

Challenge: Differentiation in Crowded and Shifting Markets

Multifamily housing growth throughout much of the nation was robust at the end of 2022, according to findings from the National Association of Home Builders (NAHB), with the market share in the single-family market consistently changing since the pandemic. As many families move out of urban centers, residential construction has increased in outlying areas of metros, small metros, and non-metro areas.

With the multifamily construction market elevated above historic levels, competition among builders is substantial with firms wanting to define and elevate themselves based on quality and value.

Situation Analysis

Franklin, TN-based Chartwell Residential specializes in the development, construction, and management of high-quality residential development projects, delivering sustained value by selective land acquisition in targeted high-growth markets and the development, construction, and operation of high-quality residential projects that adhere to the highest standard of quality and practice.

Chartwell Residential has over \$600 million in development projects underway throughout Middle Tennessee, including a 40-acre, \$142 million residential community, three apartment projects with over 300 units, and more projects coming soon.

“Chartwell’s decades long history of developing residential properties in and around Nashville gives us unique insight into the Middle Tennessee housing market, allowing us to better understand the local community’s real estate needs and successfully deliver upon them,” said Ben Schaedle, Chartwell’s Senior Partner.

The company wants to be positioned as the main partner for any new residential projects in the Nashville area and beyond. It needed an experienced public relations partner to position themselves in the local, business, and real estate industry press as the go-to company for residential projects in Middle Tennessee, delivering high quality along with economic benefits for the community.

Planning, Strategy, Tactics

Connect2 Communications wanted to highlight Chartwell’s ongoing commitment to do more than simply build and manage residential projects, focusing on the social and economic contributions that occur through their work. Chartwell’s investments have revitalized the areas surrounding them, creating new jobs, and bringing in other businesses that complement their projects.

For example, two of Chartwell's residential projects in downtown Nashville are located in federally-designated Qualified Opportunity Zones, areas marked for revitalization, economic development, and job creation. These projects are transitioning industrial areas into mixed-use residential communities, with Chartwell replacing obsolete buildings in some locations with high-quality residential units that will serve as an affordable and nearby alternative to central downtown residences.

By emphasizing Chartwell's community impact, Connect2 Communications expected to generate significantly more media coverage across a wider range of outlets and therefore elevate the visibility of Chartwell Residential and awareness of its expertise in residential construction.

Results

In its initial engagement phase, Connect2 Communications secured substantial coverage in local, regional, and national vertical press, helping Chartwell showcase its range of projects and the contribution its values brought to the communities in which it invested. Through a series of releases generating considerable earned media, Chartwell was established as a leading firm in Middle Tennessee that is building communities, not just homes.