THE GARAY TEAM

SERHANT.

NEW DEVELOPMENT SALES & LEASING

Absorption, by Design.

Sell-outs and lease-ups for new development across the Hudson Valley, Westchester and the New York metro — with the reach of the most followed real estate brand in the world.

WEST HARRISON · POUGHKEEPSIE · WOODSTOCK

WESTCHESTER · MID-HUDSON · CATSKILLS

Jake Garay, CEO

914.772.2603 · jakegaray@serhant.com

THE PREMISE

Deals are not negotiated. They are designed.

A new development rarely fails on the architecture. It fails on absorption: units that sit, rents that slip, a pro forma that erodes quietly while the marketing waits for the market to arrive.

The Garay Team approaches sell-outs and lease-ups the way an architect approaches a site. Positioning, pricing, release pacing and demand generation are load-bearing elements, engineered before the first unit is released and adjusted with live data as the project absorbs. Local execution from three Hudson Valley offices. Metro reach through SERHANT. One accountable team.

3	27	5	2,000+	9.5M+
HUDSON VALLEY OFFICES	AGENTS	FULL-TIME SUPPORT & TECH STAFF	SERHANT. AGENTS, 18 STATES + D.C.	SERHANT. SOCIAL FOLLOWERS

Sell-Outs

Condominium and townhome new development, from pre-sales and pricing strategy through the final closing. Priority releases, broker distribution and a launch built to set price psychology for the whole project.

Lease-Ups

New-construction rental, from pre-leasing 90–120 days ahead of the first certificate of occupancy through stabilization. Phased releases, staggered expirations and rent discipline that protects value at renewal.

Development Advisory

Input while it can still move the pro forma: unit mix, finish level, amenity programming, pricing tiers and release pacing, grounded in what prospects tell us every day across the corridor.

Who we work with

Developers, owners and lenders of new-construction condominium, townhome and rental communities — from a boutique townhome collection to a full-block mixed-use project — across Westchester, the Hudson Valley and the Catskills.

What we are accountable for

Velocity and price. Pre-sales or pre-leasing before delivery, a public launch that converts, and absorption at or above pro forma — reported to ownership weekly and visible live on the developer dashboard.

How we work

One accountable team led by Jake Garay, an office a short drive from every site, a performance-based fee with no retainers, and a live dashboard that shows ownership everything we see.

The strongest outcomes are never left to chance.
They are built.

THE GARAY TEAM · BRAND PHILOSOPHY

FOOTPRINT

Local roots. Metro reach.

Three offices trace the Hudson corridor from Westchester to the Catskills — the path New York City households follow when they trade square footage in the city for space and value upstate — and a fourth sits in SoHo, at SERHANT.'s headquarters. We reach those households before they leave the city, and we reach the second-home, relocation and downsizing buyer in Fairfield County, Long Island, Northern New Jersey, Florida and California who is already looking north.

Woodstock
ULSTER COUNTY

70 Tinker Street, Woodstock, NY
The Catskills: second-home, lifestyle and creative-class buyers, and the west-of-Hudson towns drawing the strongest New York City migration.

Poughkeepsie
DUTCHESS COUNTY

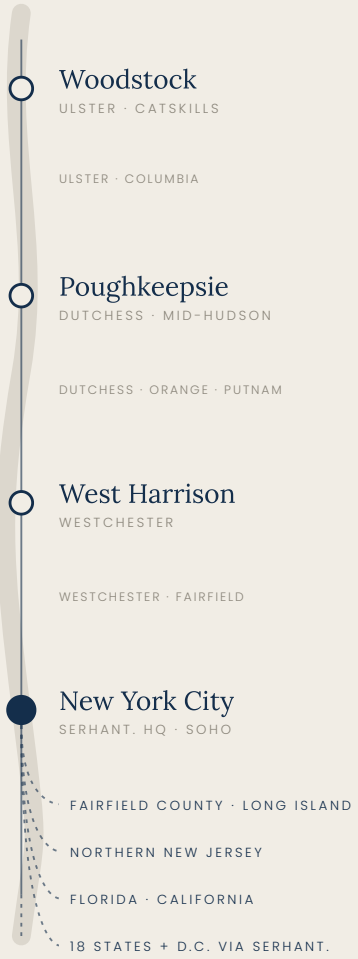
17 Collegeview Avenue, Poughkeepsie, NY
Mid-Hudson base of operations: the northern terminus of Metro-North's Hudson Line, the I-84 / Route 9 corridor, and the region's densest pipeline of new product.

