

# Trinity Sanctuary

*Mystic, CT*



PRESENTED BY THE AGENCY DEVELOPMENT GROUP | AUGUST 2024



THE AGENCY

# Project Overview & Your Needs

The opportunity to represent Trinity Sanctuary in Mystic, CT is an honor. The following presentation outlines our philosophy, global presence, and expertise in the luxury new development landscape. We believe our teams can successfully collaborate on the marketing and sales strategies for the development, combining best practices and extensive experience.

Trinity Sanctuary will be comprised of ~200 sustainable residences, promoting ecological design, energy efficiency, and green spaces. The ethos of the development is the connection with nature & wellness: mind, body and spirit. Minimalist but elegant, the residences at Trinity Sanctuary warrant formal engagement with a professional pre-development advisory partner with extensive experience in luxury branded residences and deep local market knowledge to advise on marketing, release strategy, and management of the sales & marketing programs to ensure a successful sellout.



# The Agency Development Group *for* Trinity Sanctuary

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INTRODUCTION

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# Introduction

# An Experienced Team of Real Estate *Professionals*



*Mike Leipart*  
Managing Partner



*Violet Tudas*  
Managing Director



*Maranda Blanton*  
Managing Director



*Katherine Demakos*  
VP of Marketing



*Jenna Marks*  
Project Manager



*Erin Kennelly*  
Executive Director, Research



*Niki Etebari*  
Sr. Research Analyst



*Laura Corrigan*  
SVP of Marketing & PR

# About The Agency

The Agency is a global, boutique real estate brokerage representing a portfolio of properties across the world's prime markets and celebrated destinations.

Named the Top Luxury Brokerage by Inman, The Agency is one of the fastest-growing premier, boutique brands in the world. Our clients and agents benefit from the shared resources of our international team, including in-house, cutting-edge creative, public relations, and tech divisions.

Unlike traditional brokerages, The Agency fosters a culture of collaboration. Behind each one of our agents is the knowledge and resources of an entire global team. By working together, we can offer our clients better representation and a true competitive edge.

Wherever you're going,  
The Agency can take you there.



# Our Franchise Offices

ALAMO, CA, US  
AMSTERDAM, NL  
ASPEN, CO, US  
AUSTIN, TX, US  
BAINBRIDGE ISLAND, WA, US  
BEND, OR, US  
BERKELEY, CA, US  
BETHESDA, MD, US  
BEVERLY HILLS, CA, US  
BIG SKY, MT, US  
BIRMINGHAM, MI, US  
BOSTON, MA, US  
BRANTFORD, ON, CA  
BRENTWOOD, CA, US  
**BRIDGEHAMPTON, NY, US**  
CALABASAS, CA, US  
CALGARY, AB, CA  
CARMEL-BY-THE-SEA (OCEAN), CA, US  
CARMEL-BY-THE-SEA (SAN CARLOS), CA, US  
CASTRO – SF, CA, US  
CAYMAN ISLANDS, US  
CORONA DEL MAR, CA, US  
COWICHAN, BC, CA  
DALLAS, TX, US  
DENVER, CO, US  
DOWNTOWN TORONTO, ON, CA  
DTLA, CA, US  
EDMONTON, AB, CA  
FREDRICK, MD, US

**FIRE ISLAND, LONG ISLAND, NY, US**  
FREDERICK, MD, US  
HALIFAX, NS, CA  
HALL & HUNTER – BIRMINGHAM, MI, US  
HEALDSBURG, CA, US  
HILTON HEAD, SC, US  
JAMAICA, JM  
KELOWNA, BC, CA  
KITCHENER – WATERLOO, ON, CA  
LA PAZ, MX  
LAGUNA BEACH, CA, US  
LAS VEGAS, NV, US  
LOS CABOS, MX  
LOS GATOS, CA, US  
MALIBU, CA, US  
MANHATTAN BEACH, CA, US  
MARIN, CA, US  
MAUI, HI, US  
MEXICO CITY, MX  
MIAMI, FL, US  
MONTREAL, QC, CA  
MUSKOKA, ON, CA  
NAPLES, FL, US  
NASSAU, BS  
NIAGARA, ON, CA  
**NEW CANAAN, CT, US**  
NORTH ATLANTA, GA, US  
**NORTH SHORE - NEW YORK, NY, US**  
NORTH VANCOUVER, BC, CA  
OAKVILLE, ON, CA

OKLAHOMA CITY, OK, US  
OTTAWA, ON, CA  
PACIFIC PALISADES, CA, US  
PALM BEACH, FL, US  
PALM DESERT, CA, US  
PALOS VERDES, CA, US  
PANAMA CITY, PANAMA  
PARK CITY MAIN STREET, UT, US  
PARK CITY SNOW RIDGE, UT, US  
PASADENA, CA, US  
PORTLAND, OR, US  
PUERTO VALLARTA, MX  
PUNTA DE MITA, MX  
RIVIERA MAYA, QR, MX  
SAN MIGUEL DE ALLENDE, MX  
SANTA BARBARA/MONTECITO, CA, US  
SCOTTSDALE, AZ, US  
SEATTLE, WA, US  
SHERMAN OAKS, CA, US  
STUDIO CITY, CA, US  
TODOS SANTOS, MX  
TORONTO - NORTH YORK, ON, CA  
TURKS & CAICOS, TCI  
TYLER, TX, US  
VENICE, CA, US  
VICTORIA, BC, CA  
**WESTCHESTER, NY, US**  
WEST VANCOUVER, BC, CA  
WHISTLER, BC, CA  
WOODSIDE, CA, US



## OUR GLOBAL REACH

The Agency brings our boutique approach to the world's most coveted markets.

