

# Innovations in Marketing: Commercial Office Marketing 2007 vs. 2012 And How it Has Changed?

Sarah Hubbard,  
Skanska USA  
Commercial  
Development Inc.

Chris Delucchi  
Delucchi Plus &  
Blue Bug Digital

David Menda  
Blue Bug Digital

**DEVELOPMENT '12**

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE

MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.



**NAIOP**

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

# Topics

- How did we market an office building in 2007?
- How has the digital landscape changed in 5 years?
- How does the world consume information today about your brand?
- How are we marketing office buildings or mixed-use developments in 2012?

# How did we approach marketing an office building in 2007?

- Brochure Creative
- Signage
- Broker Gifts
- Website
- Broker Flyers
- Tombstone Ads
- LEED Rating a Differentiator

# How did we approach marketing an office building in 2007?



# How did we approach marketing an office building in 2007?



EXPERIENCE | ENGAGE | EVOLVE

## EXPERIENCE

the edge of elegance

Air conditioning comes full circle.

Our building uses an energy recovery wheel designed to save 70 tons of air conditioning capacity. Outside air is preconditioned with freely recovered energy as it passes through the wheel, bringing it closer to the desired room temperature. This reduces heat and cooling costs, making summers cool and winters cozy.

To learn more, visit our website at [www.1050KStreet.com](http://www.1050KStreet.com).



**CBRE**  
CB RICHARD ELLIE  
randy.harrell@cbre.com  
kevin.howard@cbre.com  
202.783.8200



The Lennox Company - The Tower Companies - Fairmont Builders  
[www.1050KStreet.com](http://www.1050KStreet.com)



**FALL 2008**  
[www.1050KStreet.com](http://www.1050KStreet.com)

136,000 Square Feet  
Office Building  
LEED® Gold Registered

**CBRE**  
CB RICHARD ELLIE  
randy.harrell@cbre.com  
kevin.howard@cbre.com  
202.783.8200

© The Lennox Company - The Tower Companies  
© Hinkle Cole Architects - B Fairmont Builders



# How did we approach marketing an office building in 2007?



The image shows a marketing brochure for the 1050 K Street office building. The background features a wireframe architectural rendering of the building's facade. The text is arranged in a clean, modern layout. At the top right is the logo for 1050 K Street, consisting of a blue square above the text '1050 K STREET'. The main headline reads 'EXPERIENCE | ENGAGE | EVOLVE' followed by 'EXPERIENCE' in a larger font and 'the edge of elegance' in a smaller font. Below this is a paragraph of introductory text. To the right of the text is a small inset image of the building's corner with a '+ | VIEW FULL RENDERING' link. Below the inset is a 'CONTACT US' button with a right-pointing arrow. At the bottom left of the brochure, there is a list of partners: 'The Lenkin Company · The Tower Companies · Fairmont Builders · Hickok Cole'. On the left side of the brochure, there is a vertical text element that reads 'EXPERIENCE the edge of elegance'.

EXPERIENCE | ENGAGE | EVOLVE

## EXPERIENCE

the edge of elegance

1050  
K STREET

Emerging Fall 2008, Washington's next great architectural landmark is 1050 K Street. Welcome to the center of new life in downtown's East End.

From the first glimpse, it draws you in. An elegant stone walkway extending from the sidewalk leads you inside. Your senses are dazzled by the seamless transition between interior and exterior, the exquisite design, the harmony of environments.

1050 K is a boutique building. At 11 stories and 136,000 square feet, it's ideal for the discerning small and mid-sized firm in search of large company-caliber amenities and attention.

Featuring triple-scrubbed indoor air, power from wind energy, efficient water usage, maximized use of daylight, and registered LEED™ Gold, 1050 K offers a one-of-a-kind combination of spectacular art and architecture, including two customized gallery spaces, elements from the natural environment and a peaceful rooftop garden. It's a truly inspirational space.

See the achievement that is 1050 K. Engage it. Experience it. And evolve with it.

[CONTACT US](#)

EXPERIENCE the edge of elegance

The Lenkin Company · The Tower Companies · Fairmont Builders · Hickok Cole

## DEVELOPMENT '12

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.

