



Leaders in Affordable Housing Marketing



5 Pointz, Long Island City

CLIENT

G&M Realty

LOCATION

Long Island City, NY

YEAR STARTED

2020

PROJECT STATUS

Completed

5 Pointz is a two-tower high-rise development located in the heart of Long Island City, with striking views of the Manhattan skyline. The building features impressive facilities, with a full-sized basketball court, a robust fitness facility, and a garden terrace that spans the length of the property. Of the 1122 apartments at 5Pointz, MGNY was approached as a marketing agent for 337 apartments - the largest 130% AMI affordable housing lottery to date.

22.3K

Applications on
Housing Connect

9,585

Total Applications
Processed

337

Leases Signed

337

Total Number of
Affordable Apartments

122

Leads to Leases
Conversion

36%

Leads to Leases
Conversion %



PROJECT HIGHLIGHTS

MGNY's approach to the affordable housing lottery at 5Pointz ushered in a new era of advertising and marketing for 130% AMI projects. MGNY carefully crafted the website and digital ad messaging to reach a wide eligible audience. This generated over 5 Million Facebook and Google Impressions and resulted in 22,330 applications - a new record in 130% AMI projects in NYC.

THE CHALLENGE

MGNY's greatest challenge was in bringing our personal, meticulous approach to every applicant in a project of this scale.

THE SOLUTION

We managed this through several points of contact by phone, text, and email. In-person tours were carefully crafted to underline the building's best features. Applicants were nurtured through the application and lease-up process by our project managers and communications team. Several of our applicants left positive reviews of their experience.

ABOUT THE CLIENT

David Wolkoff is an independent real estate developer. His father, Jerry Wolkoff was a self-made real estate development icon born in Brooklyn, NY. Through G&M Realty LLC, David has taken on his most ambitious project yet in 5Pointz LIC.



505 State Street

CLIENT	Alloy Development
LOCATION	Brooklyn, NY
YEAR STARTED	2023
PROJECT STATUS	Completed

The Alloy Block is five buildings, old and new, that provide residential, educational, office, cultural and retail spaces for people in Downtown Brooklyn. 505 State Street is the living heart of the development, a 44-story tower that is Brooklyn's first all-electric building.

101K
Applications on Housing Connect

373
Total Applications Processed

45
Leases Signed

45
Total Number of Affordable Apartments

PROJECT HIGHLIGHTS

Housing Line is MGNY's affiliated non-profit organization and an approved Administering Agent with HPD. Our dedicated team leveraged our existing knowledge base, technical process, and institutional relationships to ensure a smooth and efficient lease-up while navigating the complexities of Inclusionary Housing.

THE CHALLENGE

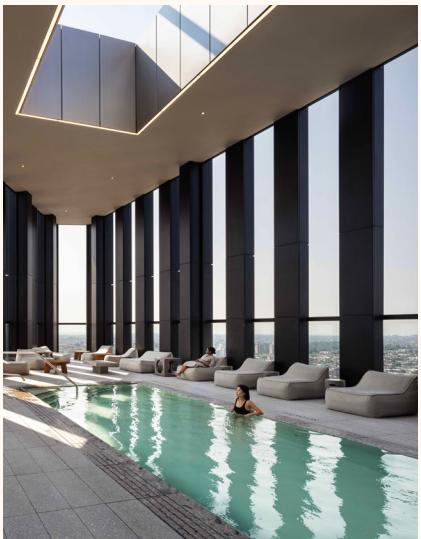
When the client's previous Administering Agent could no longer perform their duties, Housing Line was tasked with planning and executing marketing and leasing the Inclusionary Housing units in a much shorter time frame than usually required. As a Mandatory Inclusionary Housing project, 505 State Street featured multiple AMI levels, as well as disability set-aside units and other preferences that must be filled first.

THE SOLUTION

With our proprietary technology and tooling along with a high capacity for reviewing eligible applications we were able to simultaneously review all set-asides and preferences. This led to an improved velocity in processing and completion with real-time updates on leasing provided 24/7 via our client portal.

ABOUT THE CLIENT

Alloy Development is a New York-based architectural firm. Putting an emphasis on unique designs and social consciousness, Alloy actively works to create a lasting positive impact on the community with each new development.



