



The Domain Cos. launches ‘Good Company’ one-stop shop

February 25, 2025 - Front Section



Aaron Amitin

Manhattan, NY The Domain Company launched 'Good Company', an affiliate that will offer a slate of vertically-integrated pre-development planning, leasing, marketing, and management services in-house. Specializing in developments within New York's high-growth neighborhoods, Good Company's mission is to elevate every project through innovative strategies, bold creativity, and focus on results. With industry experience, integration of all services under one roof, and a focus on design and innovation, Good Company manages all aspects of a project from pre-development strategy to property management using custom built tools and technologies.

"What sets Good Company apart is the depth of our team's knowledge and our capacity to provide owners with all the services they need in one seamless operation," said Aaron Amitin, COO of Good Company. "Because of our background, we have a unique approach defined by innovative tools and technology customized to the property owners and operators we serve. We are excited to launch Good Company and offer our one-of-a-kind services across the five boroughs."

Founded by industry experts with proven results, Good Company stands apart with its ownership-focused approach and suite of offerings, all operating in tandem to maximize efficiency and reduce costs. This streamlined approach is essential in an industry where services are splintered across multiple providers, leading to inefficiency, delays and higher costs. To complement its synchronized property management, marketing, leasing, technology, design and construction services, Good Company understands the broader picture as it relates to value creation and meeting strategic objectives, tailoring its approach to meet each asset's specific business plan.

Good Company has a proven track record in New York City. It executed the successful lease up of Estela, Domain's most recent development located in Mott Haven NY, comprising 544 units, of which 70% (380 Units) are market rate. Estela began leasing in May 2023 in the Mott Haven submarket. With Good Company's tailored approach, the property has outperformed its competitive set and has established itself as the premier building in the submarket. Good Company is currently driving the lease up at Domain's 420 Carroll in Gowanus and Jasper in Long island City.

Services

Good Company employs a robust, collaborative approach to ensure each asset reaches its full potential, delivering exceptional value to ownership and engaging today's renters in all five boroughs. Services include:

Pre-development Project Planning

Feasibility Study

Development Strategy

Design Concept

Brand Positioning

Pre-Marketing

Marketing Strategy + Management

Brand Positioning

Marketing Strategy

Budget Creation & Management

Advertising & Reporting

Industry Trends

Leasing Strategy + Management

Pre-Leasing Strategy

Market Studies

Application Evaluation

Tailored Reporting

Talent Acquisition

Property Management

Best-in-Class Service

Performance Benchmarking

Property Accounting

Compliance & Risk Management

Capital Improvement Management

Leadership

The team behind Good Company brings decades of hands-on experience across real estate development, leasing, marketing, and operations, having worked at some of the largest shops and high-profile projects in New York City. The team also includes members who have owned and

operated similar projects in emerging areas and NYC's most competitive markets, instilling Good Company with unique perspectives on what it takes to be successful long term:

Aaron Amitin – Chief Operating Officer

Aaron's 20+ year career spans all disciplines of real estate – development, finance, design, construction, sales and marketing, and asset and property management. A partner at The Domain Companies since 2007, he spearheaded the lease-up and management initiatives for all of Domain's development projects, which exceed \$2 billion in development and 4,000 multifamily units across a range of product types throughout New York City, Salt Lake City, and New Orleans. Prior to Domain, Aaron financed multifamily development across a nationwide portfolio at Related Capital, an affiliate of The Related Companies.

Jason Hill – Marketing Director

A two-decade veteran of New York City real estate, Jason joined The Domain Companies as Marketing Director in 2023. He swiftly harnessed his expertise to craft and orchestrate visionary strategies that exemplify the very essence of Domain's brand. Jason has meticulously etched a legacy of success by masterfully marketing the prized assets of the foremost institutional and residential developers and owners. His expansive expertise in marketing trends, industry analytics, and avant-garde development concepts positioned him as the driving force behind 26 record-setting mixed-use projects, from all of New York City's five boroughs to Miami, FL.

Jason has worked on numerous high profile projects in the New York City area, including Brookfield's 19 Dutch, PMG's 1 QPS Tower, and Moinian Group's Sky.

Chris Wendel – Leasing Director

Chris brings 10 years of New York Real Estate experience, unparalleled expertise and a proven track record of success to The Domain Companies. Throughout his career, he has collaborated with some of the most prominent developers in New York City, shaping iconic landscapes and contributing to the city's ever-evolving skyline. With a keen eye for detail, Chris meticulously manages every aspect of the leasing process. From identifying strategic opportunities to executing tailored leasing strategies, he ensures optimal results while maximizing property value.

Chris has played a central role leasing numerous high profile projects in New York City, such as L+M's Essex Crossing, JDS's Brooklyn Tower, RXR's Magnolia Dumbo and more.