# How has the digital landscape changed in 5 years?

## Video

- In 2007 there were 60,000 videos uploaded daily. Today- 3 Billion videos viewed daily.
- YouTube is the 2nd most trafficked search engine

## Mobile:

- 15-30% of Google queries are mobile
- Mobile Internet use is set to overtake desktop by 2014

## Local Search:

- According to Google, 20% of searches are related to location

## Social Media:

- In 2007 there were 50 million users on facebook. Today there are 1 billion
- Social media accounts for one out of every six minutes spent online in US.
- Advertising spending will increase from \$2.1 billion in 2010 to \$8.3 billion by 2015



# How does the world consume information about your brand?



BlueBugDigital

**DEVELOPMENT '12**

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.

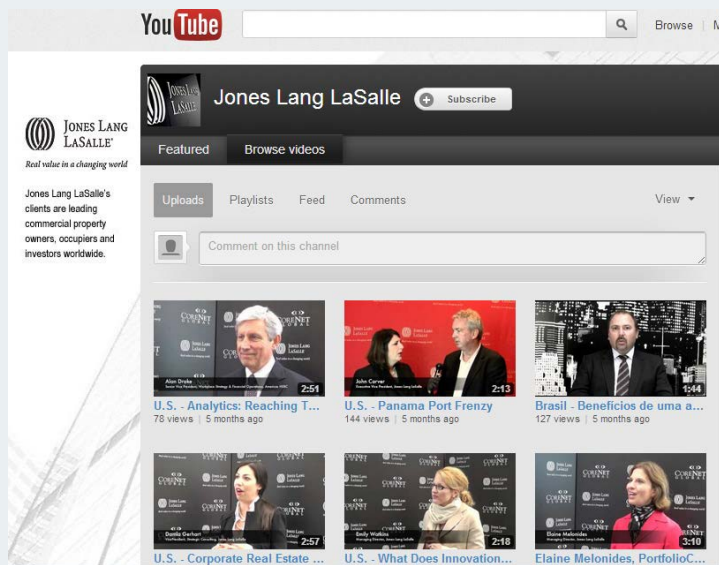
© NAIOP. Do not distribute or reproduce without permission.



# How does this relate to B 2 B?

## Brokers

- Follow buildings and sub-markets on Twitter
- Research competition online
- Follow businesses on LinkedIn



# How does this relate to B 2 B?

## The Press:

- Follows sub markets and commercial real estate on Twitter
- Follows business on LinkedIn
- Determine a companies reputation online

The logo for The Washington Post, featuring the text "The Washington Post" in a black, gothic-style serif font on a white background.The logo for the Washington Business Journal, featuring the text "WASHINGTON BUSINESS JOURNAL" in a red, serif font on a white background. "WASHINGTON" is in a smaller font above "BUSINESS JOURNAL".

**DEVELOPMENT '12**

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.

# How does this relate to B 2 B?

## C-Level Executives/Owners

- Google a Building's Name
- Google the Landlord
- Google the Brokerage Firm
- Watch videos on Youtube

# Case Study: 1776 Wilson Boulevard



# Case Study: 1776 Wilson Boulevard

- Creative Concepts:
  - No Brochure
  - Tour Book
  - Day in the Life
- 6 Month Co-Star Advertising
- Eblast in Publications
- Digital Marketing

# Case Study: 1776 Wilson Boulevard

OFFICE LOBBY RENDERING



BOULEVARD

CLARENDON BOULEVARD RENDERING



BOULEVARD

BUILDING QUALITY AND SUSTAINABILITY (LEED PLATINUM)

BOULEVARD



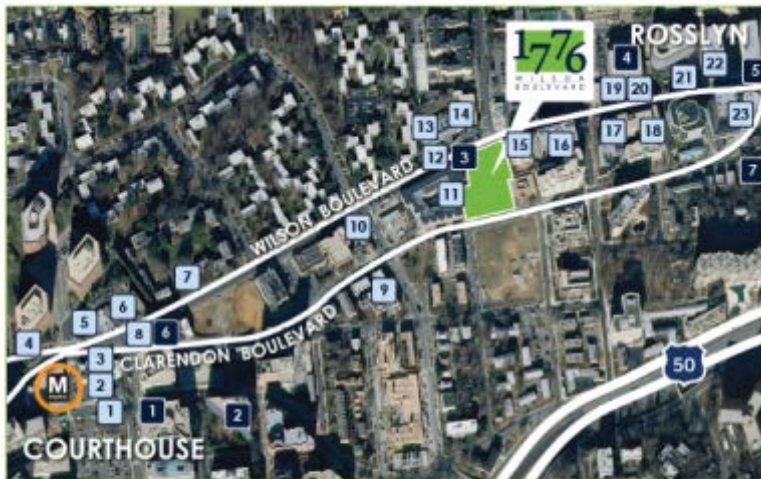
**DEVELOPMENT '12**

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.