West Harrison
WESTCHESTER COUNTY

13–15 Harrison Boulevard, West Harrison, NY
The gateway market between New York City, Fairfield County and the Hudson Valley. Where metro buyers and renters begin the move north.

New York City
SOHO · SERHANT. HQ

372 West Broadway, New York, NY
SERHANT.'s SoHo headquarters and our Manhattan base — where the city buyers, renters and brokers who feed the Hudson Valley are met face to face.



WHO IS MOVING NORTH

Hybrid Commuters
New York City, Westchester, Northern New Jersey and Long Island households moving north for space and value, with Metro-North and I-84 keeping the city in reach.

Second-Home Buyers
Metro and out-of-state households — Florida and California included — adding a Hudson Valley or Catskills residence within two hours of Manhattan.

Downsizers
Long-time regional homeowners trading maintenance for elevator access, single-level living, amenities and a built-in community.

Regional Professionals
Employees of the corridor's major employers, hospitals and colleges who want new construction close to work and a village address.

DIRECT ACCESS TO
SERHANT. Reach

New York City · Fairfield County · Westchester County · Long Island · Northern New Jersey · Florida · California · 18 states + D.C.

THE PLATFORM

Powered by SERHANT.

SERHANT. is the most followed real estate brand in the world, and its infrastructure was built to launch product, not just list it: an in-house film studio, a creative agency, a proprietary AI platform, a national agent network and a PR team. Every Garay Team development draws on all of it.

9.5M+

SOCIAL FOLLOWERS

The most followed real estate brand in the world. A launch reaches a national audience the day it goes live — before it ever reaches a listing portal.

2,000+

AGENTS · 18 STATES + D.C.

Circulation and referral across the markets Hudson Valley buyers come from: New York City, Fairfield County, Long Island, New Jersey, Florida and California.

Studios

SERHANT. STUDIOS

Award-winning in-house film studio and the production team behind Netflix's *Owning Manhattan*. Property film, photography, drone and short-form content cut for paid distribution.

ID Lab

SERHANT. ID LAB

The in-house creative agency for agents, listings and new developments: identity, palette, typography, collateral, website and launch materials for every project.

S.MPLE

PROPRIETARY AI PLATFORM

SERHANT.'s AI platform automates the administrative load of a transaction, so agent time on your project goes to prospects, tours and negotiations.

New Dev

SERHANT. NEW DEVELOPMENT

A dedicated new-construction division with sell-out and lease-up playbooks, pricing intelligence and launch experience across the metro.

Private

PRIVATE LISTING NETWORK

Pre-market exposure to a curated network of qualified buyers and their brokers before public release, creating urgency and validating pricing.

S.RM

RELATIONSHIP MANAGER

Targeted outreach to vetted buyers, relocators and second-home households, with automated follow-up and engagement tracking to the tour.

Press

IN-HOUSE PR

Regional and national placement through SERHANT.'s PR team: The Real Deal, Mansion Global, Westfair Business Journal, Hudson Valley Magazine, Chronogram.

