

Redesigning the Real Estate Sales Experience for iStar Financial and Corcoran Sunshine



By creating a turnkey technology solution that integrates web, mobile, and tablet devices throughout the customer experience, And Partners helped iStar Financial and Corcoran Sunshine engage their target audiences and simplify how real estate is marketed and sold.

About And Partners

And Partners works with leaders in a variety of industries to build businesses, create and differentiate brands, and command a premium in the marketplace. Since 1999, we've developed a methodology that integrates branding, design, innovation, and technology to help our clients evolve in an ever-changing world.

Charged with rebranding an existing asset in a difficult sales environment during the economic crisis, we relied upon a key consumer insight: today's real estate buyers are empowered by technology to find the best possible opportunities.

By providing the information and tools that buyers need and want to make smart decisions, 1 Rector Park embraced this new reality and made it a brand strategy. With clear pricing and full disclosure, 1 Rector Park created a new way of buying real estate for a new kind of market.

The And Partners design team worked with Corcoran Sunshine to deconstruct the sales experience from start to finish and then reconstruct it better, digitally. The result was a first for New York real estate: a new way of shopping for property that's as easy and pleasant as shopping at a high-touch retail store.

Case Study: 1 Rector Park

A Better Customer Experience, Powered by iPad

Visitors to the 1 Rector Park sales office filled out their contact information and interests on an iPad, which automatically saved the information for future CRM-generated communications. During the building tour, sales agents used the iPad to call up floorplans and photographs of any of the building's 155 unique residences. Current availability, up-to-date pricing, and even that day's mortgage rates were synced and calculated on the fly.

Minutes after their building tour ended, customers were sent a thank-you email with floorplans of the residences they viewed. Most prospects received this email while riding the elevator back down to the building's lobby, creating an instant connection that the sales staff could use to follow up.



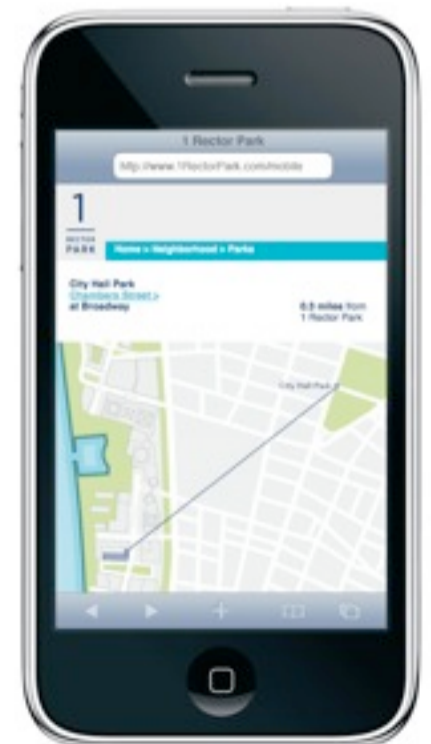
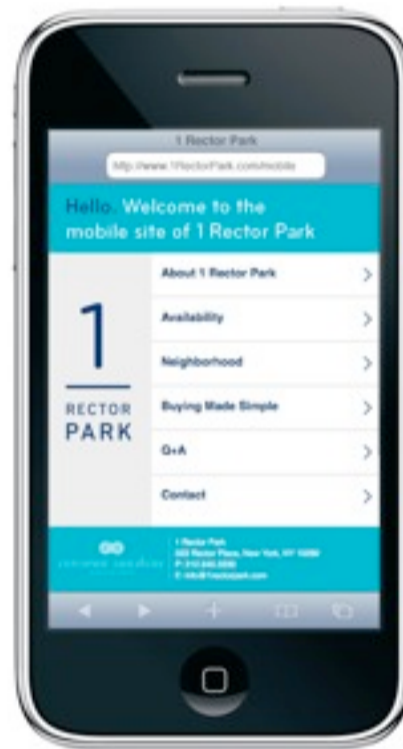
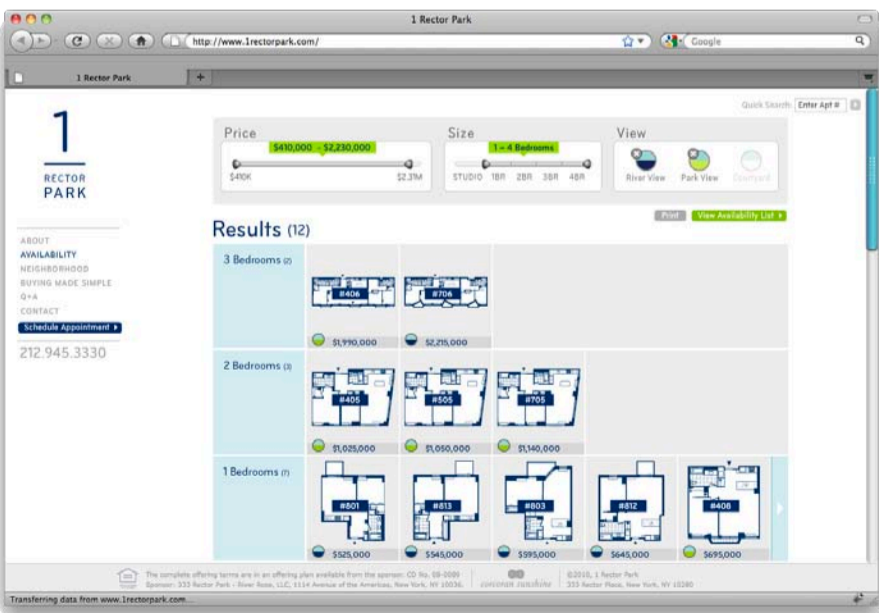
Case Study: 1 Rector Park