120+  
OFFICES

\$72B+  
OVERALL  
GLOBAL SALES

12+  
COUNTRIES

*We can take you there.*

Our global presence allows us to serve our clients with a full scope of residential, commercial, luxury leasing, vacation rental and new development services.



It's a big world out there.

**RULE #2: HAVE FUN.**

We apologize in  
advance for the *(not so)*  
humblebrag

**TOP LUXURY  
BROKERAGE**

Consistently Recognized by Inman

**7 YEARS**

Inc. 5000 Fastest-Growing  
Private Companies

**5 YEARS**

Financial Times: One of The Americas'  
Fastest Growing Companies

**7TH**

Largest Privately Held  
Independent Brokerage in the Nation  
for Sales Volume by RealTrends

**#16**

RealTrends 500 List of  
Top Residential Brokerages

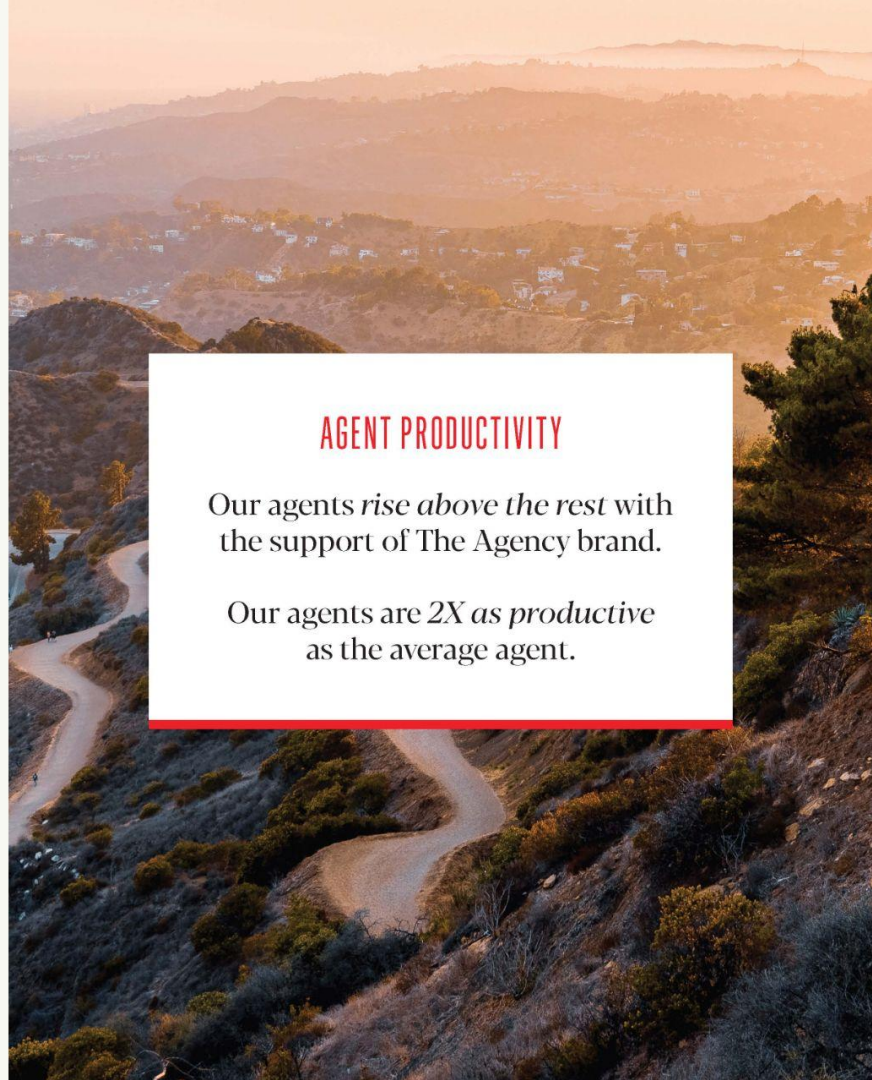
**#2**

Top Mover by Transaction Sides  
and Volume by RealTrends

**AGENT PRODUCTIVITY**

Our agents *rise above the rest* with  
the support of The Agency brand.

Our agents are *2X as productive*  
as the average agent.



## PUBLIC RELATIONS

# The power of the media is in the palm of our hands.

Our in-house, PR team based in major cities across the nation, keeps everyone talking about The Agency and our properties. They hold long-standing relationships with some of the world's most influential journalists, influencers and tastemakers. They ensure we're always part of the conversation.

### *In The Press*

OVER 2,000 PRESS  
PLACEMENTS ANNUALLY

HUNDREDS OF ARTICLES IN *THE WALL STREET JOURNAL*, *THE NEW YORK TIMES*, *LOS ANGELES TIMES*, *ARCHITECTURAL DIGEST*, *ROBB REPORT*, *MANSION GLOBAL*, *SAN FRANCISCO CHRONICLE*, AND MORE

MEDIA HITS THAT TRANSLATE TO  
SALES ACTIVITY

EDITORIAL COVERAGE THAT EQUATES  
TO MILLIONS IN ADVERTISING DOLLARS

A BI-COASTAL TEAM BASED  
IN MAJOR U.S. METROS



THE WALL STREET JOURNAL

Los Angeles Times

MANSION GLOBAL

Robb Report

San Francisco Chronicle

The New York Times



## AND WE'RE NO STRANGER TO TV

Having already been featured on numerous international TV shows, Netflix has released two seasons of The Agency's real estate occu-soap *Buying Beverly Hills*, which follows the agents and clients within The Agency Beverly Hills.

