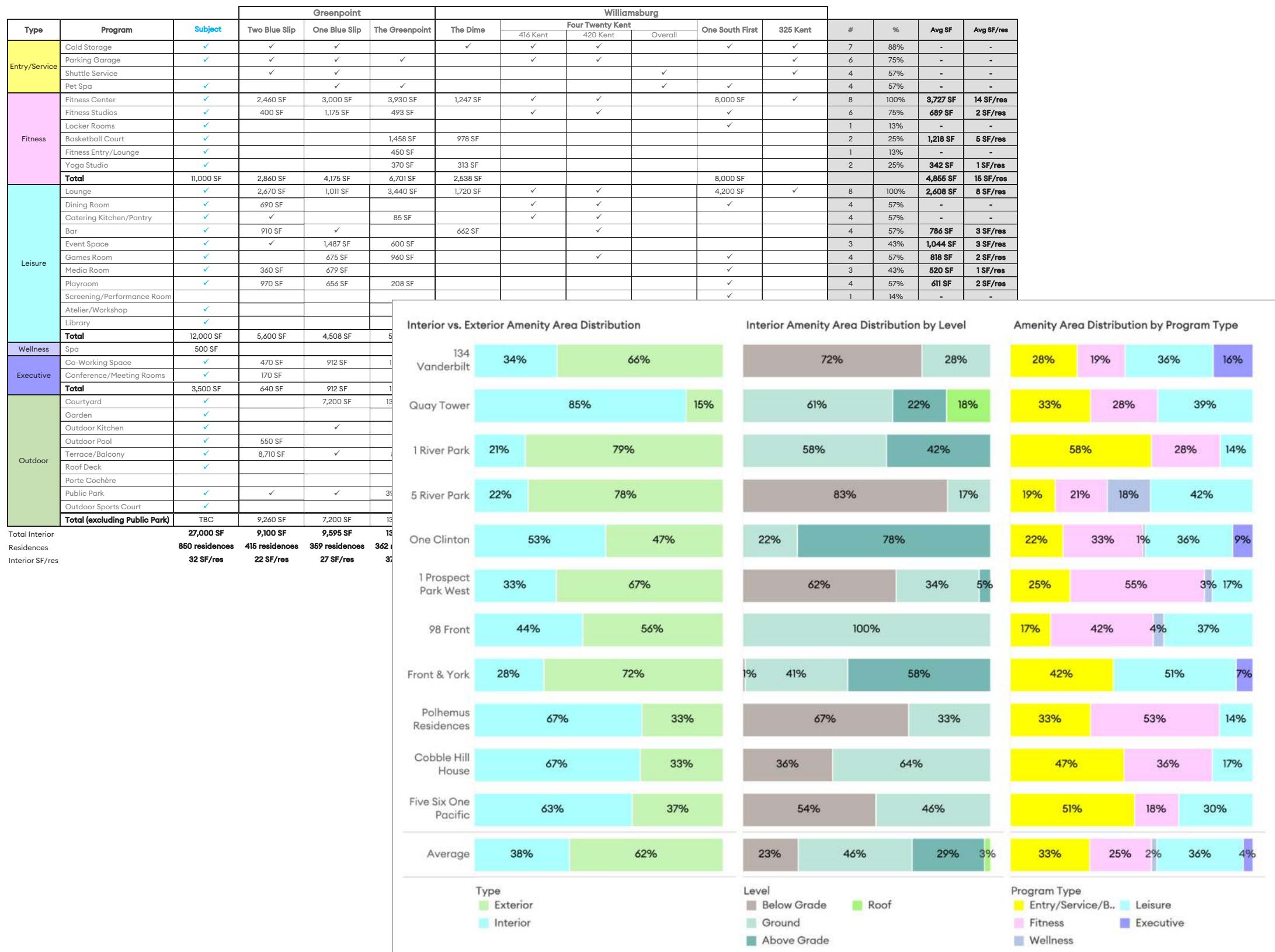
PALM BEACH

340 ROYAL POINCIANA WAY,

APPENDIX

PLANNING & DESIGN: BENCHMARKING*