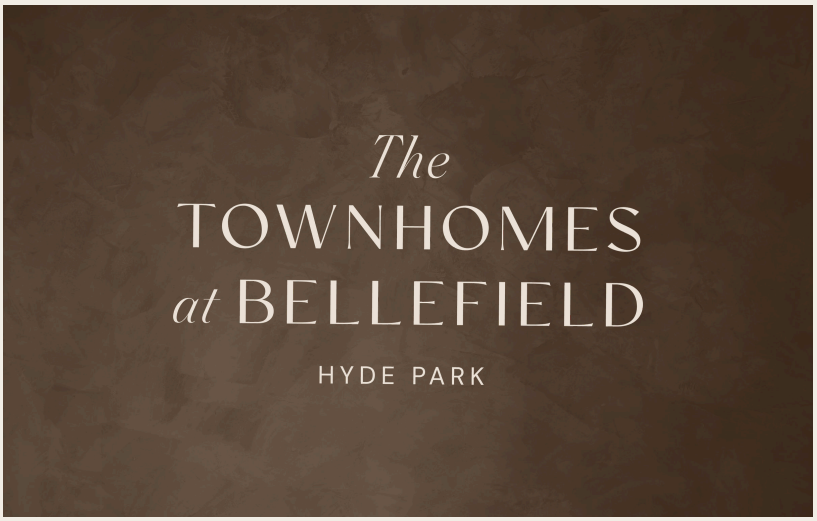
What it means for a developer: the marketing stack a national brokerage spent six years building — studio, agency, AI, network and press — is applied to your project by a local team that tours the site seven days a week.

Platform figures per SERHANT., 2026. Owning Manhattan is a Netflix series.

CUSTOM BRANDING & CREATIVE

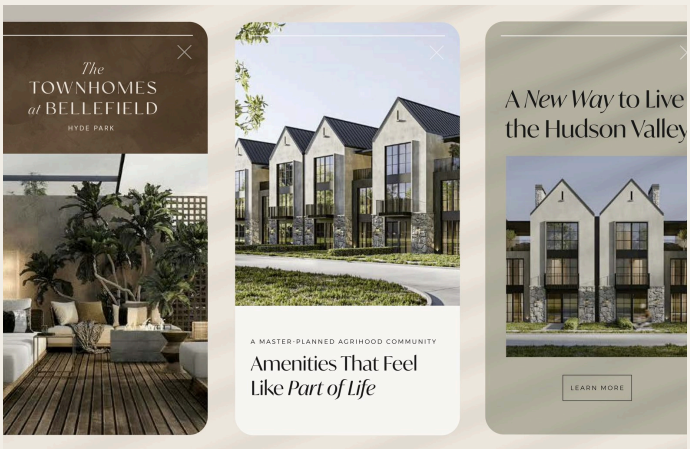
An identity, not a listing.

Buyers don't pay a premium for a listing. They pay for a place they can name. With SERHANT. ID Lab, every development gets a complete brand before it goes to market — logo and wordmark, palette, typography, collateral, website, social creative, signage and the launch invitation — carried consistently from the construction fence to the closing table. Identity is what lets a project command a premium and hold it.



Noir Black	Soft Taupe	Warm Porcelain	Aged Walnut	Ivory Veil
#191919	#ADAA9A	#EDE5DA	#614D3E	#F9F7F4





Case study: The Townhomes at Bellefield, Hyde Park. Brand identity, palette and typography system, printed collateral, digital and social creative developed with SERHANT. ID Lab, and launched at "The Beginning at Bellefield," June 2026.

Identity System

Logo, wordmark, palette, type and brand guide, built to the architecture and the address — never a template with a new name.

Collateral & Digital

Brochure, floor plan book, fact sheets, signage, project website, listing creative, email and paid-social templates.

Launch Assets

Invitation suite, event branding, film and photography from SERHANT. Studios, press kit and broker package.

CUTTING-EDGE MARKETING

We don't wait for buyers. We build the audience.

Every campaign is engineered to find the household that fits the product — wherever it lives today — and to keep working until it tours. Creative from SERHANT. Studios, distribution across SERHANT.'s channels and ours, and a paid-media engine segmented by who actually buys and rents new construction.

Cinematic Film & Content

SERHANT. Studios property film, lifestyle and model-residence photography, drone coverage of the site and the neighborhood, and vertical cuts for Reels, TikTok and YouTube.

Precision Paid Media

Google, Meta, LinkedIn and YouTube campaigns segmented to relocating professionals, hybrid commuters, downsizers and second-home buyers — and geo-targeted to where they live now.

Retargeting

Website visitors, video viewers and social engagers recaptured throughout a decision cycle that can run for months, so the project stays in front of them until they tour.

Project Website & Lead Capture

A dedicated site with floor plans, availability, pricing, virtual tours and waitlist, wired directly into our CRM so no inquiry waits in an inbox.

