

# For Herald Towers, the right amenity changed the leasing conversation

JEMB Realty · 690 units · Multifamily

TULU Rent

TULU Shop

## ABOUT HERALD TOWERS

Herald Towers is a landmark Manhattan high-rise managed by JEMB Realty, offering luxury residences steps from Herald Square. With 690 units in the heart of Midtown, it attracts a fast-moving, convenience-driven resident base including young professionals, corporate relocations, international renters, and first-time New Yorkers.

## ROLLOUT

Herald Towers found TULU through a referral from a fellow operator and the experience lived up to the recommendation. The unit was live in under four weeks, with a smooth onboarding process that fit around the demands of an active leasing calendar without becoming a project in itself.

## TULU VS. OTHER AMENITIES

Herald Towers' team found TULU meaningfully easier to manage than other amenity vendors — better on space, better on maintenance, and noticeably lighter on staff. For a building with a fast-moving resident base, that simplicity translates directly: residents get up and running without friction, and the team barely has to think about it.

## COMMUNITY IMPACT

Herald Towers draws a unique resident profile: first NYC apartments, corporate relocations, international arrivals, and majority studio and one-bedroom units. In a building where residents are often planting roots in New York for the first time, the in-building experience carries extra weight. TULU became part of what makes Herald Towers feel like home from day one, everyday essentials available on-demand, whenever residents need them. For the leasing team, it's a genuine differentiator and for residents, it's one less thing to worry about.

## FINANCIAL IMPACT

TULU introduced a new ancillary revenue stream, turning a building amenity into an active contributor to NOI. And the returns go beyond revenue: the team credits TULU with accelerating leasing velocity, calling it "an amazing leasing tool" that's become a consistent closer on tours.



We love TULU here at Herald Towers! It has helped boost retention and is a great talking point on leasing tours.

Jake Miller, Leasing Manager