THE SHOW HAS NEARLY **QUADRUPLED** OUR ORGANIC DAILY  
SEARCH TRAFFIC

RANKED IN THE **TOP 10 SHOWS** IN 26 COUNTRIES SINCE THE PREMIERE

**12.8M+** SOCIAL MEDIA IMPRESSIONS

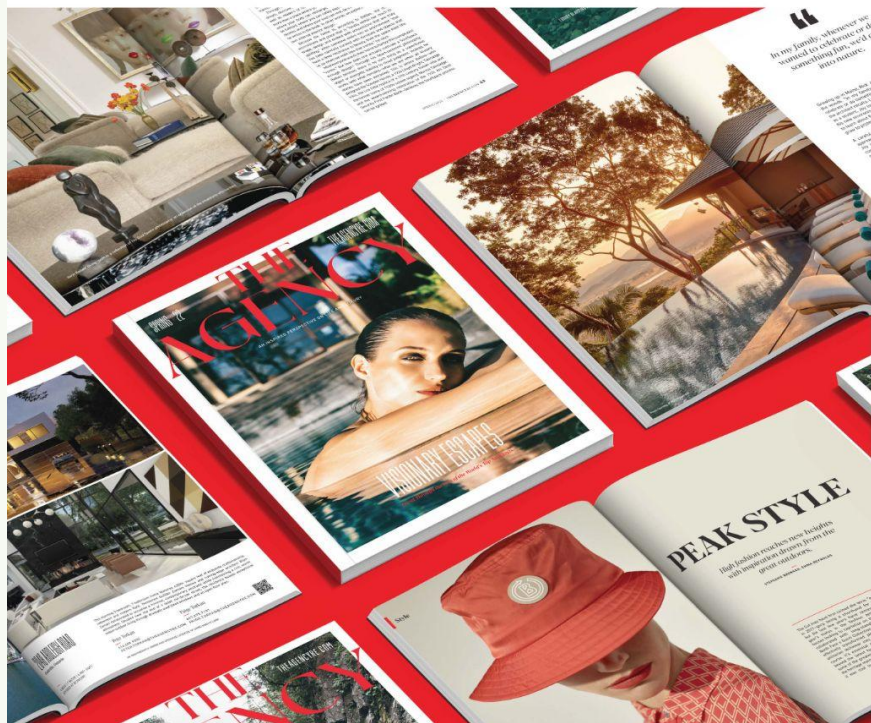
**125+** PIECES OF COVERAGE,  
WORTH OVER **\$4M** IN AD VALUE WITH OVER **17.8M** VIEWS

**RULE #7: TELL IT LIKE IT IS.**

## THE AGENCY MAGAZINE

# An Inspired Perspective on *Life & Luxury*

Designed and directed by our in-house creative and public relations team, the magazine positions us as a media company and is strategically distributed to reach a global audience.



### PRINT DISTRIBUTION

In addition to being mailed directly or hand-delivered to our clients and list of Ultra-High-Net-Worth individuals, the piece is on display in and distributed from The Agency's 115+ offices in the world's most affluent markets.

### PRIVATE JET DISTRIBUTION

Our exclusive publication is carried in the private planes of Hera Flight, a renowned leader in private aircraft charter services.

### DIGITAL DISTRIBUTION

Featured on the home page of The Agency's website (TheAgencyRE.com), which has an average of 1.5M visitors per year and growing. It is directly emailed to a highly targeted list of The Agency clientele and featured in our weekly newsletters, which reach an affluent audience of 700K+.

### SOCIAL MEDIA

The digital edition will also be heavily promoted on social media, where The Agency is one of the world's most-followed residential brokerages in the world with 463K+ Instagram followers. In 2022, our channel racked up over 12M views on reels and reached over 8M unique accounts.

### ACTIVATION & EXPERIENTIAL

The Agency partners and hosts numerous VIP agent and client events throughout the year where our magazine is on display and shared with guests; past events have included the Hampton Classic, The Agency's Global Forum, F1 VIP activations, The Real Deal showcase and more. It's hand-delivered to clients by our agents, who are among the top-producing real estate professionals in the country and each issue is placed within our offices and office storefronts in some of the world's most affluent destinations.

# About The Agency Development Group

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The Agency Development Group (TADG) is a collection of highly skilled individuals who offer unparalleled marketing and sales expertise to developers worldwide. From urban developments and mixed-use properties to resort-style offerings and sprawling estate communities, The Agency Development Group provides developer clients with a vast array of services from pre-development consultation through the final sellout of a property. By tapping into The Agency's vast global reach, international referral network, Relocation Department, and vetted prospective buyer pool, the division provides immeasurable value through every step of the development lifecycle, working with clients to redefine skylines, foster communities, and curate lifestyles. To date, The Agency Development Group has collaborated with the world's most prominent developers, including AECOM, SHVO, Combined Properties, MSD Capital, Anschutz Entertainment Group (AEG), Starwood, JMA Ventures, RLH Development's One&Only Mandarin and Rosewood & Fairmont Mayakoba, Canyon Group, and more.

The Agency Development Group has a portfolio of more than \$3.5 billion and has repositioned some of the world's preeminent properties. TADG's focus is to add value, drive sales, and continually adapt to remain ahead of the curve. The boutique approach is centered around cutting-edge technology, global reach, and unforgettable service experience. By selling a lifestyle, the team goes beyond "four walls" to connect with buyers on a relatable and deeply personal level. Thinking outside the box to custom-tailor the vision and plan represents the unique approach to the project and sales process.

