PRACTICE OVERVIEW

CERISES

Embedded brand and marketing for multifamily

When brand, experience and communication are aligned, operators win. Holding them aligned is the work.

INSIDE THE ORGANIZATION, NOT ALONGSIDE IT

Cerises works embedded with owner-operators, property management companies, asset managers and the vendors who sell into them, building the brand, communication and marketing systems that growth depends on, at the standard a Class A portfolio expects. Not an agency, not a consultant delivering a deck, and not a replacement for the team already doing the work.

WHAT CERISES DOES

OPERATORS & PROPERTY MANAGEMENT

Embedded Brand Advisory

- Marketing and content strategy
- Resident experience design
- Reputation strategy and response standards
- Leasing team brand coaching
- Project management workflow implementation

Lease-Up Brand Development

- Positioning and naming
- Identity and campaign direction
- Leasing collateral, price sheets, reservation agreements
- Channel consistency standards

ASSET MANAGERS & CAPITAL PARTNERS

Asset Brand Repositioning

- Underperformance diagnosis
- Portfolio-wide consistency and alignment plan
- Brand architecture rollout guidance

PMC Performance Oversight

- Marketing performance review
- Brand standards and governance
- KPI dashboards and reporting cadence
- Vendor accountability

VENDORS & PROPTECH

Positioning & Go-to-Market

- Brand and product positioning
- Messaging for operator audiences
- Competitive landscape and market review

SELECTED RESULTS

POST CHICAGO

COLIVING · REPOSITIONING · 2026

Performing near 70% occupancy with no deficiency in location, amenities or physical quality. The property operated as coliving but presented as a traditional furnished apartment building, forcing it into competition where it held no advantage. Website, copy and listing presence repositioned around the category, informed by a comparative review of seven European coliving operators.

~70% to low 90s

OCCUPANCY FOLLOWING REPOSITIONING

At this asset's scale, that swing moves valuation by tens of millions of dollars.

MARKETING OPERATIONS AUDIT

107-PROPERTY OPERATOR · THREE ASSET CLASSES

An operator unable to state what its marketing spend produced. Every figure in the audit traced to a named source through an evidence ledger recording file, tab, column and reproduction steps. Where a number could not be sourced, it was cut and the gap disclosed.

- More than half of one portfolio's move-ins carried no traceable lead source
- Roughly a third of inbound calls on two business lines went unanswered
- For 40% of lost prospects, first and last contact fell on the same day
- A five-figure gap between platform-reported and internally-tracked spend

None of the five priority actions required new spend. Each was a matter of discipline and ownership.