# Case Study: 1776 Wilson Boulevard

## AMENITIES



### RESTAURANTS

- |                         |                     |                      |
|-------------------------|---------------------|----------------------|
| 1 Boston Market         | 9 Sushi Rock        | 17 Café Asia         |
| 2 Summers Restaurant    | 10 Rhoadside Grill  | 18 Piko Restaurant   |
| 3 Cail                  | 11 Café Assisi      | 19 Domino's Pizza    |
| 4 Corner Bakery         | 12 Village Bites    | 20 Quince            |
| 5 California Tortilla   | 13 Bean Good Coffee | 21 RDT               |
| 6 Ireland's Four Courts | 14 Roy's Hot Burger | 22 Starbucks/Safeway |
| 7 Guacapo               | 15 Roy's The Third  | 23 Santa Fe Café     |
| 8 Wendy's               | 16 Red Hot & Blue   |                      |

### OTHER

- 1 Office Depot
- 2 Synergy Fitness
- 3 Santa Shipping/Printing
- 4 CVS
- 5 Hyatt Hotel
- 6 Wells Fargo
- 7 Marriott Residence Inn

## 2<sup>nd</sup> and 3<sup>rd</sup> Floor Plans

2<sup>nd</sup> Floor  
7,026 RSF  
AVAILABLE



3<sup>rd</sup> Floor  
5,111 RSF  
AVAILABLE



# DEVELOPMENT '12

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.

# Case Study: 1776 Wilson Boulevard

7:00 a.m.



Arrive at 1776 Wilson Boulevard. Park in the garage and plug-in your electric car to the charging station.

8:15 a.m.

Grab coffee and a scone across the street at Bean Good, a neighborhood staple!



10:30 a.m.

Take a water break on your way to a team meeting in the main conference room. The 9'3" ceiling heights provide a spacious atmosphere!



## DEVELOPMENT '12

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.

# Case Study: 1776 Wilson Boulevard

12:30 p.m.

Ray's Hell  
Burger

Meet a friend for lunch across the street at Ray's Hell Burger (DC's most famous burger joint).



1:30 p.m.

Back to the office. Morning air has been cycled out by CO2 sensors.



5:45 p.m.

Freshen up in the spa quality restroom before heading up to the rooftop terrace.

1776



## DEVELOPMENT '12

THE ANNUAL MEETING FOR COMMERCIAL REAL ESTATE  
MARRIOTT WARDMAN PARK HOTEL | WASHINGTON, D.C.



# Case Study: 1776 Wilson Boulevard



On behalf of SKANSKA USA Commercial Development, Inc. Cassidy Turley is pleased to announce the following recent lease transaction:

**National Association of Chain Drug Stores, Inc.**  
21,605 sf

Special thanks to  
Richard Rome & Alexandra Huihnan  
of Studley, Inc. for representing the tenant.

**Spencer R. Stouffer**  
spencer.stouffer@cassidy-turley.com  
**Michael Altman**  
michael.altman@cassidy-turley.com  
**Avi M. Fisher**  
avi.fisher@cassidy-turley.com  
703.770.3400 | cassidy-turley.com

Owned and Developed by  
**SKANSKA**


Exclusive Leasing and Management by  
**Cassidy Turley**  
Commercial Real Estate Services

**1776 WILSON BOULEVARD**

134,000 rsf of Class A Office & Restaurant/Retail Space

Under Construction

Delivers July 2012



**1776 WILSON BOULEVARD**

40,000 rsf of Class A Office Space Available  
Designed to LEED Platinum  
Delivers 3<sup>rd</sup> Quarter 2012

On behalf of Skanska USA Commercial Development Inc. Cassidy Turley is pleased to announce the following lease transaction:

**U.S. Civilian Research and Development Foundation**  
26,833 sf

Special thanks to  
Thomas Birnbach & Jonathan Harms  
of CRESA Partners for representing the tenant.