*Let's go from blueprint to brilliant.*

## Company *Overview*

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### Corporate Name & Address

The Agency New Development, Inc.  
331 Foothill Road, Suite 100  
Beverly Hills, CA 90210

### Principal Place of *Business*

TADG is headquartered in  
Beverly Hills, California

### Years in *Continuous* Business

TADG was established in 2011 upon the  
inception of The Agency

# Numbers & Accolades

**\$3.5 Billion**

Current Global Real Estate Portfolio

**12 Years**

In Real Estate

**\$25 Billion**

In Total Sales

**8**

Real Estate Professionals

**16**

On-Site Sales Associates



# QUALIFICATIONS

WE'VE GOT YOUR COVERED

Through this partnership you can expect:

PRE-DEVELOPMENT ADVISORY

CUSTOM-TAILORED SALES, PR, AND MARKETING STRATEGIES

MANAGEMENT OF CREATIVE BRANDING & POSITIONING

ACCESS TO BUYER TARGETING AND WEALTH MAPPING TECHNOLOGY

THE POWER OF A GLOBAL, INTERNATIONAL BRAND EVERY STEP OF THE WAY

CONSISTENT, CLEAR COMMUNICATION

# Branded *Residential* Projects



THE RITZ-CARLTON

ROSEWOOD  
HOTELS & RESORTS

SIX SENSES  
HOTELS RESORTS SPAS



MANDARIN ORIENTAL

PENDRY  
RESIDENCES  
BY MONTAGE HOTELS & RESORTS  
*West Hollywood*

*One&Only*

KIMPTON®  
HOTELS & RESTAURANTS

*Fairmont*  
HOTELS & RESORTS



FOUR SEASONS

A N *d* A Z

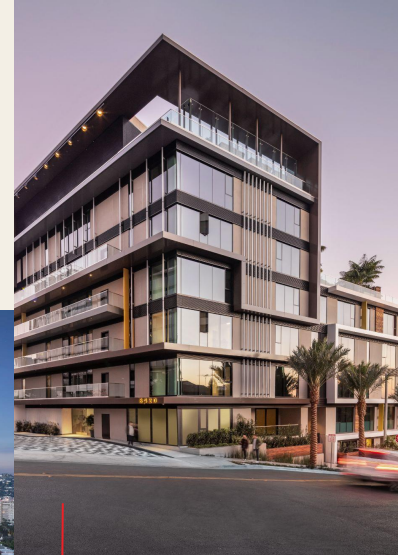
# Branded *Residences* Sales Experience



The Residences at  
The Sawyer,  
A Kimpton Hotel  
Pre-Development  
Consult and Marketing  
& Sales



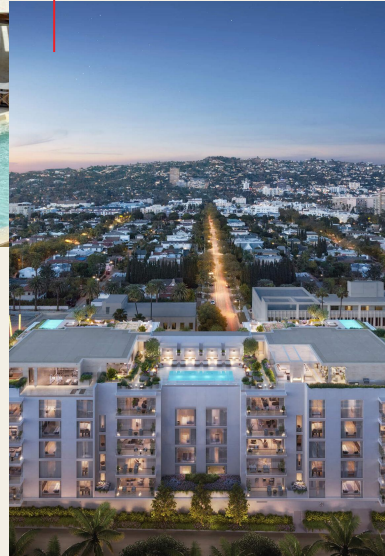
Mandarin  
Oriental  
Residences  
Beverly Hills  
Pre-Development  
Consult and Marketing  
& Sales