COMPARABLE AMENITY SURVEY



*Benchmarking is dependent upon size and location of project

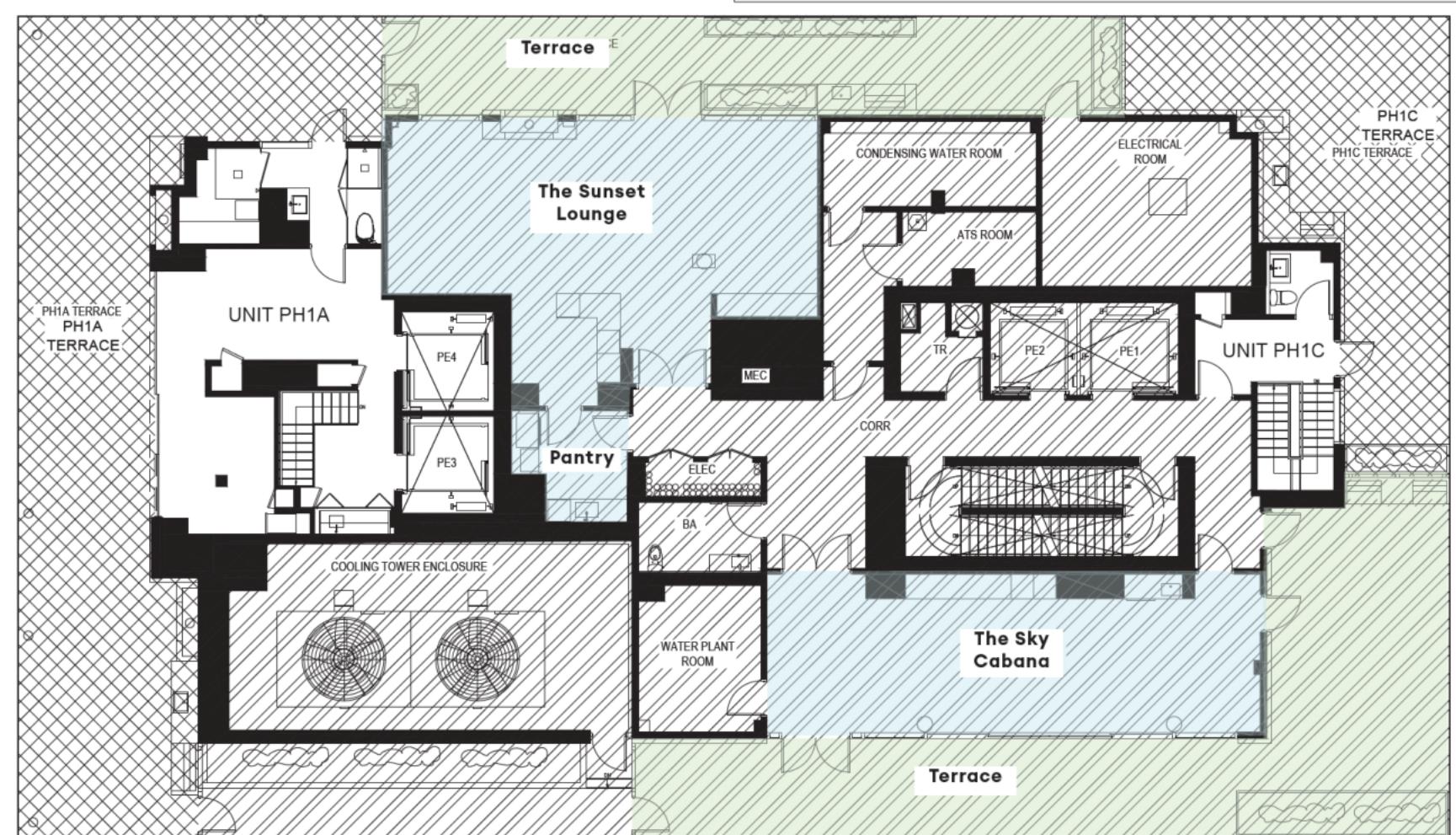