**Spencer R. Stouffer**  
spencer.stouffer@cassidy-turley.com  
**Michael B. Altman**  
michael.altman@cassidy-turley.com  
**Avi M. Fisher**  
avi.fisher@cassidy-turley.com

703.770.3400 | 1776WilsonBld.com

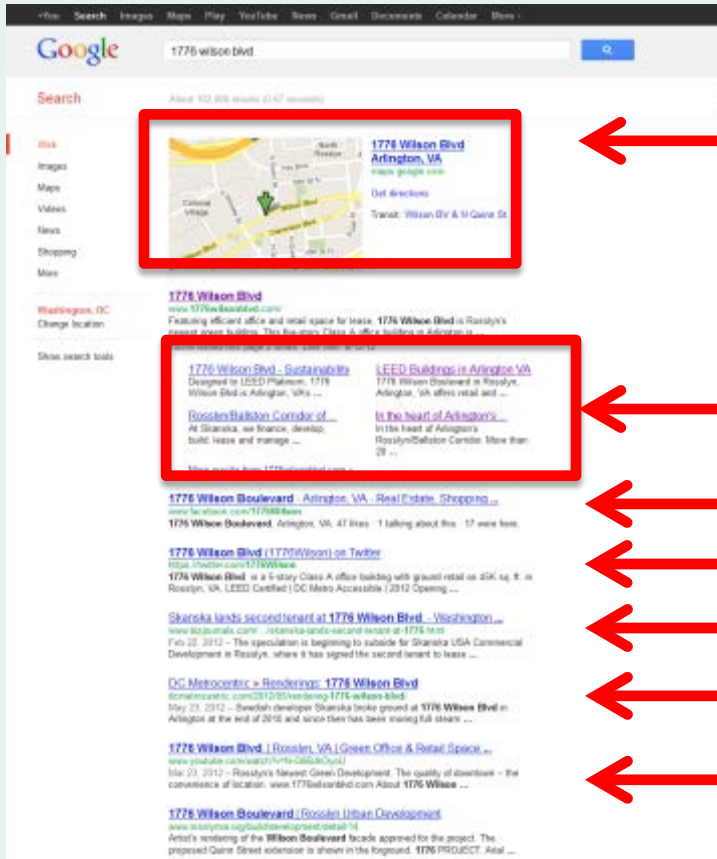
Owned and Developed by  
**SKANSKA**

Exclusive Leasing and Management by  
**Cassidy Turley**  
Commercial Real Estate Services

# What are we doing differently to market an office building or mixed-use development today?

- Social Media
- Videos
- Digital Public Relations
- SEO/SEM

# Case Study: 1776 Wilson Boulevard



Local Listing (Google Places)

Optimized Website

Facebook

Twitter

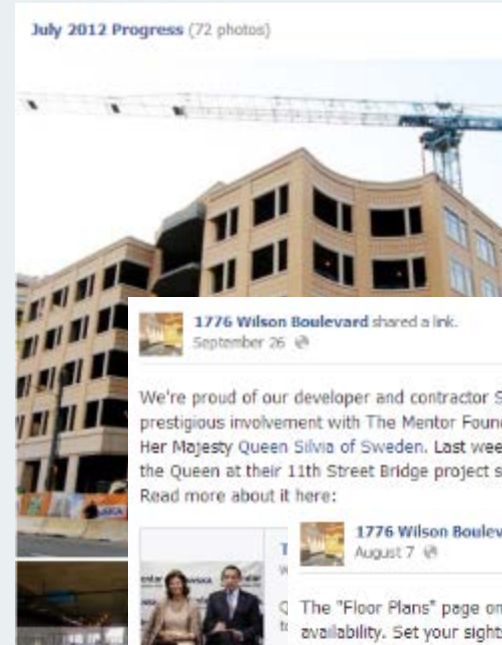
Digital Press Release

Blogger Outreach

Video



# Social Media



**Rosslyn VA Office and Retail Space for Rent in Arlington | Floorplans at Skanska's 1776 Wilson Blvd**  
1776wilsonblvd.com