Syndication

Regional MLS, Zillow, Realtor.com, JamesEdition and SERHANT.com, plus direct circulation to 2,000+ SERHANT. agents nationwide.

Social

SERHANT.'s 9.5M+ followers and The Garay Team's own channels, with launch content produced as a series across the campaign, not a single post.

Press

Placement through SERHANT.'s in-house PR team, with lifestyle, relocation and design angles pitched well beyond the real estate trades.

Email & CRM

Segmented campaigns to buyer, broker and relocation audiences via S.RM, with automated sequences that track engagement through to the tour.

CAMPAIGN ARCHITECTURE

Awareness

Studios film and social series, press, coming-soon signage, paid video on YouTube and Meta, SERHANT. network circulation.

Consideration

Project website and virtual tours, retargeting, email nurture, broker package and priority waitlist.

Conversion

AI response in minutes, tours seven days a week, priority release, launch event and time-limited incentives — never broad price cuts.

Retention & Referral

Resident and owner referral programs, seasonal gatherings and a renewal strategy that protects value after stabilization.



Project fact sheet, The Townhomes at Bellefield.

AI-POWERED OPERATIONS

Answered in minutes. Tracked to the dollar.

Behind the agents is an in-house technology team and a set of AI agents built for our own pipeline. Every inquiry gets a response within minutes, day or night. Follow-up runs on cadence, not memory. Every prospect is qualified, tagged by source and moved through the pipeline with nothing dropped. And every marketing dollar is tied to the tours, applications and contracts it produced — not to impressions.

AI Agents

Instant response and qualification on every channel, follow-up sequences, appointment setting and re-engagement of cold leads — with hand-off to a person the moment intent shows.

In-House Tech Team

Project websites, the live developer dashboard, CRM integrations and reporting, built and maintained by our own team rather than a vendor's ticket queue.

Full Attribution

Each lead carries its source, timeline, budget and geography from first touch to lease or contract, so spend moves toward what is converting while the campaign is live.

HOW A LEAD MOVES

Inquiry
Website, portal, social, broker, event, walk-in

AI Response
Answered in minutes, 24/7; qualified & tagged by source

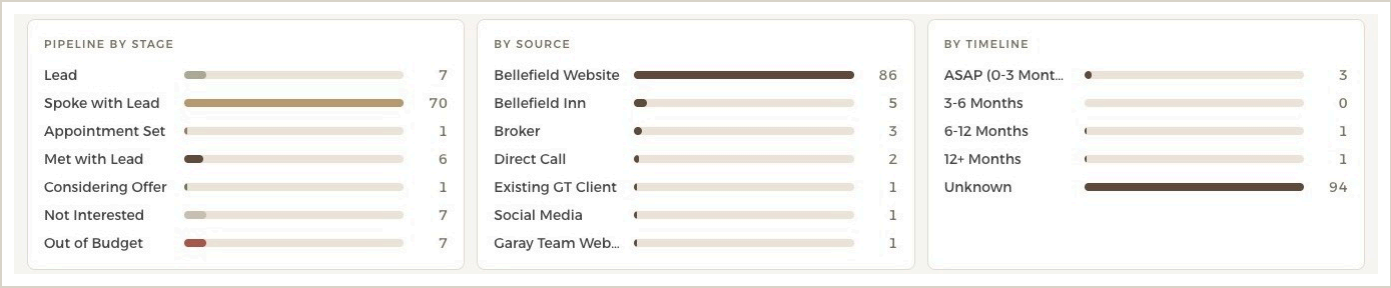
Human Hand-off
Agent engages the moment intent shows

Tour
Seven days a week, incl. evenings; hard-hat, model, virtual

Application / Offer
Screening & qualification coordinated end to end

Lease / Contract
Executed, handed to management or closing

Every stage is visible to ownership in real time on the live developer dashboard (next page).