Williamsburg Wharf

CLIENT

Naftali Group

LOCATION

Brooklyn, NY

YEAR STARTED

2025

PROJECT STATUS

Marketing

Williamsburg Wharf is a multi-phase affordable waterfront development in Williamsburg. Naftali Group's first waterfront development in Brooklyn comprises of three residential towers that share a riverside promenade and an abundance of green space. By offering resort-style experiences that resonate with the character of urban living, the Naftali team hopes to positively transform the South Williamsburg neighborhood.



PROJECT HIGHLIGHTS

A complex project with multiple phases necessitating separate lotteries with individual program requirements and timing. Our client-centered approach and comprehensive reporting enabled us to keep this project on track towards a successful lease-up.

THE CHALLENGE

Williamsburg Wharf comprises three separate towers, two of which utilized Voluntary Inclusionary Housing and a third with stand-alone 421-a(16). MGNY and Housing Line are entrusted with managing simultaneous absorption for two of the phases despite drastically different marketing strategies for 80% AMI versus 130% AMI.

THE SOLUTION

For the 130% component, we collaborated with the developer's marketing team to carefully craft a dedicated landing page consistent with their overall design and vision for the development. Advertising began in February 2025, cultivating leads for qualified applicants beyond the standard user base for other lotteries. Our team took the lead in organizing the responses to several regulatory huddles with the Inclusionary Housing phases, helping the developer minimize red-tape delays to begin marketing and leasing.

ABOUT THE CLIENT

Founded and led by real estate visionary Miki Naftali, Naftali Group has established a reputation for excellence across the real estate development world for its highly sophisticated planning and design vision and superior quality construction.



Lumen

CLIENT
Carmel Partners

LOCATION
Long Island City, NY

YEAR STARTED
2024

PROJECT STATUS
Tenant Selection

Designed by Hill West Architects, Lumen LIC's 938-unit residential highrise will include over 20,000 square feet of ground floor retail and 12,000 square feet of amenity space, all while offering uncompromised views of the East River and Manhattan. Lumen offers a package of luxury amenities that includes a state of the art fitness center, swimming pool, club lounge, coworking space, sky lounge, kids room, and multiple outdoor terraces for its residents to enjoy. Lumen LIC stands tall in the heart of Long Island City, a growing neighborhood renowned for its creative flair and waterfront parks while offering residents seamless access to Manhattan and Brooklyn.

16.9K

Applications on
Housing Connect

200

Total Applications
Processed

282

Total Number of
Affordable Apartments



PROJECT HIGHLIGHTS

MGNY designed a curated website and data-driven advertising campaign positioned to engage with the Long Island City community and wider eligible audience, including those unfamiliar with the New York City Housing Lottery. Our dynamic approach took to the streets, subways, and social media — like Lumen's towering stature MGNY's advertising campaign generated over 5.3 Million website impressions and 16,945 total applications for the 130% project.

THE CHALLENGE

The explosion in 130% AMI affordable projects in 2024/25 led to the unique challenge of establishing a brand identity for Lumen LIC. It required a more educational approach and personalized customer experience for each eligible applicant. Unfortunately many eligible New Yorkers are unaware of how NYC's Housing Lottery works.

THE SOLUTION

MGNY leveraged its experience as an industry leader in the affordable housing space to educate the newly acquainted public through several points of contact and a meticulously curated website. From the first interaction with Lumen LIC, whether it starts from a subway or digital advertisement, MGNY's specialists provide personalized guidance to ensure eligible applicants are supported at every step of the touring and lease-up process.

ABOUT THE CLIENT

Carmel Partners is a San Francisco based firm. Carmel Partners is renowned for their pioneering and innovative approach to state-of-the-art multifamily developments and their environmental stewardship, with 100% of their development assets having or planned to obtain a green rating.



The Brook

CLIENT
Witkoff

LOCATION
Brooklyn, NY

YEAR STARTED
2024

PROJECT STATUS
Pre-Marketing

Located in the heart of downtown Brooklyn at the lively intersection of Fulton & Flatbush, The Brook boasts 591 units, 178 of which are designated as affordable through the 421-a(16) Program. The 51-story building offers beautifully-designed studio to two-bedroom rental homes with stunning views of the New York Harbor. The Brook features 30,000 square feet of life enhancing benefits which include an outdoor pool, fitness studios, children's play area, a basketball court, library and dog run.

591

Total Units

178

Total Number of
Affordable Apartments

PROJECT HIGHLIGHTS

The Brook is a 601-foot-tall residential skyscraper located in the vibrant hub of downtown Brooklyn. Designed by Beyer Blinder Belle, The Brook blends modern entertainment with local culture while offering premier luxury amenities to residents. With advertising efforts set to begin in April, MGNY anticipates an exciting marketing campaign with a diverse applicant pool.

