



POLARIS PACIFIC FACT SHEET

- ABOUT:** **A legacy of looking to the future.**
Polaris Pacific is the leading real estate sales and marketing group for today's high-density residential communities. Drawing on a 30-year legacy of success in the Western United States, Polaris Pacific specializes in new development, leveraging the latest tools and technology to create a clear path forward. Long-term client relationships with industry leaders provide the company's platform for innovation, establishing Polaris Pacific as the irrefutable expert in major urban markets.
- CLIENTS:** Industry leaders including Tishman Speyer, Canyon Capital Realty Advisors, Lennar Urban, Emerald Fund, The Pauls Corporation, Optima, PLUS Investments, Oyster Development, and Trumark Urban
- GEOGRAPHIES:** Major urban markets including Northern and Southern California, Arizona, Colorado, Hawaii, Oregon and Washington.
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2390 E. Camelback Road, Suite 130

Phoenix, AZ 85016

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WEBSITE:

www.PolarisPacific.com

www.SeeTheRedRoom.com

LEADERSHIP:

Garrett Frakes, Managing Partner – Garrett leads Polaris Pacific’s operations and sales engine and has over 30 years of sales, marketing and brand-development experience in the media and real estate industries. He also developed the company’s industry-leading sales teams, which routinely outperform both the market and the competition alike. Garrett has consulted on the branding, marketing, sales and advertising strategies of thousands of urban and suburban condominium residences. Garrett is a New York City native and a graduate of the University of Notre Dame.

Paul Zeger, Partner – For over 30 years, Paul’s leadership in identifying and capitalizing on residential development opportunities has been unparalleled. Paul’s client relationships include some of the most successful real estate development firms on the west coast – TMG Partners, Emerald Fund, Lennar Urban and Wilson Meany to name a few.

SALES/LEASING:

Polaris Pacific has generated billions in community sales since its founding in 1986. Capabilities include: Pricing and leasing strategies; design review; floor plan analysis; inventory management; sales/lease documentation; BRE Protocol; escrow management; master plan advisement; asset intervention; and turnaround consulting.

MARKETING:

Polaris Pacific deploys a comprehensive integrated marketing program to drive sales results and create a unique brand identity for each property. Capabilities include: marketing plans; marketing timelines; demographic profiles; event management; project analysis; creative partnerships; and positioning insights.

RESEARCH:

Polaris Pacific is widely recognized for their monthly market intelligence reports that track sales prices and absorption rates of new residential condominiums in major urban markets, including San Francisco, Los Angeles, San Diego, Silicon Valley, Oakland/Emeryville, Seattle, and Phoenix/Scottsdale. Capabilities include: master plan analysis; custom reports; monthly market analysis for 7 markets; BOVs, unit mix recommendations; and inventory forecasting.

DESIGN SERVICES: Polaris Pacific offers design services to their developer clients allowing them to save money on finishes while providing the opportunity for homebuyers to customize to their preference. Capabilities include: amenity consultation; design development; master plan advisement; rental programming; lifestyle partnerships; full service install; and upgrade analytics.

RECENT AWARDS:

2018 Gold Nugget Awards

Gold Award Honors

- Multi-Family Community of the Year: The Pacific
- Best Multi-Family Housing Community: The Pacific

2018 National Association of Home Builders Sales & Marketing Council
“The Nationals”

Gold Award Honors

- Best Email Marketing/Web Banners/Rich Media Advertising: Makali’i

Silver Award Honors

- Rookie Sales Professional of The Year: Jina Kang
- Rookie Sales Professional of the Year: Sierra Waddington
- Sales Manager of the Year: Rochelle Vandermerwe
- Best Email Marketing/Web Banners/Rich Media Advertising: Rowan
- Best Digital Marketing Campaign: Makali’i
- Industry Choice – Best Digital Home Tour: The Pacific
- Industry Choice – Best Digital Home Tour: Rowan
- Industry Choice – Best Digital Home Tour: Knox
- Best Lifestyle Program for a Community: The Pacific
- Best Computer-Generated Sales Tool: Rowan
- Best Landscape Design: Knox

2017 SAMM Awards: Arizona’s Best in Builder Sales, Advertising, Marketing & Merchandising

- Best Urban Attached Community of the Year: Optima Kierland
- Best Website: Optima Kierland
- Best Digital Ad: Optima Kierland
- Sales Professional of the Year: Laurel Zakula
- Rookie of the Year: Erin Maiorano

2017 Building Industry Association Bay Area Excellence in Home Building Awards

- Marketing Director of the Year: Ashley Camps
- Best Community Brochure: The Pacific
- Best Community Signage: 1450 Franklin
- Best Social Media Campaign: 1450 Franklin
- Best Overall Advertising Campaign: The Pacific
- Best Interior Merchandising of an Attached Model Under 2,000 Sq. Ft.: 1450 Franklin

- Sales Volume Acknowledgement: Edie Narrido, The Pacific
- Sales Volume Acknowledgement: Henry Lee, Rowan
- Sales Volume Acknowledgement: Loring Racine, Rockwell

2017 National Association of Home Builders Sales & Marketing Council
“The Nationals”

- Best Brochure Urban High-Rise Project: The Pacific
- Best Web Banners/Rich Media Advertising: 6 Mint
- Best TV Commercial: TEN50
- Best Website for a High-Rise Community: Optima Kierland
- Best Sales Center: TEN50
- Best Interior Merchandising of a Model Under 2,000 Sq. Ft.: TEN50
- Best Interior Merchandising of a Model 2,500 To 3,000 Sq. Ft.: The Pacific
- Attached Community of the Year: The Pacific

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