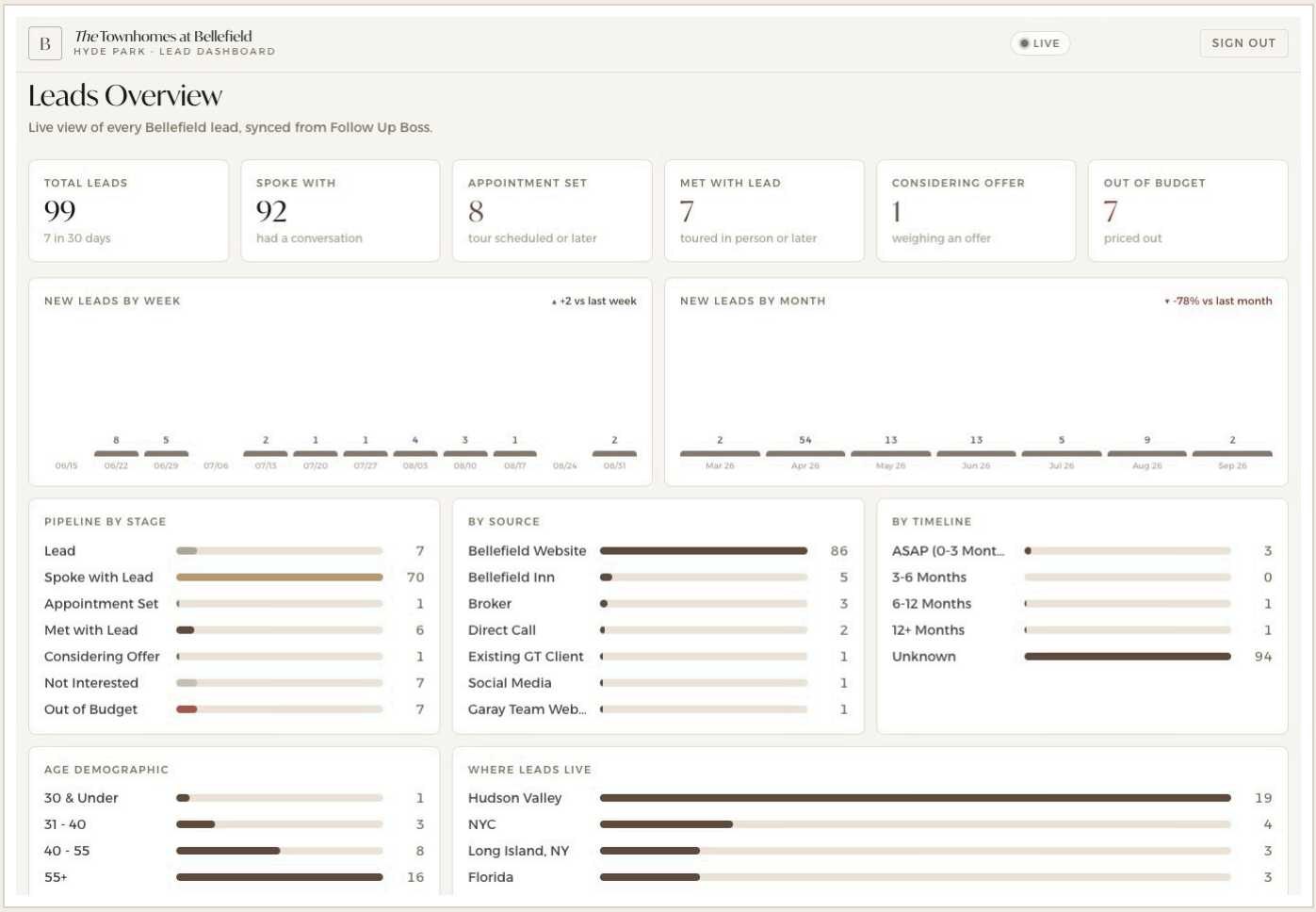
Stage, source and move-in timeline attribution on every lead, as ownership sees it on the live dashboard.

Speed-to-lead is one of the few conversion variables a team fully controls. We built a system so it is never left to a voicemail, a weekend or a full inbox — and so ownership can see the response time, not take our word for it.

TRANSPARENCY

Ownership sees what we see.

Every developer we represent receives a custom-built, live dashboard synced to our CRM. Log in at any time and see exactly what the campaign is producing — by week and by month — without waiting for a report or asking for an update.