THE CHALLENGE

The ever-changing landscape of subsidized housing programs in New York City poses a unique challenge to MGNY's hands-on approach. We believe in deliberate and specialized communication with each individual applicant to improve conversion.

THE SOLUTION

The MGNY team plans to utilize our vast experience and connections within the affordable housing market to provide a streamlined marketing and lease-up approach. With dedicated team members focusing on key components of applicant outreach, we are confident in our ability to strategically deliver a successful end result.

ABOUT THE CLIENT

Witkoff is a global real estate firm headquartered in New York City with over 30 years of experience focusing on strategy and relationships, and projects comprising 30+ million square feet. As a market leader, Witkoff is known for their hands-on, data-driven and creative approach.





Hanover House

CLIENT

Lonicera Partners

LOCATION

Brooklyn, NY

YEAR STARTED

2022

PROJECT STATUS

Tenant Selection

Hanover House is a 463-foot-tall residential tower at 17 Hanover Place in Downtown Brooklyn designed by Fogarty Finger and developed by Lonicera Partners. The 34-story structure spans 295,000 square feet and yields 314 rental apartments in one- to two-bedroom layouts, with 95 reserved for affordable housing, as well as 9,000 square feet of ground-floor retail space.

19.1K

Applications on
Housing Connect

3.2K

Total Applications
Processed

54

Leases Signed

95

Total Number of
Affordable Apartments

4

Leads to Leases
Conversion

4%

Leads to Leases
Conversion %



PROJECT HIGHLIGHTS

MGNY enhanced its operations to significantly increase its capacity for rapid lease-ups at Hanover House. By adopting a more agile approach and refining our processes, we accelerated the pace of application reviews and lease signings. This proactive strategy ensured that we could meet client needs swiftly and efficiently, setting a new benchmark for expedited lease-ups in the 130% AMI housing sector.

THE CHALLENGE

The client is well-versed in New York's housing lottery process, but they've previously faced delays in finalizing full lease up in their prior lottery. For this lottery our goal was to expedite the lease-up process to efficiently meet their needs.

THE SOLUTION

At MGNY, we've streamlined document submission processing to handle higher volumes efficiently. This includes offering tours and securing leases in an expedited manner. By having specialists who have expertise at each part of the process the team was able to move at a rapid pace to meet client needs.

ABOUT THE CLIENT

Lonicera Partners is a Brooklyn-based real estate investment and development company founded in 2010.



Bankside (Third & Lincoln)

CLIENT

Brookfield Properties

LOCATION

The Bronx, NY

YEAR STARTED

2021

PROJECT STATUS

Third Complete and Lincoln Tenant Selection

Bankside encompasses two distinct projects that have transformed the Mott Haven waterfront. Third at Bankside features two 25-story towers and one 17-story building atop an eight-story podium, totaling 450 residential units. Meanwhile, Lincoln at Bankside consists of four 26-story towers with 921 units. Both properties offer premium amenities, including a pool, indoor basketball court, rooftop areas, gyms, and numerous lounges.

38.7K

Applications on
Housing Connect

30.2K

Total Applications
Processed

277

Leases Signed

277

Total Number of
Affordable Apartments

39

Leads to Leases
Conversion

14%

Leads to Leases
Conversion %

PROJECT HIGHLIGHTS

MGNY engaged in marketing three separate lotteries to comply with the client's construction demands at Bankside. MGNY had to engage in strategic outreach and innovative marketing in order to highlight this up and coming neighborhood.

THE CHALLENGE

MGNY faced the challenge of marketing high rent prices in a neighborhood where rents are typically much lower. This represented a significant shift in the type of housing available on the Mott Haven waterfront.

THE SOLUTION

MGNY responded by conducting multiple lotteries to stagger tenant selection, while simultaneously executing three distinct digital marketing campaigns. These campaigns highlighted the building's luxurious amenities to attract potential tenants.

ABOUT THE CLIENT

Brookfield is a global real estate firm with a portfolio that spans across major cities worldwide, including innovative and transformative projects like Bankside in Mott Haven.