Skanska's 1776 Wilson Blvd is a five story Class A office building with ground floor

# Social Media: Live Tweeting



**1776 Wilson Blvd**  
@1776Wilson  
1776 Wilson Blvd. is a 5-story Class A office building with ground retail on 45K sq. ft. in Rosslyn, VA. LEED Certified | DC Metro Accessible | 2012 Opening

Follow  
116 TWEETS  
81 FOLLOWING  
36 FOLLOWERS



**1776 Wilson Blvd**  
1776@Wilson

In about an hr, we'll live-tweet the 1776 Wilson Blvd. Topping-Off Luncheon! #Construction is closing in on completion! [pic.twitter.com/Hb3huign](http://pic.twitter.com/Hb3huign)

Reply Retweet Favorite



**1776 Wilson Blvd**  
1776@Wilson

We've arrived at Ray's the 3rd... That's our building straight ahead. Let's go see who's inside. #Rosslyn [pic.twitter.com/Eqc9nuCd](http://pic.twitter.com/Eqc9nuCd)

Reply Retweet Favorite



**1776 Wilson Blvd**  
1776@Wilson

Show's on the road! Spencer Stouffer with Cassidy Turley introduces office leasing opportunities. (60,000 sq ft!) [pic.twitter.com/acber9kZ](http://pic.twitter.com/acber9kZ)

Reply Retweet Favorite



# Social Linking Strategy

- Sustainability
- Brokers
- Targeted Businesses
- Targeted Retailers
- Local Retailers



The Green Workplace




# Video

The image shows a screenshot of a YouTube channel page for 'Wilson Boulevard'. The channel has 0 subscribers and 246 video views. The page features a search bar, navigation tabs for 'Uploads', 'Playlists', 'Feed', and 'Comments', and a list of recent activity. The main video player displays a video titled '1776 Wilson Blvd. | Rosslyn, VA | Green Office & Retail Space' with a thumbnail showing an interior view of a modern office space. The video player includes a play button, volume control, and a progress bar showing 0:08 / 3:11. The video content includes the text 'AN ICONIC ADDRESS' overlaid on a high-angle shot of the building's interior.







## Skanska

- HOME
- CAREERS
- PRODUCTS
- INSIGHTS

### About Skanska

We are one of the world's major project development and construction groups. By combining our expertise and financial strength, we develop offices, homes and public-private partnership projects.

We create sustainable solutions and aim to be a leader in quality, green construction, work safety and business ethics. Our aim is naturally also to maximize the potential of Skanska with regard to returns. We are active in selected home markets in Europe, the U.S. and Latin America.

Our history began in 1887 when the company was founded. We established our first international operations already in 1897. Today, we employ 53,000 worldwide.

Working with us will give you plenty of opportunities to grow, to prosper and take on exciting challenges. Go to [www.skanska.com/career](http://www.skanska.com/career) to find out more.

Skanska is headquartered in Stockholm, Sweden and listed on the OMX Nordic Exchange Stockholm. We are a Fortune 500 company and a member of the UN Global Compact. Skanska is one of the world's ten largest construction companies.

**Specialties**  
construction and project development, including commercial properties, homes and Public Private Partnerships

<b>Website</b> <a href="http://www.skanska.com">http://www.skanska.com</a>	<b>Industry</b> Construction	<b>Type</b> Public Company
<b>Company Size</b> 10,001+ employees	<b>Founded</b> 1887	

# Digital Public Relations

- Create Press Release
- Optimize
- Dialogue with Bloggers



Arlington VA Real Estate News





# 1776 Wilson Boulevard Website

**1776**  
WILSON  
BOULEVARD

ABOUT US BUILDING FEATURES LOCATION FLOOR PLANS GALLERY SUSTAINABILITY CONTACT US

**ROSSLYN'S  
NEWEST  
GREEN  
DEVELOPMENT**

134,000 RSF of Class A Office & Restaurant / Retail Space

**Elevate Your Status**

Offering the latest in cutting edge design and superior construction techniques, Rosslyn's newest green office building was designed to LEED Platinum and is brimming with amenities that will appeal to the most distinguished tenant. A stunning 5 story Class A building with flexible and efficient office and retail space for lease. 1776 Wilson Boulevard offers the level of sophistication often associated with downtown trophy buildings. Combine these features with a great location in Arlington, VA - within walking distance of two Metro lines, as well as multiple retail, restaurant and hotel options and it's clear 1776 Wilson Boulevard is perfectly positioned for tenants to take advantage of the best of both worlds.