The live developer dashboard built for The Townhomes at Bellefield. Each project's dashboard is configured to its own stages — inquiry, tour, application or offer, approved, lease or contract — and to its own source, timeline and geography fields.

What ownership sees

- Inquiries in total, by week and by month, against the prior period
- The status of every lead as it moves through the pipeline
- Source of every lead: website, portals, brokers, social, referrals, events
- Timeline: how soon each prospect intends to move
- Age demographic and where prospects are moving from
- Rent or price achieved against pro forma as leases and contracts execute

Reporting cadence

- **Weekly report:** traffic by source, tours, applications or offers, executed leases or contracts, and rent or price achieved vs. pro forma
- **Weekly strategy call:** performance, prospect feedback, pricing and next-phase initiatives, in full transparency
- **Campaign summaries:** lead flow, conversion and marketing ROI, consolidated for strategic review and for lender and investor reporting

EVENTS & EXPERIENTIAL

Launches people talk about.



"The Beginning at Bellefield." Invitation-only preview of The Townhomes at Bellefield, hosted at The Inn at Bellefield, Hyde Park, June 2026. Produced with SERHANT. ID Lab.

A launch event does more than fill a room for an evening. It sets the price psychology for the entire sell-out, puts brokers in the building before their clients ask, and gives the press a story. We produce every one in-house — from the invitation to the follow-up sequence the next morning.

Invitation-Only Launch Preview

Prospects, brokers, press and local partners: guided tours of the model residence and amenity spaces, developer remarks, curated music, passed hors d'oeuvres and cocktails.

Exclusive Broker Tour

Top-producing New York City, Westchester and Fairfield County brokers brought to the site, so they speak to the project firsthand when presenting to clients.

New York City Preview

Invitation-only evenings in Manhattan for relocating buyers and renters and the brokers who represent them.

Hard-Hat & Twilight Tours

Pre-completion tours for qualified prospects, supported by renderings, virtual tours and the model residence.

Broker Open House

A dedicated on-site event for the regional brokerage community, designed to turn agents into advocates.

Partner & Resident Programming

Co-marketing with local restaurants, wellness and cultural anchors, and seasonal resident gatherings that turn early residents into referral sources.

HOW A LAUNCH IS PRODUCED

6 weeks out

Guest list built from the waitlist, broker and press databases; ID Lab invitation suite

4 weeks

Personal broker outreach; press embargo pitched; Studios capture plan

2 weeks

RSVP management, hospitality and partners confirmed; pricing finalized

Launch night

Tours, developer remarks, hospitality, content capture, on-the-spot reservations

Next morning

Follow-up sequence live by 9 a.m.; priority release opens; press and social roll out

The goal of every launch: enter the public market with the first release *already substantially reserved.*

BROKER NETWORK & RELATIONSHIPS

The broker community is a distribution channel. We run it like one.

A large share of new-development sales in this region still arrives through a cooperating broker, and the brokers who matter for a Hudson Valley project sit in Manhattan, Brooklyn, Westchester, Fairfield County, Long Island and Northern New Jersey. We have spent years building those relationships. SERHANT. extends them across 2,000+ agents in 18 states, including Florida and California, where a meaningful share of second-home and relocation demand originates.

Agent-to-Agent Circulation

Direct, personal outreach to SERHANT. agents and select outside brokers actively working with buyers and renters who fit the project. Targeted, not mass distribution.

Private Listing Network

Pre-market exposure through SERHANT.'s curated network of qualified buyers and their representatives, creating urgency before the public launch.

Broker Tours & Open Houses

Private site tours for top producers and on-site open houses for the regional community, so agents present the project from experience.

Co-Broke Friendly

Cooperating-broker terms published from day one and friction removed from the buyer's agent's side of the transaction.

Employer & Relocation Channels

HR and relocation contacts at the region's major employers, hospitals and colleges, with streamlined applications and move-in coordination for their teams.

Referral Network

SERHANT.'s global referral network delivers buyers from markets no local campaign reaches, with a warm introduction rather than a cold lead.

New York City · Brooklyn · Westchester · Fairfield County · Long Island · Northern New Jersey · Florida · California · 18 States + D.C.

