

Developer Services

INTERNATIONALLY NETWORKED.
LOCALLY LINKED.

COMPASS

The Piracini Group Approach

Our team approach includes every element, from pricing analysis and model home merchandising to collateral creation and sales cycle. We work hand in hand to ensure that the developer has a consistent voice throughout the marketing process. We see ourselves as your partner, driving the process to create value at every turn.

Goals

Promote accelerated pre-sales, strategic phasing, profitable options and upgrades, ongoing lead management and analysis, a well managed sales process, happy home buyers, and sales velocity. In short, we process implementing a short term plan to generate strong pre-sales and a long term plan to bring all sales from offer to closing smoothly. This turn-key proposal includes the following

- 1 Phase I**
Design Development, Product Positioning,
Pricing Strategy and Sales Recommendations
- 2 Phase II**
Implementation of pre-marketing
and pre-sales strategies
- 3 Phase III**
Implementation of Marketing and Sales Plan

In Our Client's Own Words

“The Piracini Group’s level of responsiveness and attention to detail is simply outstanding, as they are always a quick phone call away. Susan’s energy to make lasting relationships with each buyer helps to boost sales and provide a quick, seamless transaction for everyone involved. I will continue to pursue the team’s skills and expertise on my future projects.”

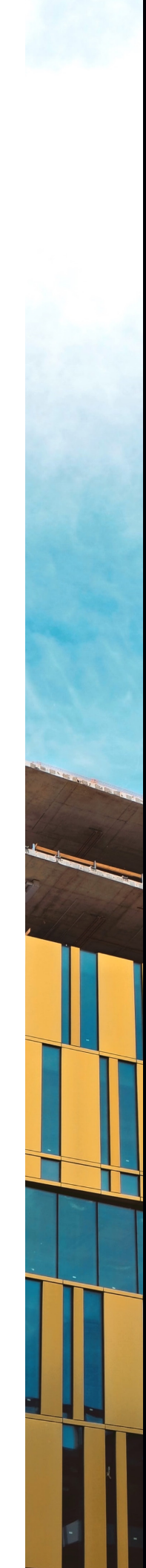
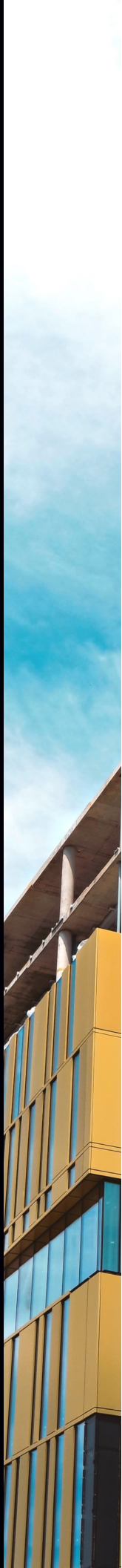
— *Robert Zucker, CEO | Chestnut Hill Realty*

“Susan exceeded every expectation we had. I wish I could have cloned her so I could have a “Susan” at every one of our condo sales centers nationwide. Her attention to detail is second-to-none, and her ability to handle the sale from first introduction all the way through post-closing is extraordinary. The Piracini Group is the best and only choice for any developer looking for sales velocity, accurate reporting, and a smooth sales process.”

— *Rami Rosen, VP Marketing/Sales | Elad Group*

“I highly recommend The Piracini Group to anyone looking for sales velocity. Susan managed three sales sites for me simultaneously and the team executed a flawless sales strategy. They are smart, technologically savvy and our residents loved working with them, making our job easier. We would definitely hire TPG in the future!”

— *Brian Falvey VP Sales | OHC Development*



Experience Matters

1 SURVEYING THE LANDSCAPE

- With complete and comprehensive reports on market conditions, local demographics, employment rates and income levels
- In-depth analysis includes researching the local real estate market, identifying the competition, and formulating precise pricing structures
- Assist with design development and recommendations for unit finishes, building amenities, and other value-added features

2 OUR MARKETING APPROACH

- There is no “one size fits all”. Each plan considers the current market climate, the location, the established data point, and the target market
- Plans include a complete strategy for the sales and marketing, marketing budget, PR, and media coordination, along with broker, business and community outreach
- Catered to the specific style and brand of the project, we cultivate valuable connections to ensure prime exposure for your project

3 OUR SALES STRATEGY

- We coordinate every sales element from the customer’s initial visit through final transaction
- Our agents are highly skilled communicators, facilitators, and strong closers who know every detail and facet of the project to represent them comprehensively to each prospective resident
- We set up and operate a sales center with model homes merchandised by award-winning designers — we run a hands-on operation for you, 24 hours a day, seven days a week

4 HOW WE MEASURE SUCCESS

- We put comprehensive tracking and reporting procedures in place from day one
- Weekly and monthly reports tracking sales center traffic, reservations, contracts, and closings
- Reports also include detail sales traffic and lead generation initiatives that convert into real sales

5 CONTINUED COLLABORATION

- Our services do not end the day after the sale
- A happy customer is a vital part of a happy community, which is a direct reflection of you, your work, reputation, and future success
- We continue to work with all unit owners after the closing, conducting new homeowners orientation sessions, and coordinating customer satisfaction sign-offs



On-site Sales & Marketing Experience

The Residences at 4040 Washington

Boston, MA
28 Residences
Condominium Conversion

The Parkway at Chestnut Hill

Brookline, MA
11 Residences
*New Construction
Condominium Project*

Hammond Pond Place

Brookline, MA
27 Residences
*New Construction
Condominium Project*

Post Road Village

Wayland, MA
12 Residences
Newly Constructed Townhomes

Longwood Towers

Brookline, MA
242 Condominium Homes
Condominium Conversion

Spicket Commons

Methuen, MA
164 Residences
Condominium Conversion

Aria at Hawthorne Hill

Danvers, MA
64 Residences
New Condominium Community

Juniper Village

Peabody MA
60 Residences
New Condominium Community

Drake Crossing

Peabody, MA
17 Residences
New Condominium Community

Newton Park

Brighton, MA
89 Residences
Condominium Conversion

The Colonnade

Gaithersburg, MD
307 Residences
New Construction

The Fitz

Rockville, MD
221 Residences
Condominium Conversion

Past New Developments

The Estuary | Hull

11 Waterfront Town Homes

Port 45 | South Boston

105 Luxury Condominium Homes

39A Street | South Boston

39 Luxury Condominium Homes

The Marc | Bay Village, Boston

9 Boutique Luxury Condominiums

The Boulevard | Financial District

36 Luxury Condominium Homes

10 Gloucester | Back Bay

3 Luxurious Townhomes

The Flats on Marion | Coolidge Corner

Luxury Condominium Homes

The Lucas | South End

33 Historically Significant Luxury Condo

70 Bremen | East Boston

32 Luxury Condominium Homes

Exceeding
expectations,
one community
at a time.



The Piracini Group is a luxury real estate team at Compass. TPG has over 20 years of experience marketing & selling new home communities in Boston and the surrounding areas. We represent builders and developers in providing sales solutions for new developments, rehabs, and conversions from market analysis through closing. We are passionate about delivering the best service and the best results.

We build strong working partnerships with our developer clients, and we welcome the opportunity to meet with you to present in detail how we can ensure that your project achieves the greatest success possible.



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