Astoria West

CLIENT
Cape Advisors
and Sage Hall

LOCATION
Queens, NY

YEAR STARTED
2022

PROJECT STATUS
Completed

Astoria West is a waterfront development in Astoria, Queens. The design is composed of three distinct but connected buildings that combine to form a central courtyard and greenspace. The 8-story development offers 534 apartments in total with 162 of those units designated as affordable. The building features a strong amenities package, a rooftop pool club and patio space, and an in-house restaurant and cafe. Away from the hustle and bustle of downtown Queens, access to Manhattan is only a Ferry ride away. For commuters, the development offers a shuttle service - exclusive to residents - that runs to the closest MTA lines.

29.6K

Applications on
Housing Connect

5.2K

Total Applications
Processed

162

Leases Signed

162

Total Number of
Affordable Apartments

59

Leads to Leases
Conversion

36%

Leads to Leases
Conversion %



PROJECT HIGHLIGHTS

MGNY understood that it was important to the client to maximize the affordable rents while ensuring that full lease-up happened efficiently. MGNY engaged in extensive research on the market competition - both in market rate and in affordable housing lotteries of similar size and quality. This allowed the client to make confident decisions concerning rents and concessions. After consultation with MGNY, our client decided to release an initial lottery for a single building in the 3-building development. This lottery was a success, with all units leasing up efficiently.

THE CHALLENGE

During the tenant selection process the building was in the final construction stages. Our client did not want to delay the process of hosting building tours and completing lease signings.

THE SOLUTION

Through regular communications with the building management team MGNY was able to host tours in completed areas of the building, and assign move-in ready apartments based on the construction schedule. This level of coordination allowed for a smooth lease-up process while building construction was completed.

ABOUT THE CLIENT

Cape Advisors is a New York City real estate development and investment firm responsible for nearly \$3 billion in development on projects running from residential and hospitality to retail and commercial.



The Brooklyn Tower

CLIENT
JDS Development

LOCATION
Brooklyn, NY

YEAR STARTED
2022

PROJECT STATUS
Tenant Selection

The Brooklyn Tower is a supertall, mixed-use skyscraper located in the heart of downtown Brooklyn. At 93 Stories (1,073 Feet) it is the tallest building in Brooklyn and the tallest building in New York outside of Manhattan. The Building contains 425 apartments, 120 of which are designated as affordable. The 120,000-plus square feet of amenities include a rooftop pool, gym, and several luxury lounges as well as co-working facilities.

23.9K

Applications on
Housing Connect

4.8K

Total Applications
Processed

86

Leases Signed

120

Total Number of
Affordable Apartments

30

Leads to Leases
Conversion

25%

Leads to Leases
Conversion %

PROJECT HIGHLIGHTS

The luxury, prestige, and sheer size of The Brooklyn Tower make it an unusual and exciting participant in the 130% AMI bracket of the affordable housing lottery. With high-end interiors and stunning views, The Brooklyn Tower is one of the most talked about lotteries in NY history. MGNY is honored to be chosen by JDS to manage this unprecedented affordable housing lottery.

THE CHALLENGE

Because of the value offered, rent prices at The Brooklyn Tower had to be listed close to or at the maximum allowable workbook rents. This means that prices would still be at a significant discount when compared to market-rate rents, but would be out of reach for a significant portion of applicants.

THE SOLUTION

MGNY worked carefully with JDS to construct a marketing and advertising campaign that appeals to the target audience (ie. those that income-qualify), ensuring that qualified applicants apply.

ABOUT THE CLIENT

JDS Development is a real-estate development group headquartered in Manhattan. It was founded in 2002 by Long Island native, Michael Stern and specializes in luxury residential, hospitality, and mixed-use projects. JDS has more than 7 Million square feet of property under development.





Jasper Hunters Point

CLIENT
The Domain Companies

LOCATION
Long Island City, NY

YEAR STARTED
2021

PROJECT STATUS
Tenant Selection

Jasper is a 499 unit, 13-story building located in the Hunter's Point neighborhood of Long Island City. Jasper features a rooftop pool, state of the art fitness center, game room and unbeatable views of the Manhattan skyline and East River. Designed by S9 Architecture, the 125-foot-tall structure will span 550,000 square feet, with 40,000 of those being dedicated as retail space for a variety of commercial tenants.

14.2K

Applications on
Housing Connect

300

Total Applications
Processed



PROJECT HIGHLIGHTS

By the end of the Housing Connect advertising period, Jasper received 14,295 applications for its 150 affordable units, ranging from studios to three-bedroom apartments at 130% AMI. The comprehensive marketing campaign strategically targeted a diverse, widespread audience, generating over 6,100 leads. Of those leads, approximately 55% were estimated to meet income eligibility requirements. MGNY employed an innovative, multi-channel approach — including digital marketing and community outreach — to maximize engagement and guide prospective applicants through the application process, effectively driving conversions from leads to applicants.