[Contact us](#) to learn more about this combination of style and convenience.

**SKANSKA**

**f** **t**

**Cassidy  
Turley** Commercial Real Estate Services  
OFFICE LEASING / 703.770.3400

**Colliers**  
RETAIL LEASING / 202.742.1100

0 0 3 4 5 4

# 1776 Wilson Boulevard Website SEO

Onsite...

```
<title>Office and Retail Space for Lease in Rosslyn | Skanska 1776 Wilson Blvd | LEED Buildings in Arlington VA</title>
<meta name="keywords" content="Rosslyn Office Space, Retail Space for Lease in Rosslyn, LEED Building in Rosslyn VA, Arlington Office Buildings, Green Buildings in Arlington Virginia, Rosslyn Virginia Commercial Real Estate, Arlington VA Office Space for Lease, Retail Space for Lease in Arlington VA, LEED Buildings in Arlington VA, Commercial Real Estate Arlington VA, Green Buildings in Rosslyn VA" />
<meta name="description" content="Featuring efficient office and retail space for lease, 1776 Wilson Blvd is Rosslyn's newest green building. This five-story Class A office building in Arlington is LEED certified and brimming with amenities that will appeal to all tenants." />
<link rel="canonical" href="http://www.1776wilsonblvd.com/index.htm" />
<meta name="robots" content="all" />
<meta name="rating" content="general" />
<meta name="distribution" content="global" />
<meta name="google-site-verification" content="i-LiRr8UEteknal0wMyfK8aEnnzN92PdbdfsbwUE8" />
<meta name="geo.region" content="US-VA" />
<meta name="geo.placename" content="Rosslyn" />
<meta name="geo.position" content="38.893444; -77.079782" />
<meta name="geo.country" content="US" />
```

Office and Retail Space for Lease in Rosslyn | Skanska 1776 Wilson Blvd | LEED Buildings in Arlington VA

# 1776 Wilson Boulevard Website SEO

## [1776 Wilson Blvd](#)

[www.1776wilsonblvd.com/](http://www.1776wilsonblvd.com/)

Featuring efficient office and retail space for lease, **1776 Wilson Blvd** is Rosslyn's newest green building. This five-story Class A office building in Arlington is ...

You've visited this page 2 times. Last visit: 8/12/12

### [1776 Wilson Blvd - Sustainability](#)

Designed to LEED Platinum, 1776 Wilson Blvd is Arlington, VA's ...

### [LEED Buildings in Arlington VA](#)

1776 Wilson Boulevard in Rosslyn, Arlington, VA offers retail and ...

### [Rosslyn/Ballston Corridor of ...](#)

At Skanska, we finance, develop, build, lease and manage ...

### [In the heart of Arlington's ...](#)

In the heart of Arlington's Rosslyn/Ballston Corridor. More than 20 ...

[More results from 1776wilsonblvd.com »](#)

# Case Study: The Yards DC (Forest City Development)

FORESTCITY



# Case Study: The Yards DC (Forest City Development)

The screenshot shows the website for The Yards DC. At the top, a navigation menu includes links for Location, Live, Entertainment, Dine, Work, About The Yards, Gallery, and Contact. A social media bar in the top right corner contains icons for Facebook, Twitter, and YouTube. On the left, the 'theyards WASHINGTON, DC' logo is displayed. The main content area features the headline 'Bridging All Facets of Life' and a descriptive paragraph: 'Nestled by the riverfront to the south, Nationals Park to the west, the historic Navy Yard to the east, and all of downtown and Capitol Hill to the north, The Yards is transforming the increasingly vibrant Capitol Riverfront district of Washington DC.' Below this is a bulleted list of project details: 2,800 residential units, 1.8 million square feet of new office space, 400,000 square feet of retail shops and dining places, and The waterfront Yards Park. A 'Register to Learn More' button is located in the bottom right. At the bottom left, there is a 'theyards park' logo and a 'PLAY VIDEO' button.

