

The Girl's Guide to New Development™

# THE RESET

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# TRD HIGHLIGHTS

BY ANNE MARIE DIETZ

*A Leading Private Broker for New Development Advisory,  
Sales & Marketing with \$350M+ in Active Pipeline*

# From the desk of Anne Marie

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I'm Anne Marie Dietz – Founder and Broker of Record at Dietz Elber Real Estate, a boutique brokerage based in Delray Beach, Florida. I specialize exclusively in luxury new development sales and marketing across South Florida, with \$350M+ in active and coming-to-market pipeline, including The Seaton Residences at Atlantic Crossing, Fifth Avenue Townhomes, and a rare Dutch Colonial-inspired oceanfront collection in Ocean Ridge. My work is rooted in refined storytelling, design-forward strategy, and excellence at every phase.

Each month, when my copy of *The Real Deal* arrives, I read it the same way I always have—front to back, pen in hand. I'm not scanning for headlines. I'm looking for signals: where capital is moving, how positioning is shifting, and who's operating quietly when the market resets.

I first discovered *The Real Deal* in 2011 while working in Manhattan at Douglas Elliman (West 17th Street). Issues would land on our desks, hot off the press. I've read every one since—marking them up and pulling out the quiet details most people skim.

This series is the result: TRD Highlights—my strategist-coded notes on what matters, and why, through the lens of new development. Because your advantage is rarely volume. It's timing, restraint, access, and conviction.

## **Anne Marie Dietz**

Founder & Broker of Record  
Dietz Elber Real Estate, LLC.

Anne Marie

# What's Inside

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- **My Must-Read Pages**

- **p. 20 – Miki's Mark:** Naftali's next move: "taking Fifth Avenue" (800 Fifth Ave demolition + 26-story Robert A.M. Stern tower)
- **p. 30 – AMD Must-Read:** SHHHH! Keep details quiet—let the multi-million-dollar deals speak for themselves
- **p. 74 – The Closing:** Michael Liebowitz (Douglas Elliman CEO)

- **Strategist Takeaways**

- What "quiet selling" signals about demand, leverage, and buyer psychology
- Why scarcity + controlled access are outperforming traditional blasts
- How long-cycle development timelines create compounding value (and patience pays)

- **How I'd Apply This**

- Registry → Private Appointments → Controlled Release
- Sequencing, access, messaging discipline, and broker strategy—without noise

- **Side Notes Worth Watching**

- Elliman: ~\$24.7M net loss in Q3 2025; DOUG ~\$2.740
- A nod to Robert A.M. Stern's legacy—architecture as the lasting signature behind great skylines



# MUST-READ

Continued...

## 03. p. 74 – The Closing Interview (Michael Liebowitz / Douglas Elliman CEO)

- This is worth reading not just for Elliman commentary, but as a broader signal about how legacy brokerages are navigating this reset.
- **Elliman side note:** reported ~\$24.7M net loss in Q3 2025; NYSE DOUG ~\$2.740 trading today.
- Market signal: the “old models” are under pressure—while specialist, boutique, and product-driven strategies are gaining leverage.

## Key Takeaways (the strategist-coded version)

1. **The new luxury flex is invisibility.** The more coveted the product, the less it needs to perform publicly
2. **Scarcity is real**—and buyers are competing for standards, not square footage. The gap between “luxury marketed” and “luxury that qualifies” is widening
3. **The sales gallery is evolving.** It’s no longer a place to “sell.” It’s a place to qualify, stage, and control the sequence—or it disappears entirely
4. **Registry is the new launch list.** If your registry is healthy, you don’t need mass advertising—you need appointment discipline
5. **Quiet selling creates leverage for pricing and pace.** When information is controlled, the buyer’s urgency increases—because access is limited.



# HOW I APPLY THIS

## The Quiet Sell Framework (how I run launches)

### Step 1 – Build the Registry (Years, not weeks):

Capture interest continuously: site visibility & construction progress, broker relationships, organic referrals, signage, word-of-mouth.

- **Organize by tiers:**

- Tier 1: most qualified / most aligned / highest intent
- Tier 2: strong prospects, needs nurturing
- Tier 3: curious / content-driven leads

### Step 2 – Private Appointments First (VIP-only sequence):

- Start with **registry prospects** before anything goes wide
- **Keep the experience elevated:**
  - appointment windows
  - curated materials
  - controlled floorplan sharing
  - no mass email blasts or ads
- **Goal: convert quietly, then control the narrative of demand.**

### Step 3 – Controlled Information = Controlled Velocity:

- **In early phase, less detail is power:**
  - “We are not publicly releasing everything yet.”
  - “We’re meeting privately with qualified prospects first.”
- Luxury buyers don’t need more information. They need **confidence** and **timing**.

### Step 4 – Use the Site as the Marketing:

When the location is undeniable and the build is visible, the project markets itself.

- Construction progress becomes proof.
- Visibility creates implied demand.
- Restraint signals strength.



## Why this matters to my approach at Atlantic Crossing

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This article is essentially describing my exact strategy:

- I've been building a registry for years with no paid advertising
- We have multiple times the interest needed to sell out a limited residence count
- The project's presence on Atlantic Avenue is the strongest marketing asset we have

### **When we launch, we will prioritize:**

- registry appointments
- broker credibility
- controlled release of details
- and a disciplined sales sequence

***Because the goal isn't attention. The goal is sell-out execution.***



## Quick Scripts (use these in real life)

### **To an agency pushing ads:**

*"We're not looking for volume. We're looking for qualified demand. This launch is appointment-first."*

### **To a buyer asking for everything up front:**

*"We're not releasing details at this time. Right now we're registering and qualifying prospects first."*

### **To a broker requesting access:**

*"We're prioritizing appointments for buyers who have reached out to us and are ready to move within our first release window"*

# FINAL THOUGHTS

*In this market, the best projects don't chase the buyer. They curate access, protect the narrative, and let demand build quietly—until the sellout speaks for itself.*



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