THE CHALLENGE

As a 130% AMI project, attracting high-income earners to the Housing Lottery not only requires broad exposure, but also strategic investment in outreach and engagement. Unlike lower AMI projects, where demand often exceeds supply with minimal advertising, higher AMI lotteries face the challenge of reaching households that may not typically consider affordable housing opportunities. With a relatively small advertising budget for a project of this size, MGNY focused on maximizing impact through cost-effective channels, leveraging digital marketing and targeted outreach efforts.

THE SOLUTION

Utilizing experience from past 130% AMI projects, MGNY has developed targeted strategies to engage eligible applicants. Prioritizing concise collaboration between all parties involved while maintaining interest among income-eligible applicants is critical. By maximizing outreach efforts and maintaining transparency, MGNY enhances applicant retention and ensures a smooth, efficient lease-up process.

ABOUT THE CLIENT

Founded in 2004, The Domain Companies is a real estate development and investment company that specializes in sustainable, mixed-use development. Domain believes in creating properties that stand apart through innovative design and top-tier management, with a goal of enhancing the lives of their residents and the communities in which they live.

Full-Service Compliance Services

MGNY provides a full range of services keeping properties compliant with regulatory agreements and 421-a restrictive declarations. MGNY plays an essential function as an approved affordable housing monitor for thousands of income-restricted units.

Monitoring

- Quarterly rent-rolls
- Annual Compliance affidavit
- Monthly check-in
- Notification of vacancy
- Access to a Tracking Portal

Re-Rentals

- Re-marketing of vacant units
- Collecting and processing housing applications
- Verification of eligibility
- Facilitating unit walk-throughs and lease signings
- Maintenance and filing of required documents with the HPD

DHCR Registrations

- Collection of leases and rent-rolls
- Review of tenant-related information
- Filing of Annual Registrations electronically with the HCR

Lease Renewal

- Calculating rent stabilization increases
- Delivery of lease renewal packages to tenants
- Follow-up communication with tenants
- Updating Lease Agreements
- Facilitation of lease execution



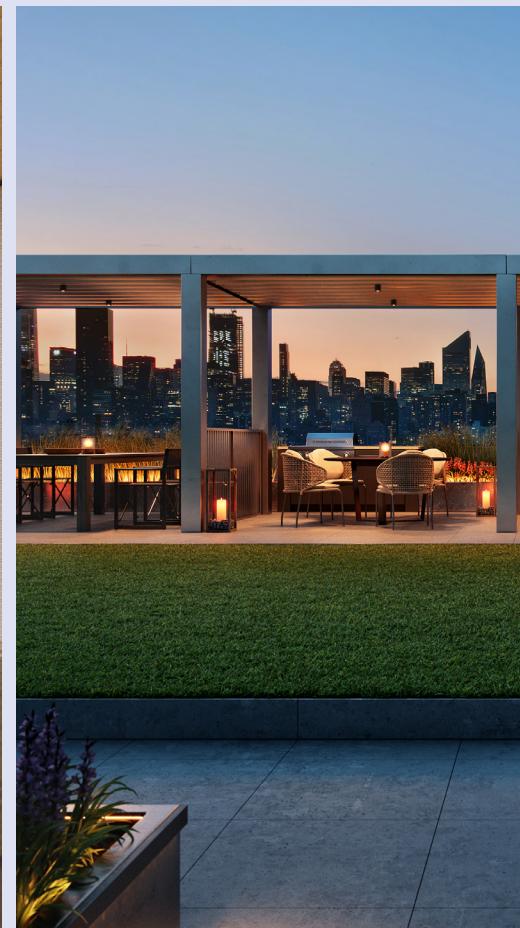
Housing Line Inc: An HPD Approved Administering Agent

Our affiliate not-for-profit agency takes charge of renting, selling, and compliance related to Inclusionary Housing units.

- ✓ Managing the lottery process for IH units
- ✓ Applicant income verification and processing
- ✓ Lease administration
- ✓ HPD compliance



FIND OUT MORE ABOUT OUR SERVICES AT: HOUSINGLINE.ORG



A refreshingly simple
approach to affordable
housing lease-up in NYC.

ADDRESS

MGNY Consulting Corp.
109 East 9 Street
New York, NY 10003

CONTACT US

info@mgnyconsulting.com
www.mgnyconsulting.com
212-343-1111