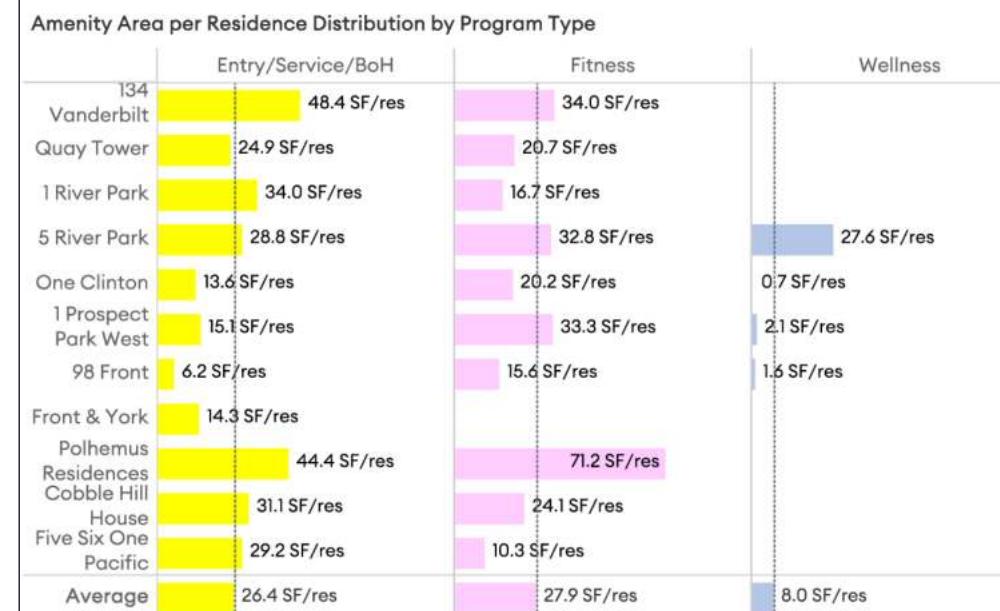
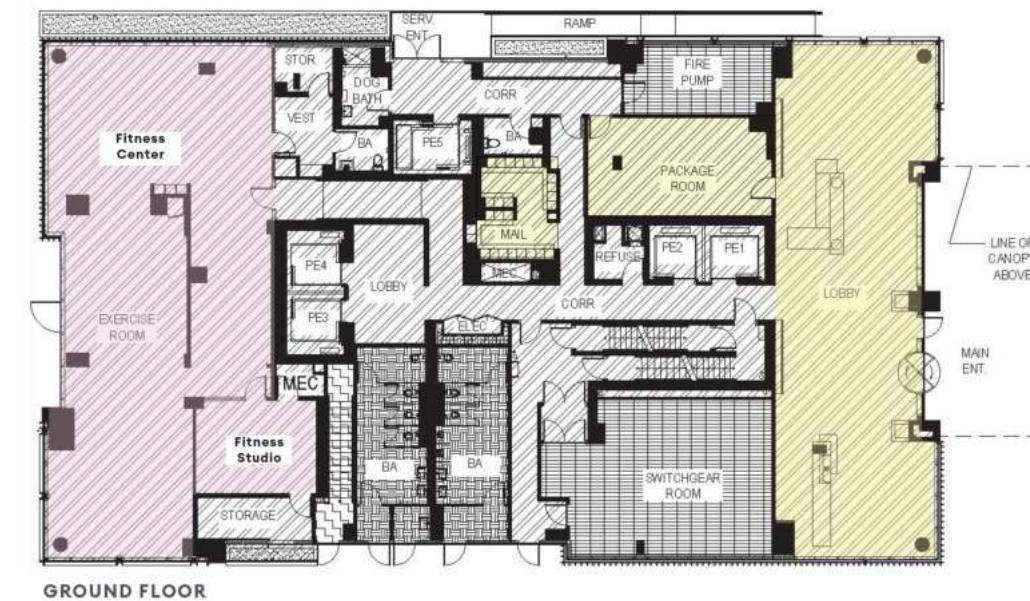
PLANNING & DESIGN: BENCHMARKING*

