

Striker Apartment Leasing Secures 100% Leaseup of Blackstone's Lotus 315



Clifton, Aug 14, 2020 ([Issuewire.com](https://www.issuewire.com)) - Luxury apartment firm Striker Apartment Leasing announces a fully-leased marquee mixed-use building in seemingly record breaking time. The site is in East Orange, NJ, now brimming with tenants who are reveling in its inspired silhouette and high-life amenities.

The project marks Blackstone 360's fourth luxury project and first mixed-use development in East Orange. To realize their vision of creating "true connection within the community through our developments," Blackstone 360 chose Striker as the exclusive firm of record for both Lotus 315 and its sister asset, Aura 240," says Alina Zafar, Blackstone 360 director of marketing and corporate relations. "The team at Striker is helping translate our vision into meaningful relationships with the Lotus residents."

Since the Striker takeover of Lotus 315 on September 1st, 2019, the team successfully tenanted 70 apartments in just 100 days, a commendable achievement at a luxury property. Striker's Apartment Leasing division, under the leadership of Brian Jaffe, succeeded to reach 95% occupancy while the property was still under construction. In a four-month-record timeframe, the entire 180 unit building was fully leased—during a global pandemic which speaks volumes of their team to work under these unique circumstances.

The units represented a mix of studios, 1-t 1.5 and 2-bedroom apartments. Rent contracts averaged at \$2,200, equating to a boost in annual rent rolls.

White-glove guided site visits, a reputation of exceptional tenant services, and the promise of Striker's Leasing division all elevated this coveted asset into an irresistible home to New Jersey's upper dwellers.

"We cherished our wonderful partnership with Blackstone 360," says Michelle Streicher, the beating heart and firing mind at the helm of Striker's 4-division company.

With The William House -- a new 62-unit luxury apartment project in Downtown Newark now in development -- the team at Striker Apartment Leasing gears up for its grand opening in September. For more information contact info@strikerapartmentleasing.com or call 973.437.3955.

About Striker Apartment Leasing

Established in 2019 as an addition to Striker Investment Realty, Striker Apartment Leasing provides an advantageous blend of real apartment leasing and property management. Founders Michelle Streicher, Broker of Record, and Brian Jaffe, Managing Director, offer decades of direct product knowledge and industry experience. Having forged lasting relationships with building owners and managers all across New Jersey, they deliver the most dependable and competent brokerage services available. Find more information at strikerapartmentleasing.com.

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