

URBO

Your Big-City Plans **Realized**

Urbo brings to life building ambitions for developers, REITS,
real estate professionals and product designers.

About Us

What makes us different.

Creating Relevant, Engaging Client Inspired Experiences

What makes us different is that we are not only marketers but also real estate developers who like you envision, plan, budget and work alongside architects, city planners, brokers, project managers and trades. We understand the development process intimately and know your pains and challenges first-hand.



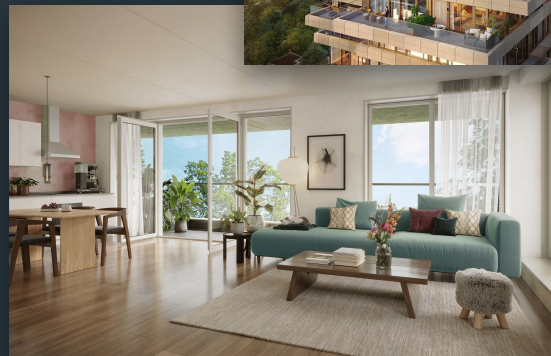
Confidently develop with Urbo at your side.

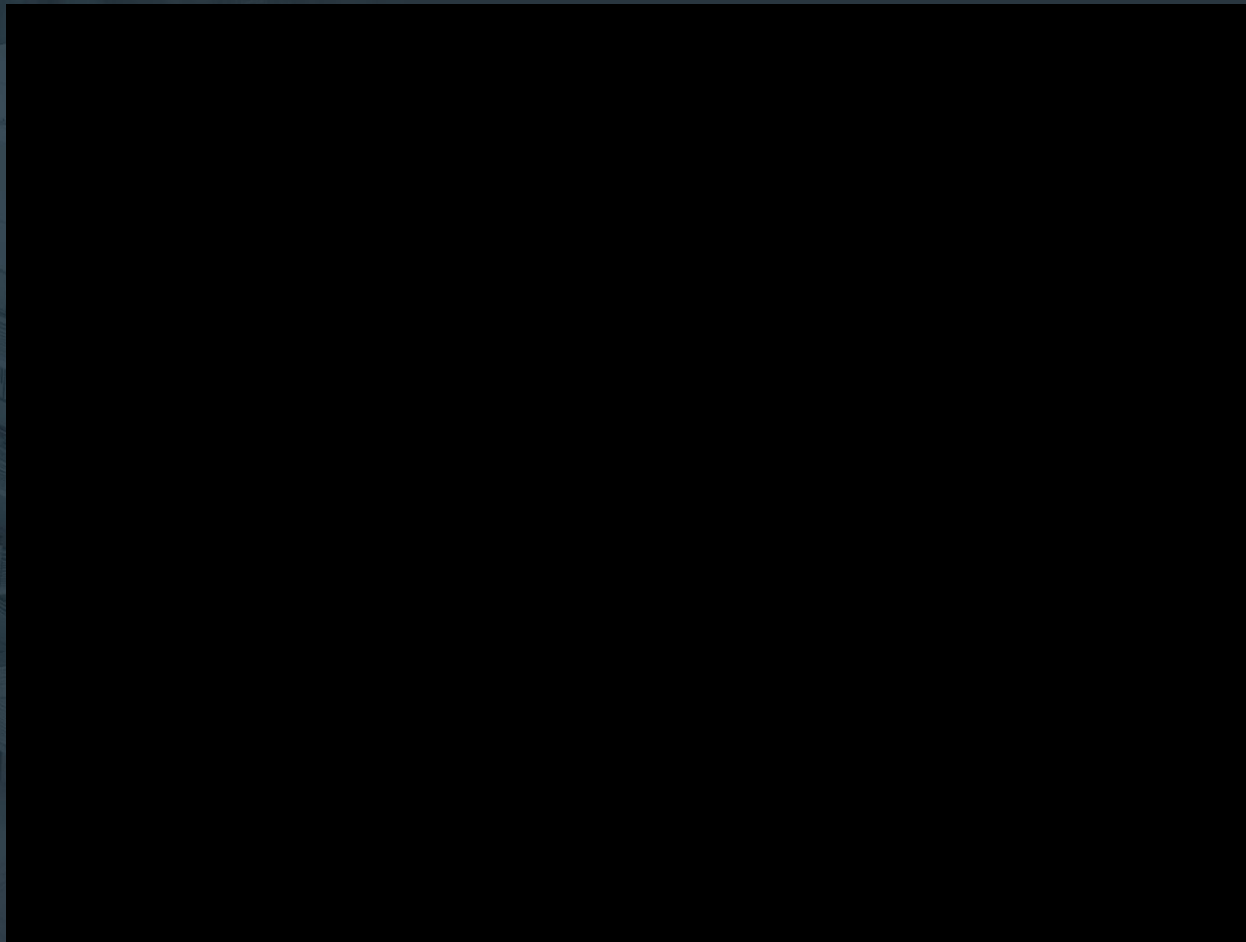
Our founders Dan and Matt are advertising industry veterans having built and sold both an award winning national digital agency and an online content company in the past. Through which they serviced iconic brands such as Rexall, Roots Canada, Daniels Corporation, Alliance Atlantis, Empire Theatres, The Second City, City of Toronto and Microsoft to list a few.