COMPARABLE AMENITY SURVEY

PROFILE



- Entry/Service
- Service BOH
- Fitness
- Wellness
- Leisure
- Executive
- Outdoor
- Storage
- Misc



*Benchmarking is dependent upon size and location of project

PLANNING & DESIGN: BENCHMARKING

COMPARABLE AMENITY SURVEY

PROFILE



Lobby

Ground Floor
2,400 SF



Fitness Center

Ground Floor
2,150 SF



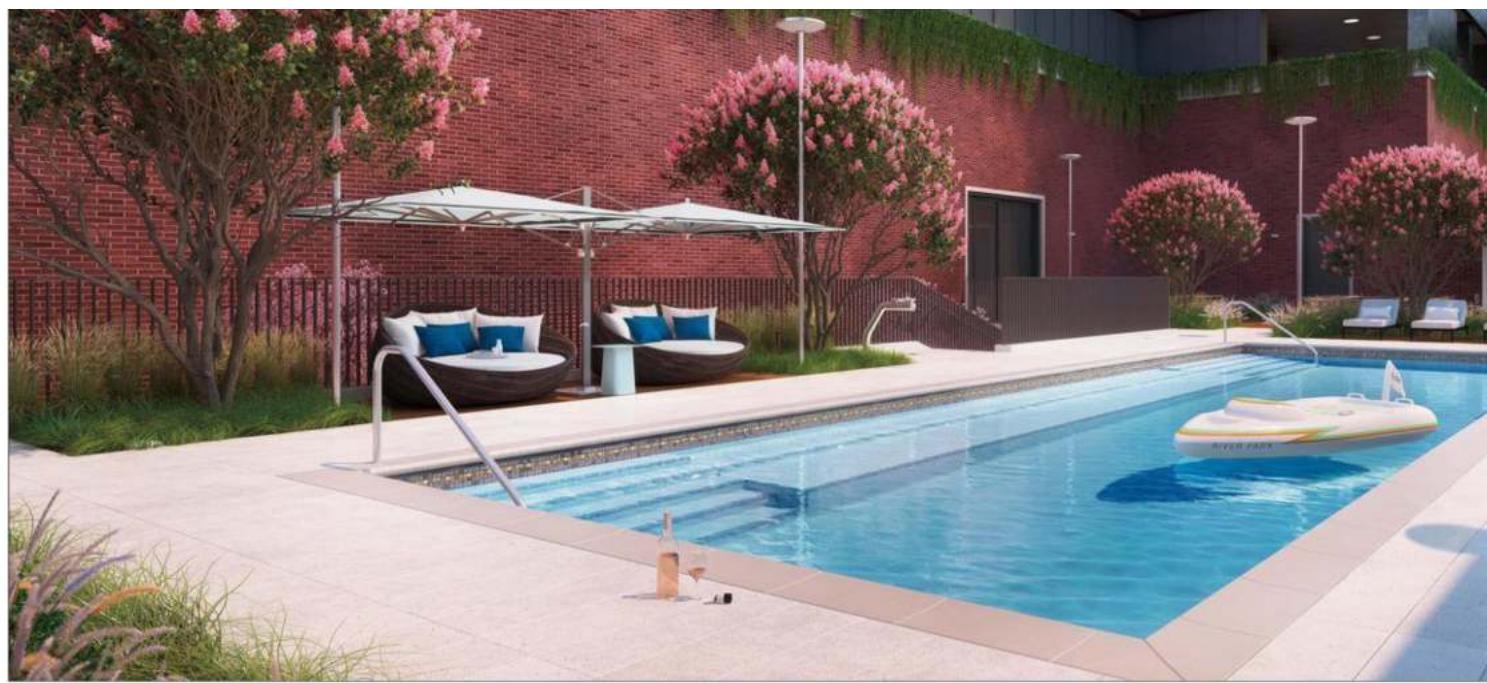
The Sunset Lounge

Roof
820 SF



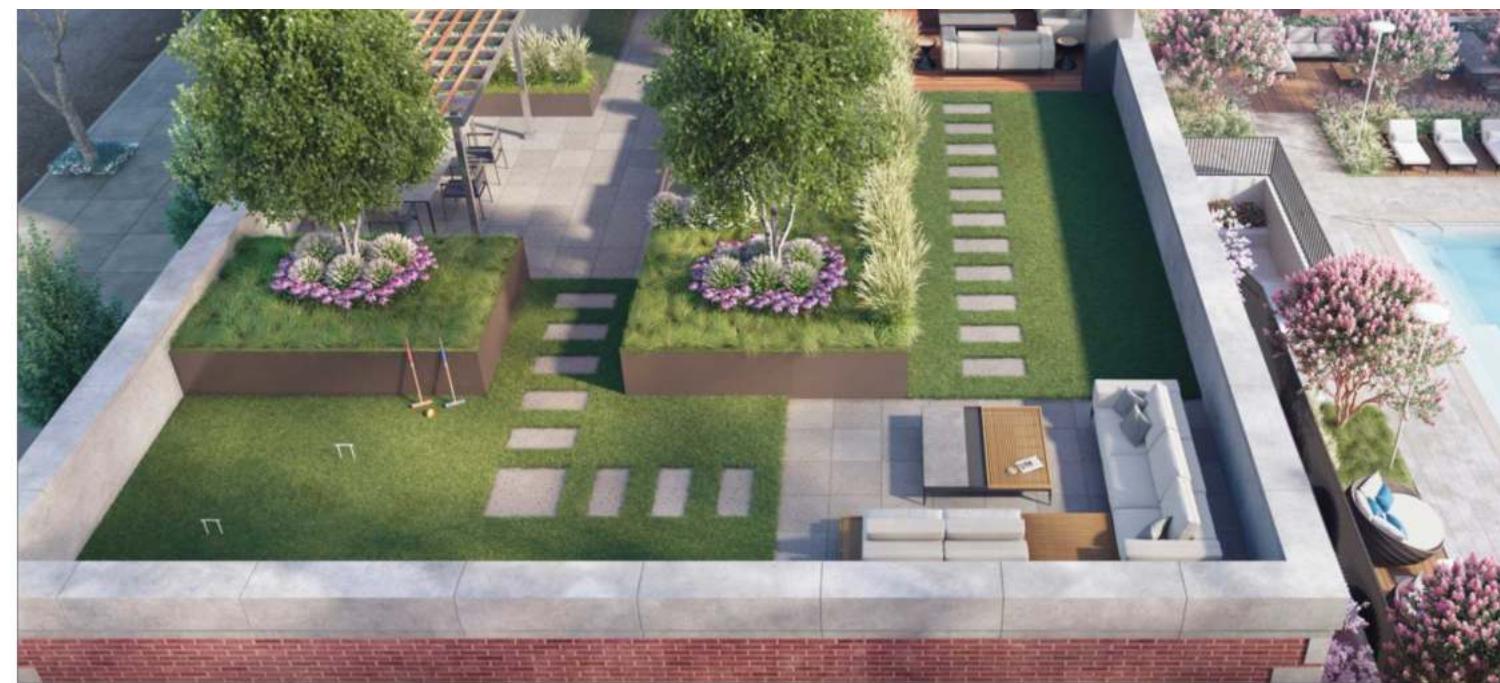
The Sky Cabana

Roof
690 SF



