ASSET Management Consulting

Real estate developers are quarterbacks.

So why do we market them like filing cabinets?

"Where sports and real estate meet. My favorite place."

— Tessa

#TSandR — since 2018

A playbook from ASSET Management Consulting

THE THESIS

A real estate developer carries the same weight a quarterback does.

Same pressure. Same visibility. Everyone watching the decision you make — and judging it before the outcome is in. Capital on the line, a roster depending on the call, and a public that forms an opinion whether you participate or not.

Sport figured out long ago how to market that. It builds people into figures worth following. It gives you seasons, rivalries, stakes, moments. It understands that nobody falls in love with a franchise — they fall in love with the people inside it.

> **Real estate development markets itself like a quarterly report.**
>
> Renderings. Square footage. Delivery dates. All true, all necessary, and none of it the reason anyone remembers you.

We market real estate development the way sport markets its stars. Because the people building this city are every bit as compelling — they have just never been covered that way.

WHY SPORT WINS

Two industries. Same raw material.

	HOW SPORT DOES IT	HOW DEVELOPMENT DOES IT
Seasons	A rhythm people follow	Project timelines nobody sees
Rivalries	Stakes you can feel	Competitors never named
Stars	People you can follow	Logos and entities
Moments	Replayed for years	Milestones that pass in silence
Memory	Keepsakes people keep	Collateral that gets recycled

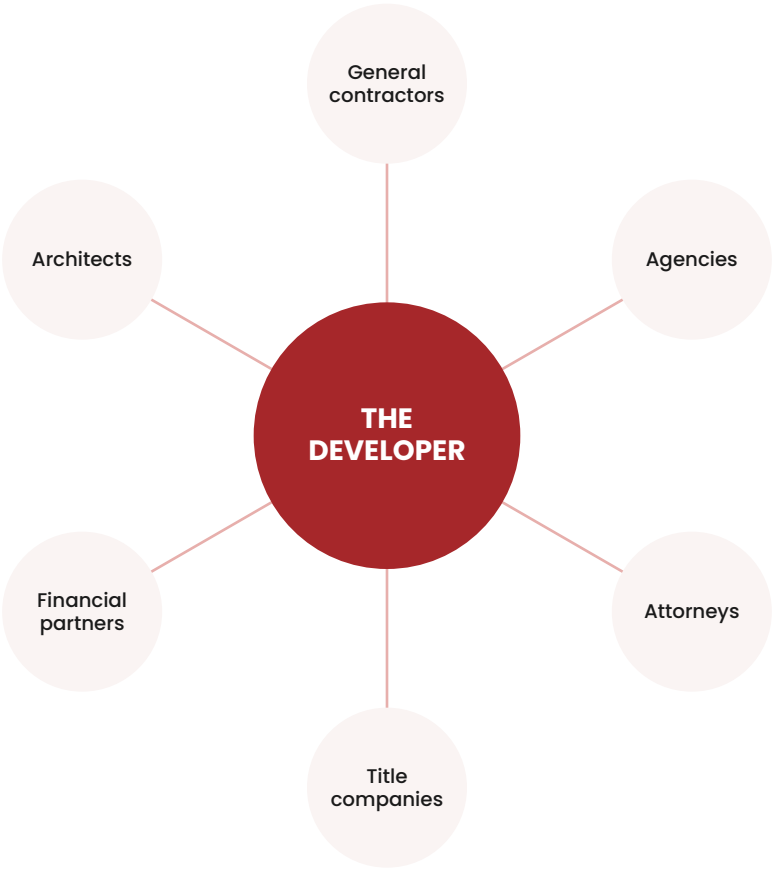
Neither column is wrong. One of them is just being told, and the other isn't.

> The developer does not need a better rendering. They need someone to cover them the way sport covers the people who show up every week and decide things under pressure.

THE FRAMEWORK

Who's on your squad?

The developer is the coach and the point guard. The roster is everyone a project cannot happen without. A project is a team sport, and most marketing only ever shows one player.



The multiplier nobody uses.

Every one of those partners has assets, an audience and a reason to post. Ask for everything. One groundbreaking becomes fifteen pieces of content across fifteen accounts — at no additional cost to anyone.

THE QUARTERBACK

The founder is the face.

Market them like an athlete — on the field and off it. The deal they closed and the thing they care about. Audiences follow people, not entities, and they always have.

ON THE FIELD

- The decision under pressure
- The project that nearly didn't happen
- The call that turned out right
- The number that proves it

OFF THE FIELD

- Where they grew up
- What they collect, coach or build
- Who taught them
- The thing they would do for free

Count every win.

Awards, panels, features, ribbon cuttings, the quiet ones. Follow everyone involved. Sport never lets a win go unremarked. Development lets them pass in silence constantly.

Make the building photographable on purpose. Design the moment people will photograph before they arrive. We have done this on affordable housing — built so the story could be told from inside the building, not just about it.

THE BAR WE HOLD OURSELVES TO

What survives the night.

Our founder worked NBA All-Star Weekend when it came to Washington. She still has the material.

DC Public Library has asked to borrow some of it.

Somebody designed those pieces. And people kept them — long enough that a library wants them now.

> **That's the bar. Not swag. Keepsakes.**
>
> Done right, design isn't a deliverable. It's what survives the night.

WHAT THAT MEANS IN PRACTICE

- **Design the photograph first.** Decide what people will stand in front of before anyone builds it.
- **Make the takeaway worth keeping.** If it goes in a drawer instead of a bin, it was designed properly.
- **Credit everyone.** The fastest way to be remembered is to make other people part of the story.

THE RECEIPTS

Where this comes from.

- **NBA All-Star Weekend.** Sports marketing, in this city.
- **An NFL agent.** Engaged us to moderate a session where a real estate developer presented to his players. A business leader was the draw. The athletes were the audience.
- **Events DC.** Preferred vendor.
- **An arena activation in DC.** Custom lockers for two universities, built as photo moments.
- **A major DC arena renovation.** Our general contractor client was one of 45 District CBEs on the project — their masonry runs throughout it. We built the brand presence so a subcontractor could claim that work publicly, including the day the Mayor toured the finished spaces with them.
- **2027 NFL Draft Source.** Selected member.
- **Writing about this since 2016.** Full Circle #TBT, on LinkedIn — Abe Pollin moving the Bullets into Chinatown, what that did to the neighborhood, and the affordable housing that came out of the same vision. The line first appeared there. linkedin.com/pulse/full-circle-tbt-tessa-edison
- **Teaching this since 2023.** The Brand Advantage: Creating Distinctive Identity — first delivered April 2023. canva.link/3wn4mej8751s2d1

Business leaders are the new athletes.

They have the followings, the brands, the announcements people track. The only question is whether anyone is marketing them like it.

Let's cover your people like they matter.

We brand real estate developers the way sport brands its stars — and we have been writing about that intersection since 2016, tagging it #TSandR since 2018, long before anybody asked us to explain it.

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