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Chestnut Hill Realty is offering up to \$10,000 worth of new furniture with new leases

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Chestnut Hill, MA A bold new leasing incentive is turning heads in the multifamily housing sector: leading Boston apartment community developer Chestnut Hill Realty is offering up to \$10,000 worth of furniture with new leases of one-, two-, or three-bedroom apartments at Hancock Village (Chestnut Hill, MA), Norwood Gardens (Norwood, MA), Waterfall Hills (Canton, MA), Village Green (Plainville, MA) and Regency Plaza (Providence, RI). In an industry where most incentives focus on short-term discounts, this strategy redefines value – delivering lasting lifestyle impact while easing real renter pain points.

Motorists and public transportation commuters have taken notice of the new multimedia campaign in outdoor billboards and transit advertising at high traffic locations.

throughout Greater Boston, prompting some to wonder if such an offer can indeed be true.

Chestnut Hill Realty CEO Ed Zuker said, “We are thrilled to smash expectations, surprising and delighting our newest residents and their families with an innovative incentives offering true value. Here’s why: When people move into a new apartment, one of the biggest challenges – beyond the cost of moving – is furnishing their space. For empty nesters downsizing, their existing furniture often doesn’t fit or match the new lifestyle. For those relocating from out of state or abroad, starting from scratch is common. We’ve found offering high quality furniture just made more sense vs a free rent incentive. It gives residents a fresh start and helps them feel at home – supporting our goal of supporting long-term, satisfied residents.”

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