Location Live Entertainment Dine Work About The Yards Gallery Contact

theyards WASHINGTON, DC

## Bridging All Facets of Life

Nestled by the riverfront to the south, Nationals Park to the west, the historic Navy Yard to the east, and all of downtown and Capitol Hill to the north, The Yards is transforming the increasingly vibrant Capitol Riverfront district of Washington DC.

- 2,800 residential units, for sale and for lease
- 1.8 million square feet of new office space
- 400,000 square feet of retail shops and dining places
- The waterfront Yards Park—a world-class green space to enjoy the outdoors and the city beyond

Register to Learn More

theyards park  
yardsPark.org BOOK EVENTS

Take a tour of theyards  
PLAY VIDEO



# Case Study: The Yards DC (Forest City Development)

The image displays a composite of two digital assets related to The Yards DC. On the left is a portion of the project's website, featuring a navigation menu with links for Location, Live, Entertainment, Dine, Work, About The Yards, Gallery, and Contact. A sidebar on the left contains a logo for 'theyards WASHINGTON, DC' and a menu with options for Gallery, Photos, and Videos. The main content area is titled 'Videos' and shows a video player for 'The Yards DC Virtual Tour' with a play button and a progress bar at 0:00 / 2:15. On the right is a screenshot of the YouTube video player for the same title. The YouTube interface includes the channel name 'TheYardsDC', a 'Subscribe' button, and a notification of '4 videos'. The video player shows a wide-angle view of the development's waterfront area with modern buildings and a large body of water. The video has 5,647 likes and includes standard YouTube controls like Like, Add to, and Share.



# Social Media

The Yards DC shared a link.  
October 2

Yesterday LivingSocial unleashed a deal for admission and drink tickets to Snallygaster at The Yards Park on October 13th. If you haven't grabbed one yet, now's your chance. An updated beer list for event released today puts the total beer count to 152 different brews to try.



The Yards DC shared David Garber's album.  
September 24

Snallyg  
www.bv  
Calling a  
brought  
well as  
comes 1

On Saturday, David Garber organized a nice little tour of The Yards DC with a small group of people and hit all the hot spots like Foundry Lofts, The Yards Park, the future Bluejacket space and office space of the Boilermaker Shops. If you couldn't make it to the tour, don't worry, here are the photos!

Slideshow from my Red  
Starting the tour inside the

The Yards DC  
September 14



Who's catching the sold out Bruce Springsteen show at Nationals Park tonight? Stop by The Yards Park for food and music before the Boss goes on!

# Social Media



- Facebook Ads drive over 300 users monthly
- Facebook is 4<sup>th</sup> highest referrer of traffic to the website

# Social Media: Live Tweeting

 **The Yards DC** @TheYardsDC 25 Aug 11  
Foundry Lofts is doing a Twitter Tour this afternoon! Make sure you are following @FoundryLoftsDC to see your... [fb.me/16jclip7D](http://fb.me/16jclip7D)  
Retweeted by Foundry Lofts  
Expand Reply Retweet Favorite

 **Foundry Lofts** @FoundryLoftsDC Follow  
What will be a fireplace in courtyard area.  
[#twittertour twitpic.com/6b4bhc](http://twitpic.com/6b4bhc)  
Reply Retweet Favorite



TwitPic  
1:14 PM - 25 Aug 11 - Embed this Tweet

 **Foundry Lofts** @FoundryLoftsDC Follow  
What you've all been waiting for.. a bathroom pic! :) [#twittertour twitpic.com/6b4jo4](http://twitpic.com/6b4jo4)  
Reply Retweet Favorite



 **Foundry Lofts** @FoundryLoftsDC Follow  
This could be your kitchen! So cool.  
[#twittertour twitpic.com/6b4ozi](http://twitpic.com/6b4ozi)  
Reply Retweet Favorite