The Ritz-Carlton  
Residences at  
L.A. Live  
Marketing & Sales

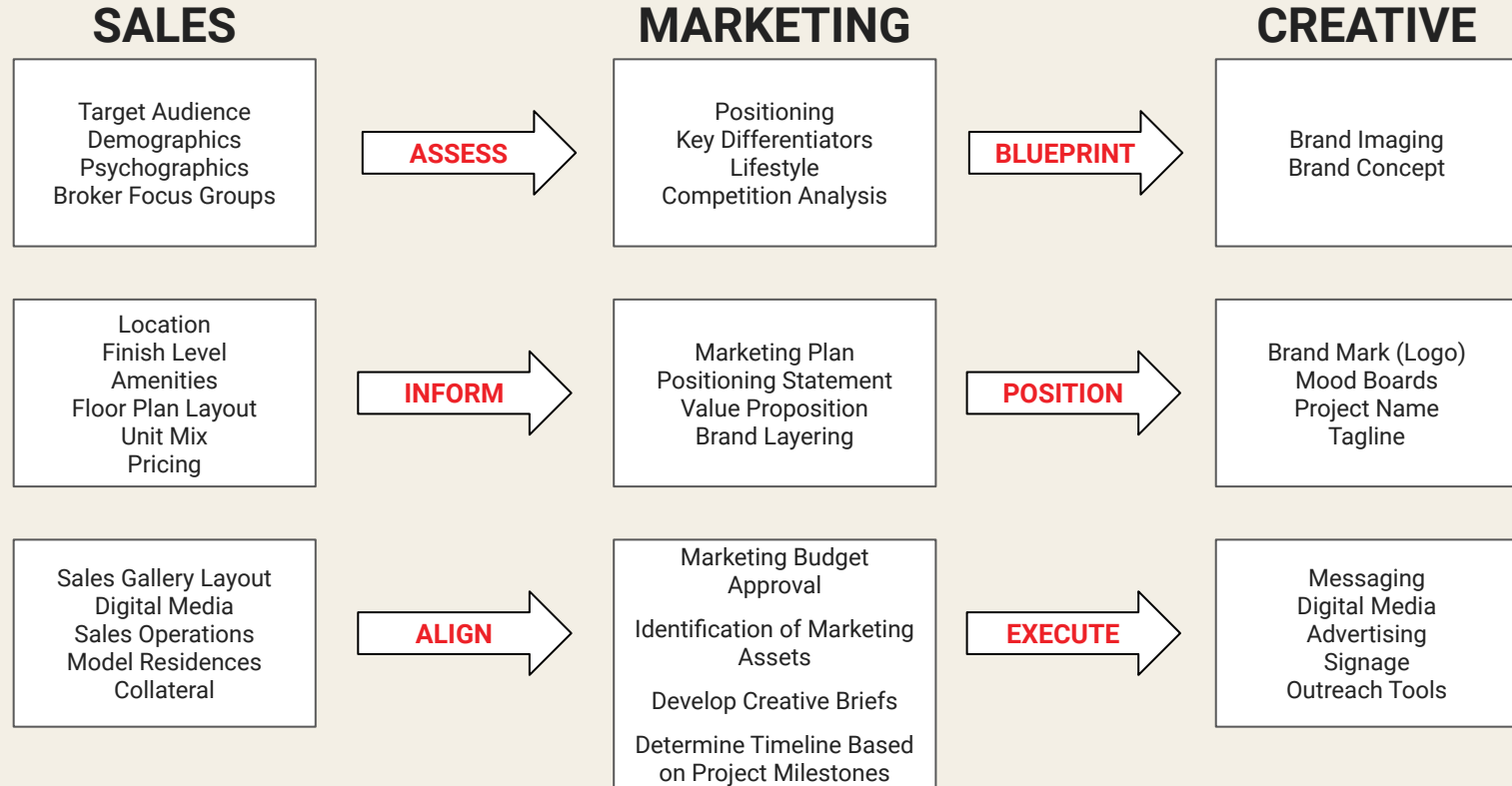


Rosewood &  
Fairmont  
Mayakoba  
Residences  
Pre-Development  
Consult and Marketing  
& Sales