Search and Mobile: A Revolutionary Digital Experience That Builds the Brand

The sales office experience was just one part of a full suite of cutting-edge digital tools that helped 1 Rector Park deliver on its brand promise of simplicity, clarity, and ease.

For 1RectorPark.com, And Partners developed a transactional architecture that eliminated the fluff and let buyers do what they really want to do: search. The strategy of placing a robust search function front and center on the site drove search traffic to the building's branded online experience rather than third-party sites such as newspapers or real estate listing aggregators.

For mobile devices that cannot run Flash, And Partners created a mobile-friendly companion site that allows buyers to access all floor plans, residence photos, availability, pricing and neighborhood information from their mobile devices. Walk-by street traffic could be converted into viable prospects by instantly receiving actionable information about the building.



Case Study: 1 Rector Park

Real-Time Data Collection

Behind the scenes, And Partners developed a common back-end system that drove the entire digital experience for 1 Rector Park—ensuring consistency and ease of updates as availability, inventory, and pricing changed. All data collected in the sales office or online were synced up with the onsite property database to ensure all information was captured and accessible in real time.

A Complete Integrated Marketing Solution

The paperless sales process was developed as part of a larger engagement that touched every aspect of branding and marketing the building. And Partners created a new identity, changing the previous owner's "One Rector Park" to the more future-oriented "1 Rector Park." This new identity became central to the building's marketing, giving it a consistent and memorable positioning in the marketplace.



Case Study: 1 Rector Park

Print ads and collateral material spread the message that prospects could “find their 1 thing,” the most important feature or amenity on their want list, at 1 Rector Park. Instead of a traditional sales brochure, the design team developed a “Field Guide” to Battery Park City, which went far beyond the expected neighborhood map to help prospects see themselves living in the neighborhood. Even the building’s pricing model was branded with this message as *1 Price*.



**A WATER VIEW
OUTDOOR SPACE
A FAIR PRICE**

What's the 1 thing you can't live without?

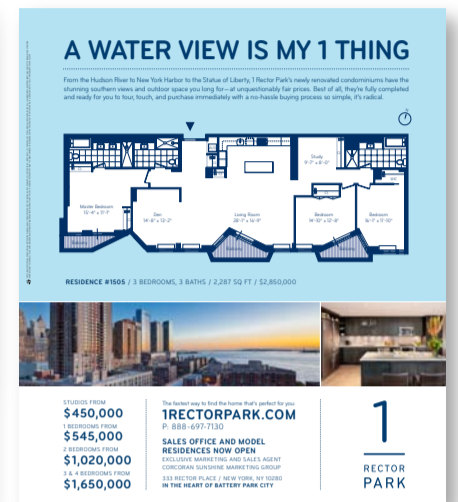
Chances are you'll find it—along with everything else on your list—at 1 Rector Park. Incredibly priced studio to 4 bedroom homes in this full-service Battery Park City condominium are fully completed and ready for you to tour, touch, and purchase immediately with a no-hassle buying process so simple, it's radical.

STUDIOS FROM \$430,000
1 BEDROOM FROM \$545,000
2 BEDROOM FROM \$1,020,000
3 & 4 BEDROOM FROM \$1,575,000

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RESIDENCE #1005 / 3 BEDROOM, 3 BATHS / 2,287 SQ FT / \$2,890,000

STUDIOS FROM \$450,000
1 BEDROOM FROM \$545,000
2 BEDROOM FROM \$1,020,000
3 & 4 BEDROOM FROM \$1,650,000

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