TwitPic  
12:32 PM - 25 Aug 11 - Embed this Tweet

# Social Media

- 58 mentions and re-tweets last month

**Top Mentions**

**Mentions from other users help to spread The Yards' content around Twitter. Here are the month's top mentions:**

<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #008000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">KBS</div><div style="flex-grow: 1;"><p><b>KBS, Inc.</b> @kbsgc <span style="float: right;">6 Aug</span></p><p>Check out the video by @CapitolRvrFront about the progress of one of our projects, the Boilermaker Shops at @TheYardsDC <a href="http://vimeo.com/46839393">vimeo.com/46839393</a></p></div></div>	<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">Sleept WASHINGTON DC Events</div><div style="flex-grow: 1;"><p><b>Washington DC Events</b> @dc_new <span style="float: right;">3 Aug</span></p><p>New performance: <a href="http://sch.mp/aFhBe">sch.mp/aFhBe</a> - RT @TheYardsDC Another Friday, another great live performance at The Yards Park. Tonight at 6:30-...</p></div></div>
<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000080; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">★</div><div style="flex-grow: 1;"><p><b>Evan Vucci</b> @evanvucci <span style="float: right;">8 Aug</span></p><p>@TheYardsDC our family had a blast- great place! <a href="#">View conversation</a></p></div></div>	<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">Deej Bradley™</div><div style="flex-grow: 1;"><p><b>Deej Bradley™</b> @deejbradley <span style="float: right;">15 Aug</span></p><p>RT @TheYardsDC: Come out for some Yoga at The Yards Park tonight from 7-8PM. Bring your own mat and water! <a href="http://fb.me/1vCzSgk7d">fb.me/1vCzSgk7d</a></p></div></div>
<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">Kia</div><div style="flex-grow: 1;"><p><b>Kia Weatherspoon</b> @DetrminedDesign <span style="float: right;">17 Aug</span></p><p>I hope it doesn't rain tomorrow AM, getting up early to watch the sunrise @TheYardsDC #loveaffair</p></div></div>	<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">*** FREE INDC</div><div style="flex-grow: 1;"><p><b>Free in DC</b> @FreeinDCBlog <span style="float: right;">17 Aug</span></p><p>Tonight! Free Outdoor Concert 6:30-8:30pm @TheYardsDC @YardsPark Live Music, Family Friendly, Food Trucks, Great Views! <a href="http://freeindc.blogspot.com/2012/06/upcomi...">freeindc.blogspot.com/2012/06/upcomi...</a></p></div></div>
<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">Alex</div><div style="flex-grow: 1;"><p><b>Alex Priest</b> @alexpriest <span style="float: right;">22 Aug</span></p><p>@TheYardsDC Heck yeah! Say—would love to talk to someone from your team about what you have going on down there, too. Who should I contact?</p></div></div>	<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">Patrick</div><div style="flex-grow: 1;"><p><b>Patrick Wixted</b> @pwixted <span style="float: right;">22 Aug</span></p><p>@alexpriest @TheYardsDC I'm liking the sound of this. You guys should definitely connect. I see @Uber_DC in the neighborhood constantly.</p></div></div>
<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">Stephanie</div><div style="flex-grow: 1;"><p><b>Stephanie Blades</b> @steph_blades <span style="float: right;">23 Aug</span></p><p>3rd time's a charm finding lunch this afternoon. No room anywhere! Can't wait 4 more foodie options near work soon :) @TheYardsDC #hungry</p></div></div>	<div style="display: flex; align-items: flex-start;"><div style="width: 40px; height: 40px; background-color: #000000; color: white; display: flex; align-items: center; justify-content: center; font-weight: bold; margin-bottom: 5px;">David</div><div style="flex-grow: 1;"><p><b>David Garber</b> @GarberDC <span style="float: right;">29 Aug</span></p><p>Twitter sneak peek -- sign up now for my behind-the-scenes tour of @TheYardsDC with developer Forest City Washington: <a href="http://yardstour.eventbrite.com">yardstour.eventbrite.com</a></p></div></div>



# Digital Public Relations

Washington Post Money:  
<http://wapo.st/PT2UC2>

## Lofts at The Yards prove an easy sale

Text Size | Print | E-mail | Reprints

By Thomas Heath and ThomasHeath, Published: August 26

**Forest City Washington** has rented out its first 170 loft apartments at **The Yards**, near **Nationals Park**, at the fastest pace in the history of the Cleveland-based parent company, according to the firm's president, Deborah Ratner Salzberg.

The rental units, priced between \$2,000 and \$5,000 a month, are the first of more than 2,800 apartments planned for the historical area, where naval ships were once repaired, outfitted and armed.

Blogs such as “DC Real Estate Blog” drive 100s of user to the site each month



# Questions?