WHAT A COOPERATING BROKER RECEIVES

Broker Package

Digital brochure, floor plan book, pricing and availability sheet, virtual tours and the published co-broke terms — everything needed to present the project without calling us first.

Priority Access

Preview tours and the private release ahead of the public launch, so their clients see the best inventory before the market does.

Registration & Protection

A clean client-registration process that protects the broker's relationship from first tour through closing or lease.

Fast Answers

Same-day responses and seven-day showings for their clients, with one point of contact on our side for the life of the deal.

A broker who has walked the model residence sells it differently than one who has read the listing. *We make sure they have walked it.*

PARTNERSHIP

An extension of your project team.

We work alongside ownership from pre-construction through stabilization, advising on the decisions that determine absorption long before a sales gallery opens — and we are structured so our interests are aligned with yours by design.

What we advise on

- Pricing strategy, price and rent tiers, release pacing
- Unit mix, finish level and amenity programming
- Buyer and resident targeting; lead qualification criteria
- Model residence selection and finish presentation
- Lease terms, deposits, pet and parking policies; incentive structure
- Prospect and resident feedback, fed back into pricing weekly
- Lender and investor reporting on velocity and price achieved

Who you work with

Jake Garay, CEO, personally leads every development engagement and is ownership's single point of contact, supported by a hand-selected team that represents the project exclusively. Not a rotation. Not a referral network. One team with full ownership of the outcome, and an office a short drive from the site.

ENGAGEMENT

Foundation

Agreement, brand identity, project website, marketing floor plans and virtual tours, pricing framework and release plan — delivered within 30 days of engagement.

PRE-LAUNCH

Coming Soon

Site signage, waitlist launch, coming-soon digital campaign and SERHANT. agent circulation while construction is still underway.

PRIORITY

Pre-Sales / Pre-Leasing

Private Listing Network, hard-hat and preview tours, early pricing intelligence; the first release priced and reserved before the public launch.

DELIVERY

Public Launch

Launch event, full syndication and paid media, model residence open, first closings or move-ins with revenue from day one.

OUTCOME

Sell-Out / Stabilization

Absorption at or above pro forma; renewal or resale strategy handed off with the data that produced it.

TARGETS WE SET AT KICKOFF

90–120 days

PRE-SALES OR PRE-LEASING LIVE BEFORE THE FIRST CERTIFICATE OF OCCUPANCY

Day one

FIRST RELEASE SUBSTANTIALLY RESERVED AT OPENING, SO REVENUE BEGINS WITH DELIVERY

≤ 6 months

STABILIZED OCCUPANCY OR SELL-OUT PACE AT OR ABOVE PRO FORMA AFTER FIRST MOVE-INS OR CLOSINGS

Milestones are keyed to the construction schedule and calibrated at kickoff.

HOW WE'RE PAID

Performance-based. No retainers. No marketing fees.

The complete marketing program, creative, events and dashboard are included. We are paid when a contract closes or a lease is signed — not before.

HOW WE ENGAGE

One agreement. One accountable team.

Exclusive representation for the sell-out or initial lease-up, scoped to the project's release strategy, with weekly reporting written into the agreement.

NEXT STEP

Let's design your sell-out.

Send us the site plan, the unit schedule and the pro forma. We'll come back with a positioning read, a pricing view and a release plan for the first conversation — before either of us signs anything.

YOUR CONTACT

Jake Garay

CEO, The Garay Team at SERHANT.
914.772.2603
jakegaray@serhant.com

WHAT WE DO

New development sell-outs and lease-ups
Development advisory & pre-construction consulting
Custom branding, film and launch events
Live developer dashboard & weekly reporting

West Harrison

13–15 Harrison Boulevard
West Harrison, NY

Poughkeepsie

17 Collegeview Avenue
Poughkeepsie, NY 12603

Woodstock

70 Tinker Street
Woodstock, NY

THE GARAY TEAM

SERHANT.

The Garay Team at SERHANT. · SERHANT. platform figures per SERHANT., 2026. Renderings and brand materials shown are from The Townhomes at Bellefield, Hyde Park, NY.