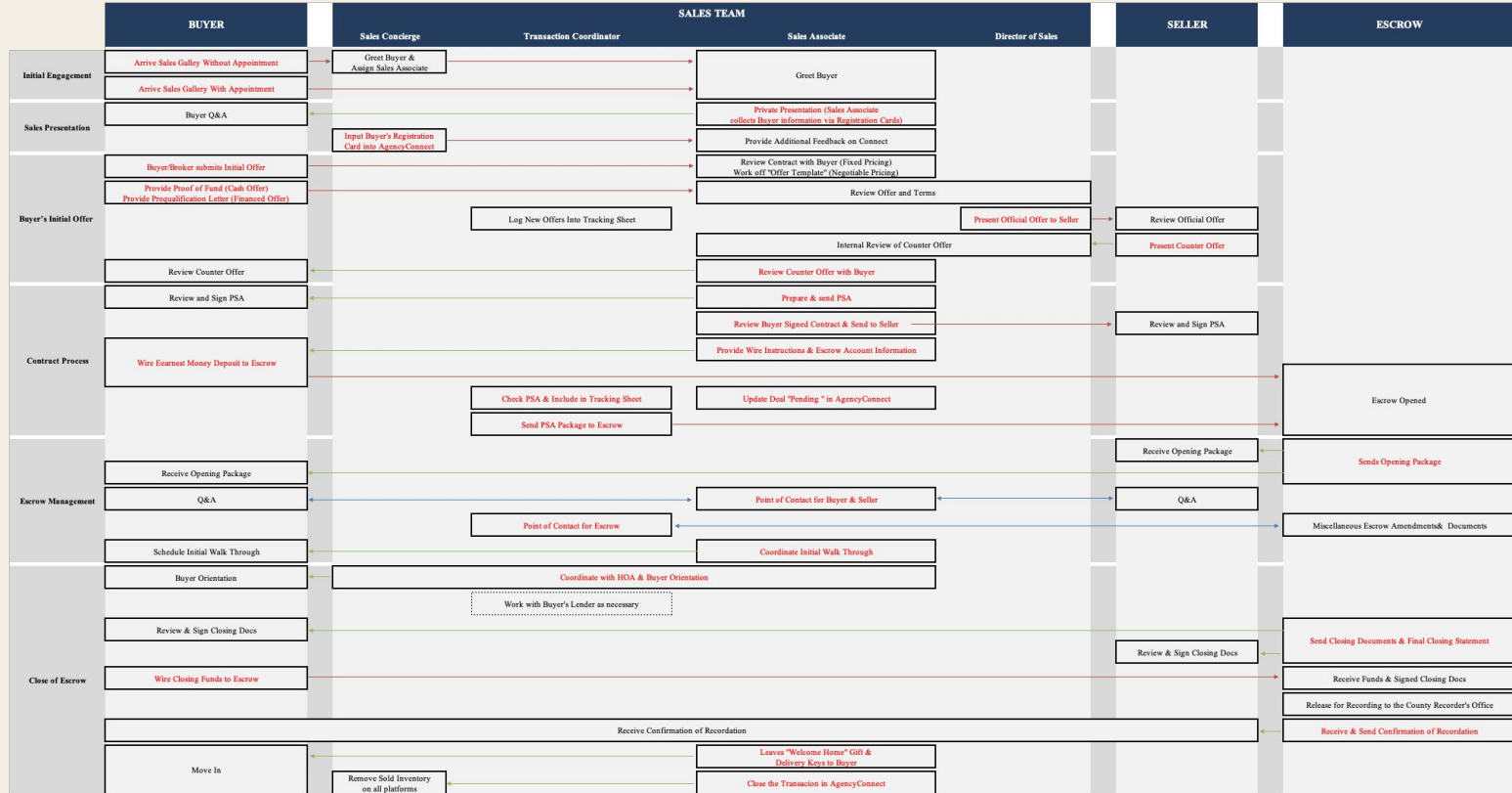


Pendry  
Residences  
West Hollywood  
Marketing & Sales

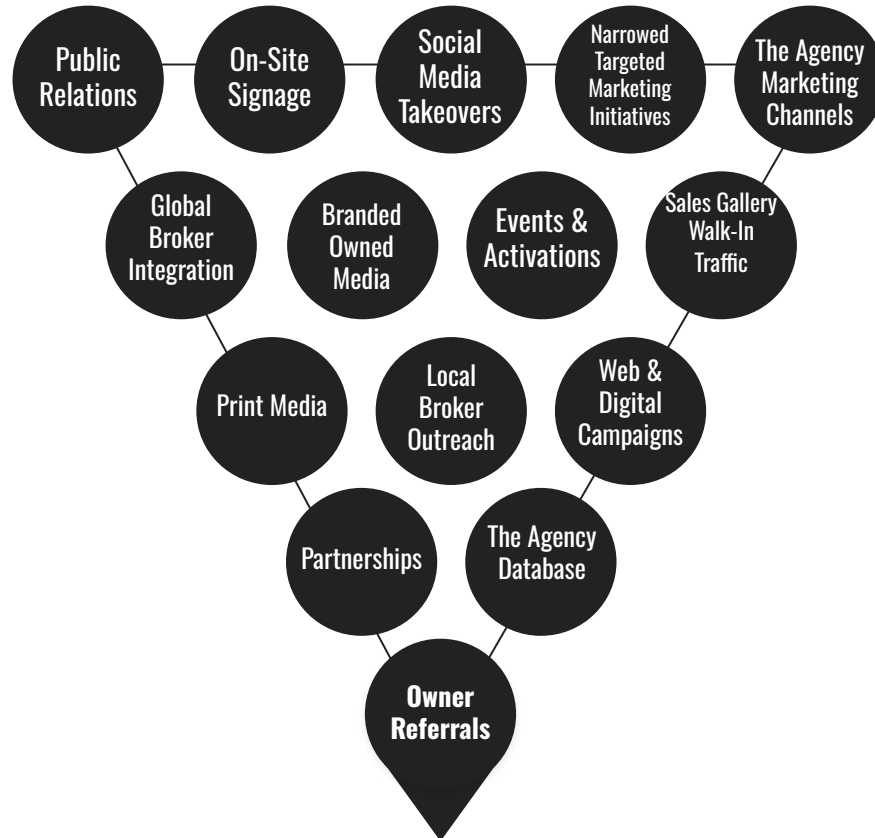
# *A Process of Collaboration*



# Sales Roadmap & Customer Journey



# *Activated Sales Channels*



20,000 LEADS  
4,000 PRESENTATIONS (20% conversion)  
200 SALES (5% conversion)

# Sales Training

The Agency's proprietary sales training "Boot Camp" will be conducted upon the hiring of the on-site sales team to prepare all staff on several key strengths and capabilities of the Project, and critical comprehension of the underlying market. The Agency's Boot Camp agenda will include the following, but not limited to:

Understanding market dynamics, sales trends, and pricing variables

Knowing, experiencing, and exploring the competition

Identifying critical sales pathway and presentation flow

Understanding the target demographic, their lifestyle, and hot buttons

Detailed comprehension of the Project documents, and identifying key FAQs

Strong understanding of the Purchase Agreement, and standard purchase terms

Cultivating client relationships and providing excellent customer service

# Tracking & Reporting

## DAILY REPORTS

- Tours
- Inquiries
- Current Transactions

## WEEKLY REPORTS

- Sales Appointments
- Inventory
- Web Traffic & Inquiries
- Sales-to-Date Summary
- Escrow Tracking
- Buyer Profiles
- Active Leads
- Sales Agent Performance
- Sales Forecast for Upcoming Week
- Marketing and Public Relations Activity

## QUARTERLY REPORTS

- Micro and Macro Market Trends
- Analysis on Buyers-to-Date & Buyer Profiles
- New Construction Pipeline
- Competition Report with Proprietary Off-Market Data
- Marketing and Public Relations Activity, Results and Pipeline
- Summary of International Marketing Efforts
- Recap on Quarterly Sales Results

## Example Report



**Trinity Sanctuary Mystic**  
Date Range:

**Trinity Sanctuary**  
**Mystic, CT - Inventory Summary**

Status	Count	Total List Price	Avg List Price	Total SQFT	Avg SQFT	Avg PPSF
Available						
In Reservation						
Sold						
<b>Total</b>						

**Daily Traffic Summary**  
Traffic Statistics

New Sales Center Traffic	Returning Sales Center Traffic	New Agent Traffic
0	0	0
Returning Agent Traffic	Web Registrations	Contacts with New Notes
0	0	0
Total New Contacts Added		
0		

**Daily Traffic Details**  
Interactions by Type

Type	Interactions
Tour	
Total	

Type	Interactions
Tour	
Tour	
Tour	

**Sarasota Projects Offers - Detail**

Unit	Inventory
---	-

**Today's Logged Activities**  
Interactions by Type

Type	Interactions
Email In	0
Email Out	0
Inbound Phone Call	0
Outbound Phone Call	0
Text	0
<b>Total</b>	0

[View all Interactions on Search](#)

