

CASE STUDY: Driving Awareness & Attracting Residents

How fishbat Accelerated Pre-Sales Revenue for a High-End Condominium Development

As a new luxury condominium development in the tight-knit Bronxville community, Villa BXV, a Fareri Associates property, needed to expand its reach to local buyers in order to secure pre-sales for a minimum of 20% of the units. To build awareness, generate, and nurture leads, fishbat implemented a comprehensive digital marketing strategy to drive potential buyers to pre-sales, before the completion of sample units.



Through a comprehensive digital marketing approach, fishbat was able to drive:

Over **800** highly targeted leads

80% of the project sold

Bidding war ensued over the remaining **20%** of units



Our Objective

Targeting empty nesters and millennials attracted to its proximity to New York City, our goal was to secure pre-sales for 20% of the units before launching large-scale marketing and walking tour programs.



Our Strategy

fishbat developed a multi-channel digital marketing strategy to drive awareness and generate leads. We focused on reaching new audiences through Facebook, optimizing the property's online presence with localized SEO, and launching email campaigns to nurture leads. This integrated approach ensured sustained engagement and steady growth in pre-sales.

