



## MARKET DISCOVERY & RESEARCH WITH THRESHOLD

Whether you're creating a brand from scratch or working to revamp your branding strategy, you need the right data to help you make the right decisions. Luckily, this is Threshold's bread and butter. We live for the opportunity to turn carefully-curated data into clever branding and marketing strategies that resonate with your audience and set you apart from your competition.



### WHAT WE OFFER



#### In-Depth Competitor Analysis

We'll take a deep-dive into the competitors within your market and location, making note of their amenities, assets, collateral, and other differentiators, then pass those insights along to you.



#### Audience Surveys & Focus Groups

We'll conduct target audience research through demographic intercept surveys and/or focus groups to determine who your target audience is, what they want, and how you can stand out among their leasing options.



#### Strategy & Branding Recommendations

Once we've understood your competition and your target audience, we'll help you identify branding and marketing strategies that apply what we've learned to promote your success within the market.

### KEY BENEFITS

- Understand your competition and what sets your brand apart
- Identify your target audience and how you can reach them most effectively
- Discover opportunities to surprise and delight your target audience from the very beginning through unique amenities, UX design, marketing strategies, and more
- Get the information you need to make informed branding, marketing, and management decisions that will help your brand reach its highest potential





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## WHAT DIFFERENTIATES US

- **We're not just any marketing agency, we're a real estate marketing agency.**

Our team members have experience in both on-site and corporate marketing for residential management companies, making us uniquely qualified to provide insights for your project needs.

- **We've got a headstart on your market research.**

We've conducted focus groups and market visits in over 30 US states. This means we're poised to use what we already know to your advantage or to use our past experience to help us conduct effective surveys in new areas.

- **We're mighty, but also nimble.**

Our team of experts will conduct a research and discovery process that is comprehensive yet also agile. Our experience allows us to move quickly while also ensuring you walk away with everything you need to succeed in a saturated real estate market.

We've conducted focus groups  
& market visits in

**30+**  
**US STATES**



Our team has

**50+**  
**YEARS**

Combined Experience  
in Residential Marketing

## STAND OUT FROM THE CROWD

In an increasingly saturated housing market, it's more important than ever that you differentiate your property from the competition. We'll give you the insights you need to stand out from the crowd, whether that's through unique amenities, clever marketing strategies, iconic design, or highlighting your amazing location.

## LIVE UP TO YOUR POTENTIAL

You've got big dreams for your brand or property, and we can help you realize its full potential. While every property has something special, it's not always easy to make sure the whole world can see it too. We'll help arm you with the information you need to translate your potential into concrete results and make your dreams a reality.

## FIND YOUR PEOPLE

Your brand isn't for everyone—and that's okay. In fact, it's essential. Our data-driven approach will help you find the target audience that will fall in love with your vision and your unique property. When you know who your people are, you'll be poised to create compelling branding, high-impact marketing campaigns, and unforgettable assets that will draw them in and transform them from leads to residents.

**READY TO SEE WHERE YOU STAND & DISCOVER  
YOUR BRAND'S FULL POTENTIAL?**

Reach out to your CSM or contact us to get started!