# A Tailored Buyer Retention Program

ONGOING CUSTOMER SUPPORT

NO CONTINGENCIES

FOUNDER'S PROGRAM

PUBLIC RELATIONS

MARKETING OUTREACH

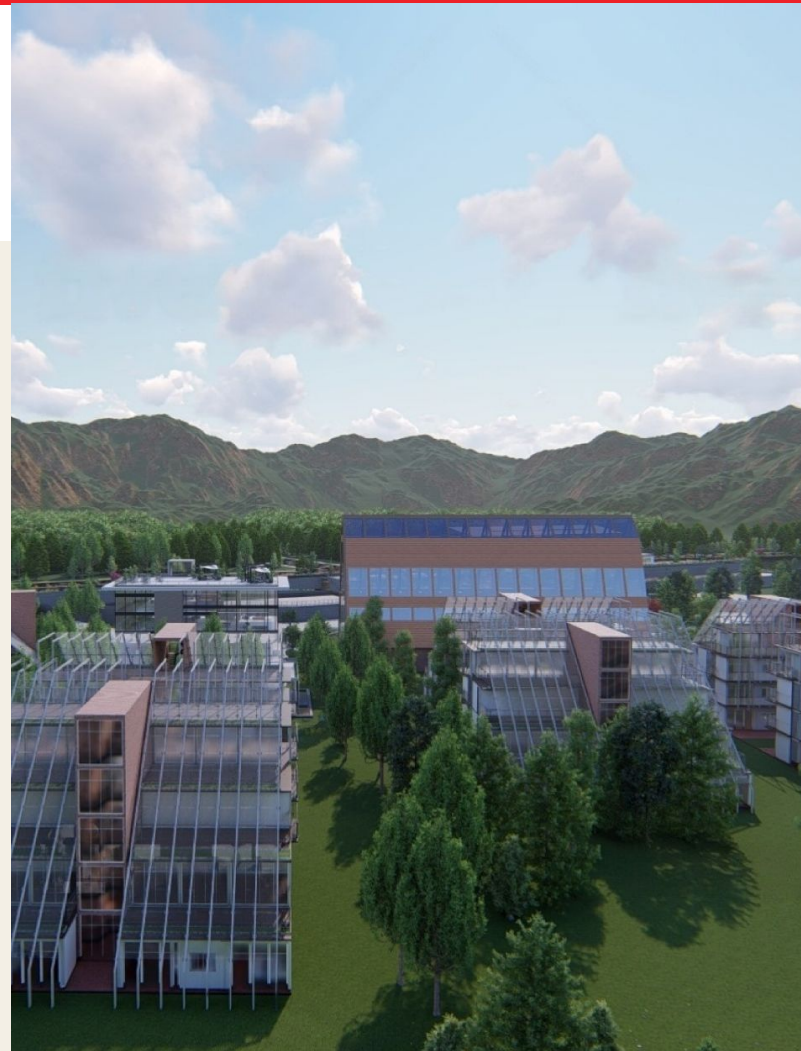
EVENTS & PARTNERSHIPS

ADVERTISING CAMPAIGN

SOCIAL MEDIA

REFERRAL PROGRAM

GIFTING SUITE



# CASE STUDIES

# Case Studies



## THE RITZ-CARLTON RESIDENCES AT LA LIVE

- Takeover project with 210 residences remaining and achieved \$375M sales volume in 30 months
- The Ritz-Carlton Residences at L.A. Live attracted an average of \$910 per square foot—a 99% premium over the local market
- The sales of the ten penthouses located on the 50th and 51st floors sold at an even higher premium, averaging \$1,060 per square foot—a 132% premium over the local Downtown market



## THE RESIDENCES AT THE SAWYER (Sacramento, CA)

- Established the offering as the first of its kind in Downtown Sacramento, introducing a new level of exclusivity
- Positioned the residences as the next chapter in the city's development, appealing to buyers with a deep appreciation for Sacramento's lifestyle
- Initiated a strategic whisper campaign targeting the team's owners, players, and executives, as well as a select brokerage community, resulting in 56% of pre-sales for the project

# Case Studies



## PENDRY RESIDENCES WEST HOLLYWOOD

- Project takeover in late Q4-2022
- Achieved \$20M sales in Q1-2023; highest condominium PPSF in 2023 and highest sale price for garage at \$1.4M in 2024
- Executed on project repositioning and refreshed branding to elevate lifestyle and residential offering through new assets and campaigns
- Strategized and executed on-property initiatives for hotel presence increasing lead generation through Pendry Hotel & Resorts by 100%



## 8899 BEVERLY (West Hollywood, California)

- Takeover project in Q4-2023
- Refreshed marketing campaigns & sales operations to reinvigorate the market in conjunction with new release and pricing strategies
- Achieved a total sales volume of over \$35M to date; achieved highest PPSF and condominium sale for 2024

# Case Studies



## THE CARLYLE RESIDENCES (Westwood, California)

- Takeover project with refreshed marketing & sales strategy to revitalize the market, aligned with new release and pricing strategies
- Sold 25% above local market premium, achieving a total sales volume of \$275M



## METROPOLIS (Downtown, Los Angeles)

- Takeover project in 2018
- Repositioned marketing & sales strategy and refined target marketing campaign
- Re-phased inventory release and pricing analysis
- Achieved total sales volume of \$49M; averaged \$1,200 PPSF and 6 Residences sold per month

# FEEES & TERMS

# *The Agency Development Group Fees*

## RETAINER

Pre-Development Advisory Fee - \$20,000/month until sales commence

Monthly Management - \$5,000/month until last closing

## COMMISSION

2.5% of the net sales price on all inventory sales involving a cooperating broker

4.0% of the net sales price on all inventory sales excluding an outside broker

Client to pay all direct and co-op broker commissions

## MARKETING BUDGET

Estimated at 1.5% - 2.0% of gross project sales revenue

Detailed budget to be developed in first 30 days of engagement



*Your Move.*

**TADG@THEAGENCYRE.COM**

**331 FOOTHILL RD #100  
BEVERLY HILLS, CALIFORNIA 90210**

# APPENDIX

# The Agency Development Group *Executive Team*



**Mike *Leipart***  
Managing Partner

As Managing Partner of The Agency Development Group (TADG), Mike Leipart spearheads the guidance of luxury property developers worldwide through the intricate phases of development, offering comprehensive support from pre-construction design insights to overseeing sales operations.

