



RG SYNDICATE

PLUS ULTRA

FOR BUILDING OWNERS • SEPTEMBER 2026

THE MARKETING LAYER THAT GOES ON YOUR BUILDING

Most office buildings are marketed the same way: a listing on the portals and a wait for a broker to call. The buildings that lease are the ones tenants and brokers already know by name. RG Syndicate is the marketing layer that goes on top of your existing brokerage. Your broker keeps the listing, the showings, and the deal. We make sure the right people have heard of the building before they open a portal.

WHAT THE LAYER IS

A PROPERTY SITE IN THE BUILDING'S OWN VOICE

Not a listing page. Floors, views, neighborhood, story, written so people and search engines both understand it. The site becomes the place leads arrive.

AN EVENTS PROGRAM IN THE BUILDING

A founder panel series, investor gatherings, a real estate happy hour. The people who influence where companies land get to know the building from the inside.

A PAGE PER BROKER, WITHIN A DAY

When a broker calls about a client, they get a page built for that one client by the next day: the space the broker is showing, the facts that client cares about, and why the building works for them, at a web address they can forward.

THE BUILDING KNOWN BY NAME

LinkedIn in the building's voice, short notes to the brokers who close downtown deals, and the press when there is news worth telling.

WHAT IT HAS PRODUCED AT TRINITY PLACE, 1801 BROADWAY

BROKER PAGES

1 day

From a broker's request to a page built for their client

ONE PANEL

62 RSVPs

Founders, investors, and brokers on the top floor

ONE HAPPY HOUR

70 RSVPs

The Denver broker community, in the building

HOW WE WORK TOGETHER

OPTION A: THE FULL LAYER

A monthly marketing fee set by the vacant square footage we market: 5,000 up to 30,000 SF, 6,500 to 75,000 SF, 8,000 above. Plus a marketing performance fee earned when space we have marketed is leased, 0.75 per square foot signed per year of term, and a share of event bookings.

Flat monthly, no deposits. Marketing, not brokerage: your leasing broker shows space, negotiates, and represents you; we do not. Five-month minimum to build the site, pages, and listings; month to month after, 30 days' notice.

OPTION B: LOWER RETAINER, HIGHER SHARE

Half the monthly marketing fee on the same tiers, 2,500 to 4,000, with a much larger marketing performance fee earned when space we have marketed is leased, 2.00 per square foot signed per year of term, plus a share of event bookings.

THE FIRST 30 DAYS

A walk-through with your leasing team. The property site live, with a facts page brokers and search engines can read. The first broker page for a live requirement. The first event on the calendar.

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