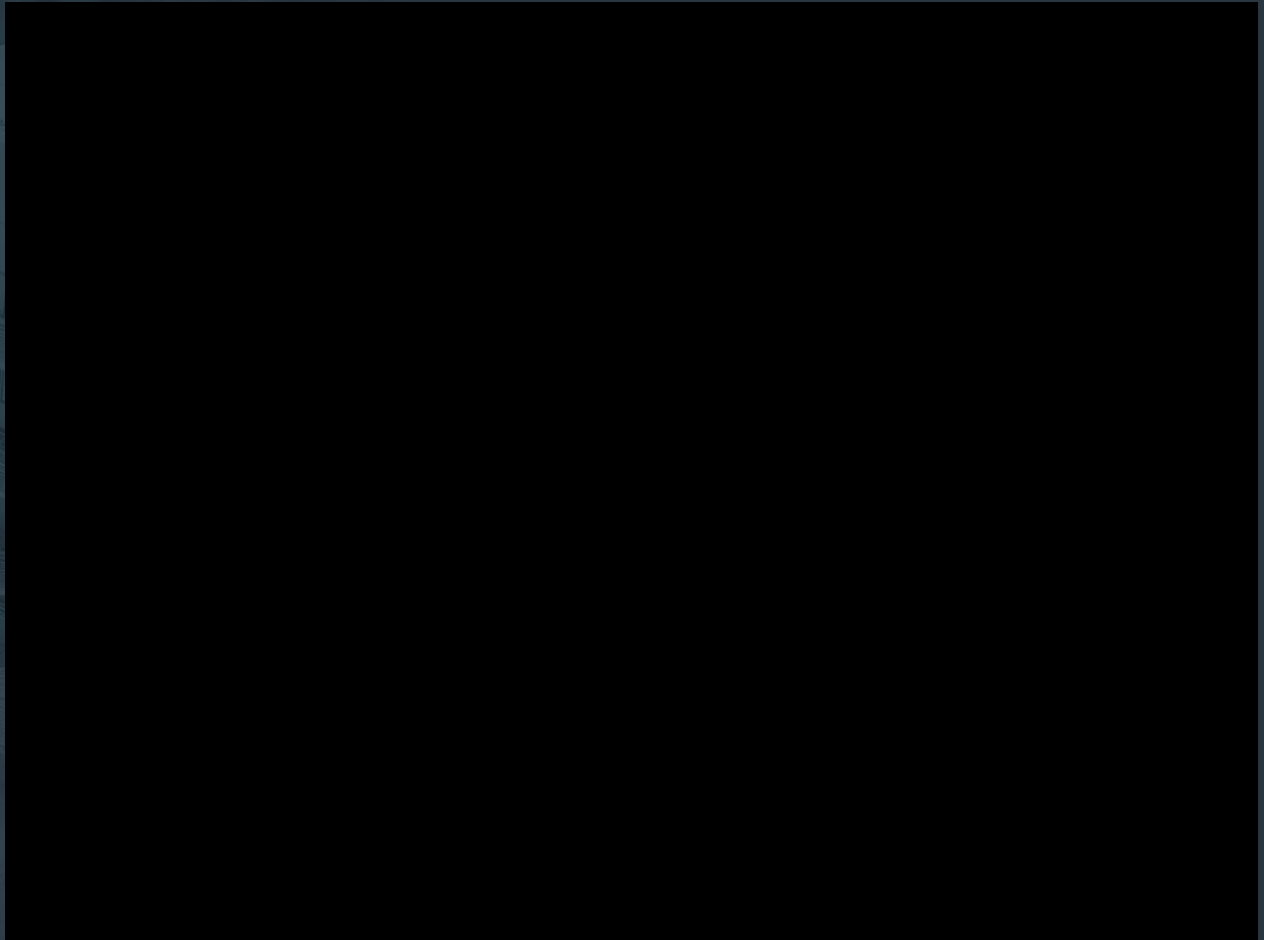


Laser focused on the preconstruction and real estate development vertical.

At Urbo our sole focus is on catering specifically to the preconstruction and real estate development vertical, offering sound strategy driven design, content creation and marketing services that encompass holistic, data driven project advertising requirements resulting in successful project progression.











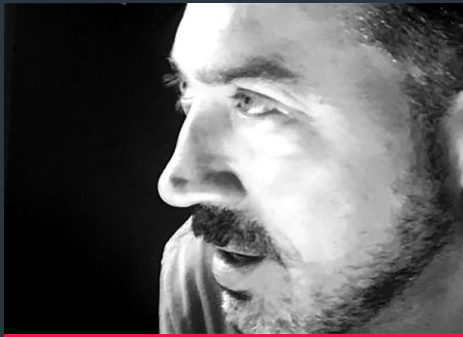


Our Leadership Team



Matthew Tautt

Matt in addition to having entrepreneurial and strategy experience is also a real estate developer of BILD and CHBA award nominated projects and brings a breadth of first-hand industry insight to projects while being cognizant of development budget realities.



Daniel Riley

Dan is a highly awarded Creative Director with decades of strategy, design and traditional and digital advertising expertise, ensuring design teams meet strategic corporate objectives with a focus on integrated solutions that push performance forward.



Joshua Goldstein

Josh has joined the founding team in 2024 and offers a depth of entrepreneurial and business development experience. He has built and sold advertising centric start-ups in the past related to high end residential and commercial design industries.

Services

Providing an End to End Integrated Solution.

Creating Desire

Urbo works with architects, planners, developers of preconstruction real estate projects, real estate investment trusts, yacht manufacturers as well as other product designers to help bring your visions to life. As well as building the required digital advertising ecosystems that work to generate and convert leads into units sold.

We offer strategic consultation from the onset beginning with brand identity, logo, architectural visualizations, brochure and signage collateral and website design.

We have partnered with results driven industry leaders who share our work ethic to provide digital and social marketing, lead generation and video as well as 3D rendering and animation film services for lifelike representations of preconstruction development projects.

We create the conditions of desire that emotionally work to influence consumers into buyers.

Creating Desire

As a boutique advertising agency, we can only serve so many clients so we selectively chose to work with like-minded developers and projects we believe have strong market fundamentals and we feel we can create strong impactful tailored solutions for resulting in successful outcomes.

- 01 Brand, Copy & Strategy
- 02 Web & Interactive
- 03 Renderings & Architectural animation
- 04 Video & Photography
- 05 Social Media & Marketing
- 06 Print, Presentation, Site and Gallery Design

01 Brand, Copy & Strategy

When it comes to real estate, location and first impressions are everything.