With a stellar track record, Mike has collaborated with distinguished developers including Starwood, AEG, JMA Ventures, MSD, AECOM, Angelo Gordon, and CTF. His tenure at The Agency involves not only leading TADG but also founding and nurturing The Agency Creates, the in-house creative marketing division. Mike's expertise extends to cultivating strategic alliances with premier construction, advertising, PR, and interior design firms.

Prior to The Agency, Mike's role as Senior VP and National Marketing Director at ST Residential saw the inception of a \$5+ billion national portfolio, launching nearly 50 multi-family properties and formulating ST's national brand strategy.

Presently, Mike oversees the marketing and sales of a diverse \$5 billion portfolio spanning Los Angeles, Las Vegas, New York City, Nashville, and Cancun, employing innovative strategies to navigate varied markets and locations.

With a wealth of experience, Mike Leipart continues to lead by integrating expertise, fostering collaborations, and driving exceptional results in the realm of luxury property development.

# The Agency Development Group *Executive Team*



*Katie Demakos*  
VP of Marketing

As Vice President of Marketing for New Developments at The Agency New York, Katherine Demakos brings an acute understanding of all aspects of the new development lifecycle. Harnessing her passion for design, Katherine pairs her keen aesthetic eye with years of experience spearheading the marketing and sales strategies for some of the most significant new developments in Manhattan and Brooklyn, including Madison Square Park Tower, 277 Fifth Avenue, 75 Kenmare, Steiner East Village, and Olympia Dumbo.

Having lived throughout NYC and Brooklyn for over a decade, Katherine possesses an unmatched understanding of successful sell-out strategies, and insight into the New York buyer audience, and has first-hand, wide-ranging knowledge of the new development landscape, including the region's biggest development players and entities.

# The Agency Development Group *Executive Team*



**Maranda Blanton**  
Managing Director

As Managing Director of The Agency Development Group, Maranda Blanton applies her more than 20 years of experience in top-tier luxury residential developments to implement strategic plans, achieve landmark goals and surpass stakeholders' expectations. Having worked on all facets of development, Maranda has a keen ability to understand the importance of brand creation alongside all the intricacies and moving pieces that make a development successful. A dedicated listener with a natural talent for quick, astute problem-solving, developer clients often refer to Maranda as their "therapist."

Known for her professionalism, poise and high-level client service skills, Maranda is an integral member of the TADG team. A born and raised Californian, Maranda worked in the Los Angeles market for decades before relocating to Nashville, where she has resided since 2019. Maranda's Los Angeles projects include some of the city's most exceptional developments, including The Textile, Solair, The Residences at W Hollywood, Park Hyatt Residences Los Angeles and Oceanwide Plaza Residences. Since arriving in Nashville in 2019, she has managed both closed and pipeline developments totaling over \$600M and counting. Passionate about giving back, Maranda donates time to several charities that support children in foster care. She stays active by doing hot yoga, Pilates and exploring the outdoors with her two Doodles, Evie and Lenny Kravitz.

# The Agency Development Group *Executive Team*



*Violet Tudas*  
Managing Director

An experienced real estate professional known for her enthusiasm, tenacity and quick thinking, Violet Tudas serves as the Managing Director with The Agency Development Group (TADG), leading some of the most anticipated new development projects in the United States, including mixed-use, SFRs, townhomes and condos, from initial inception to final sellout. As the client lead, Violet is responsible for strategic, site-specific, advice to developer clients with respect to leading design, and overseeing the entire sales and marketing process from brand development through final sellout. Additionally, Violet leads and manages The Agency Development Group's portfolio of over \$3.5B in new development accounts.

Energized and excited by every new challenge real estate brings, Violet joined TADG in 2014, at the tail-end of The Carlyle Residences retainer, with less than 20 residences remaining. Since the project's sellout she has worked with the team on Oceanwide Plaza (DTLA), Carbon Beach (Malibu), Country Ridge Estates (Calabasas), Estancia (Santa Barbara), The Residences at the Sawyer (Sacramento), Six Senses Papagayo (Costa Rica), Metropolis (DTLA), Yerba Buena Island (San Francisco) Rosewood and Fairmont Residences, Mandarin Oriental Residences Beverly Hills, Pendry Residences West Hollywood, and Ascaya (Las Vegas).

# The Agency Development Group *Executive Team*



Erin Kennelly brings more than 17 years of experience in the development industry and has provided guidance to hundreds of developments in dozens of cities. He specializes in using innovative techniques to solve complex problems involving residential real estate pricing, marketing, and sales.

As an industry leader, he has developed proprietary indices to track pricing trends in various cities, as well as designed and maintained large databases of residential sales and new development data. Erin began his career in the Pacific Northwest where he worked at The Portland Development Commission and earned a Master of Urban Planning from The University of Washington. Before joining GDP, he founded The Kennelly Group, spent twelve years leading all research efforts for The Mark Company, and four years heading research for The Agency.

*Erin Kennelly*  
Executive Director, Research