Outdoor Pool

Ground Floor
4,960 SF



South Terrace

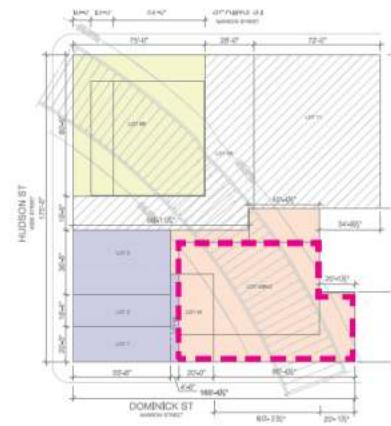
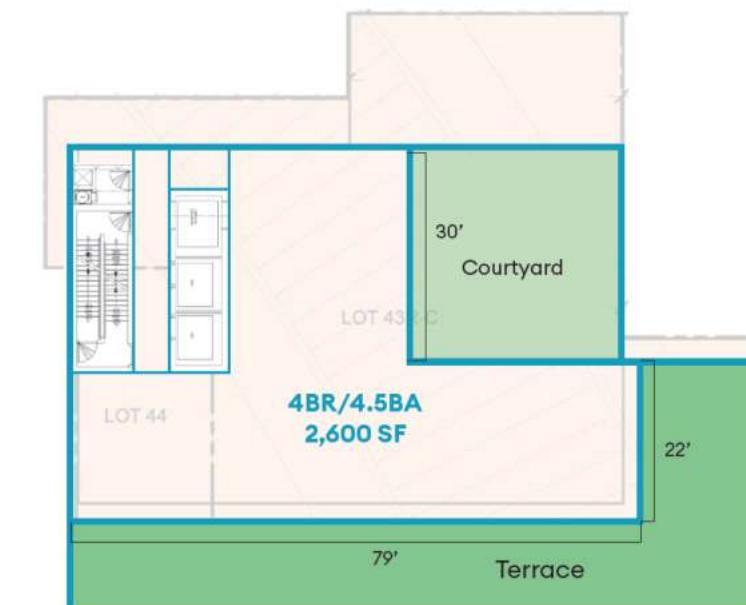
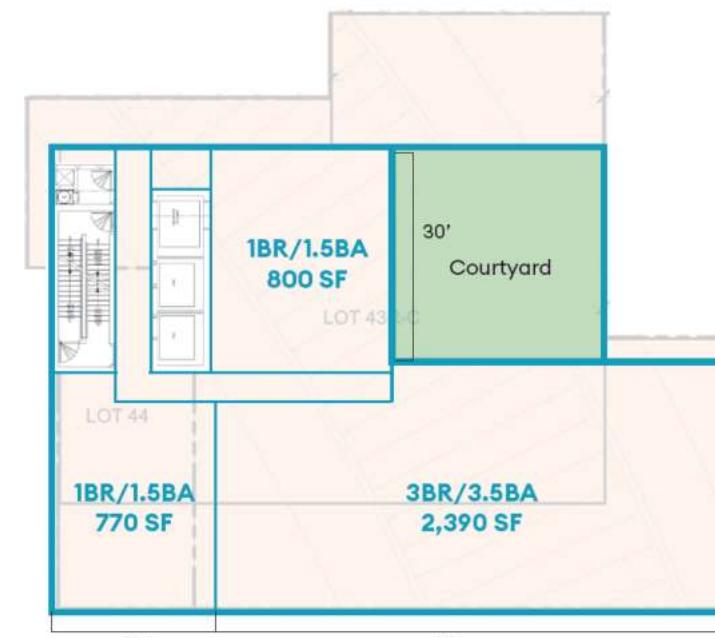
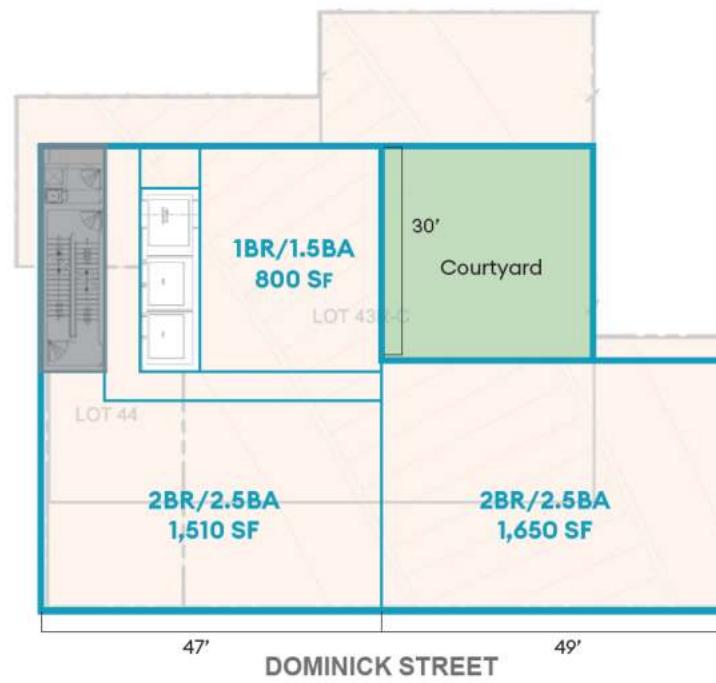
Marketing Floor 2
3,768 SF