We accurately translate your architectural and design vision to best communicate it with the relevant purchasing demographic for your project whether it be the end user, investor or a mix of both. Ideation is birthed and guided through data and demographic consideration so it speaks as authentically as possible to those making purchasing decisions thereby increasing conversion rates.

Whether the copy or design, our founding partners have a touch in every aspect of the process to ensure that the message is both genuine and effective.

02 Web & Interactive

Urbo crafts consumer web and mobile experiences that utilize tested architecture and content engineered to engage and convert viewers, channeling them to inquire for more information or into the sales gallery.

Leveraging existing robust platform technologies that are user intuitive and architected to capture data efficiently, we advise on the best and optimal digital experience elements factoring in available budgets.

Urbo helps convert your planned vision into units sold by providing your sales team with digitally empowering tools they need to succeed.



03 Renderings & Architectural Animation

As demanding perfectionists, we have scoured the globe to acquire the best render and animation talent available. We understand how critical it is to convey your pre-construction architectural vision as well as product design into something that is tangible today for consumers. How every detail like the light shadowing on brick texture, time of day, grain of hardwood flooring, matte finish of a marble slab and movement of animated people is the difference between a sale and a pass.

Attention to every detail is paramount and we have partnered with firms that we as clients have employed and felt had the inherent talent to perform the task of translating plans to impeccably convincing visualization tools.

We found this talent concentrated in Europe. They do come at a cost but we have grouped them into three pricing tiers with even the most cost efficient exceeding the capabilities found in North America. They also have differing specializations including institutional, mixed-use residential and commercial.

04 Video & Photography

Urbo partners with videographers and photographers who offer quality site and neighborhood lifestyle imagery necessary to immerse buyers within the communities your projects reside. Helping buyers to envision how they'll spend their recreational time, where they'll enjoy a cappuccino, experience gourmet dining or a romantic lakeside stroll with their loved one.

We'll help advise you on and script the right video content for your corporate communication and sales team message amplification requirements.



05 Social Media & Marketing

The social media town squares are well defined at the present and we'll ensure you have a strategic voice that resonates with your target audiences. Social media is a required dialogue channel with your buyers helping to align a comprehensive set of communication touchpoints.

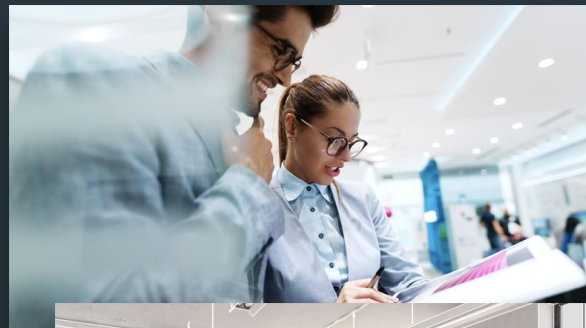
Custom creative social media management will spark organic conversations and audience growth.

More important is the science of paid search utilizing Google and Meta ad platforms. We'll help navigate this channel and allot the required budgets to ensure relevant relevant search term lead generation for your sales team.

We work with partners who will facilitate your needs and execute through our overarching strategy to meet your end goals.

06 Print, Presentation, Site and Gallery design

We ensure the design at every unified consumer touchpoint captivates imagination and motivates towards purchase behavior. Whether it's the PDF presentation, brochure, business cards, letterhead or the physical sales gallery renderings, videos and animations and the convergence of where all of the informed sales collateral comes together in a well-orchestrated, balanced sales symphony of the senses converting qualified buyers; we are here to serve you as the conductors of your city development story from beginning to end.



Let's Meet!

We are excited to realize your big-city ambitions allowing you to build with confidence.

Thank you kindly.

The Urbo Team

Locations

Miami Sioux Falls Toronto

Contact Josh Goldstein
+1.123.4567

josh@urbogroup.com