PLANNING & DESIGN: DEMISING STUDIES*

SUMMARY

TYPE: Condo
GSF: 48,000 GSF
NSF: 34,280 NSF
FLOORS: 10
CEILING: 10' clear (typical) / 11'+ (premium)
UNITS: 25 units
AVG SF: 1,371 SF

Unit Type ▼	# Units	% Units	Average SF	Total SF	% Total SF	SF Range	
1BR	11 Units	44%	792 SF	8,710 SF	25%	770 SF	800 SF
2BR	10 Units	40%	1,580 SF	15,800 SF	46%	1,510 SF	1,650 SF
3BR	3 Units	12%	2,390 SF	7,170 SF	21%	2,390 SF	2,390 SF
4BR	1 Units	4%	2,600 SF	2,600 SF	8%	2,600 SF	2,600 SF
TOTAL	25 Units	100%	1,371 SF	34,280 SF	100%	770 SF	2,600 SF
TOTAL w/o PH	24 Units	96%	1,320 SF	31,680 SF	92%	770 SF	2,390 SF



This floor plan is for discussion purposes only. All dimensions are approximate. Douglas Elliman Development Marketing makes no representations or warranties, express or implied, that the dimensions and areas/square footage are accurate or that the unit can be constructed as drawn. These are not construction drawings. Please consult your architect and the sponsor for final confirmation and verification.

Douglas Elliman Development Marketing makes no representations or warranties, express or implied, with respect to future market conditions or prices of residential product at the time the subject property or any competitive property is complete and ready for occupancy or with respect to any report, study, finding, recommendation or other information provided by Douglas Elliman Development Marketing herein. Moreover, no warranty, express or implied, is made or should be assumed regarding the accuracy, adequacy, completeness, legality, reliability, merchantability or fitness for a particular purpose of any information, in part or whole, contained herein. Any and all such warranties are hereby expressly disclaimed.

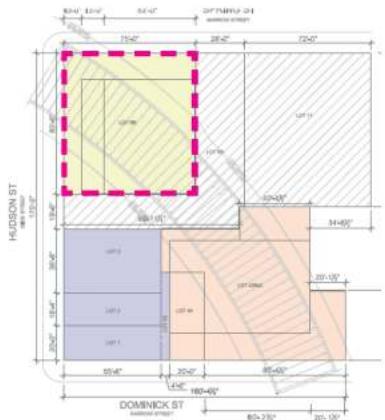
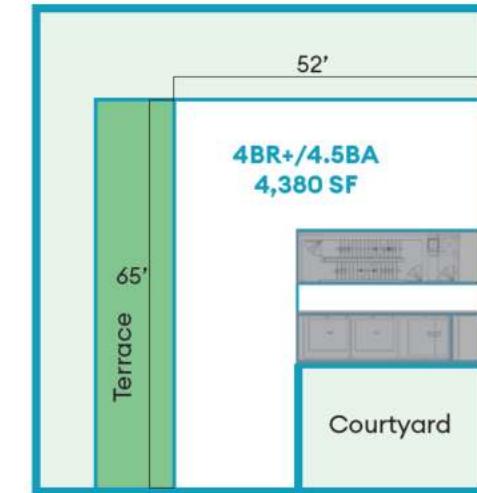
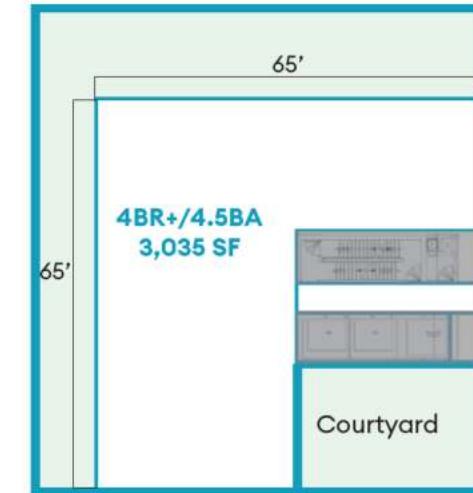
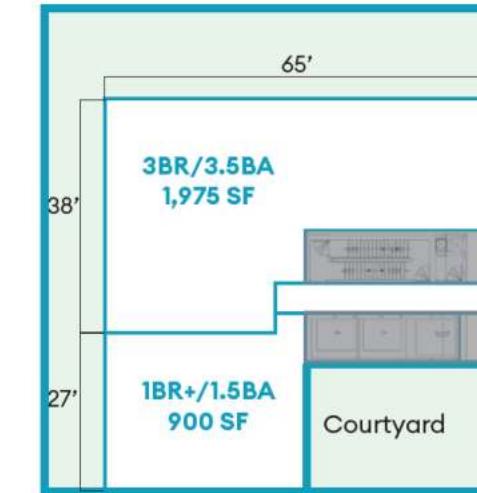
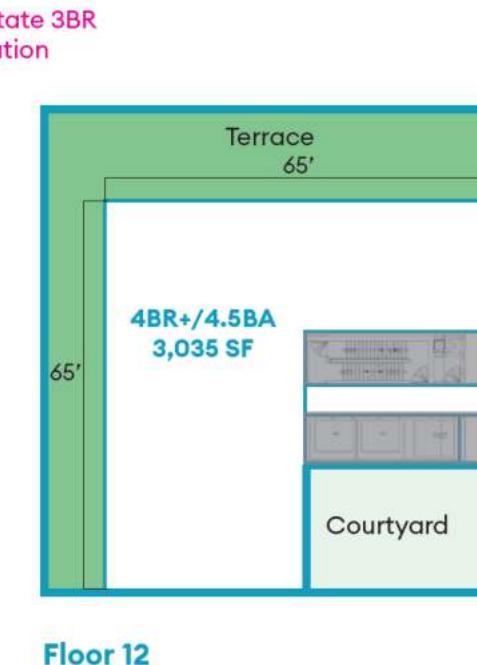
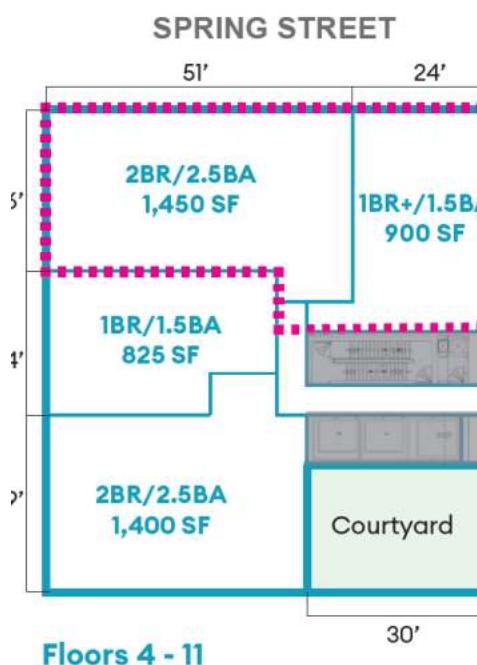
*Studies are dependent upon size and location of project

PLANNING & DESIGN: DEMISING STUDIES*

SUMMARY

TYPE: Condo
GSF: 102,000 GSF
NSF: 76,600 NSF
FLOORS: 25
CEILING: 10' clear (typical) / 11'+ (premium)
UNITS: 50 units
AVG SF: 1,532 SF

Unit Type ▼	# Units	% Units	Average SF	Total SF	% Total SF	SF Range	
1BR	21 Units	42%	875 SF	18,375 SF	24%	825 SF	900 SF
2BR	16 Units	32%	1,420 SF	22,725 SF	30%	1,375 SF	1,450 SF
3BR	5 Units	10%	1,975 SF	9,875 SF	13%	1,975 SF	1,975 SF
4BR	7 Units	14%	3,035 SF	21,245 SF	28%	3,035 SF	3,035 SF
5BR	1 Units	2%	4,380 SF	4,380 SF	6%	4,380 SF	4,380 SF
TOTAL	50 Units	100%	1,532 SF	76,600 SF	100%	825 SF	4,380 SF
TOTAL w/o PH	48 Units	96%	1,441 SF	69,185 SF	90%	825 SF	3,035 SF



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*Studies are dependent upon size and location of project



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M: 732-768-3329
Todd@TheKatzTeam.com
Todd.Katz@elliman.com