Nitya Capital

Nitya Capital | Realizing High Dividends by Investing in Your Own Brand

CHALLENGE

When it comes to real estate investment strategies, Nitya Capital knows how to secure a successful business venture. As a privately held real estate investment firm, Nitya has developed a robust business plan to acquire and revamp opportunistic and value-add multifamily properties, while maximizing returns to investors and providing residents with an enhanced quality of living.

OBJECTIVE

After nearly ten years in business, and acquiring nearly 20,000 units, 1 million square feet of commercial office, 6000+ beds of student housing, and 300K square feet of retail/mixed-use property, all located in sunbelt states, Nitya knew it was time to invest in the future of its own company. Building a stronger messaging platform, a comprehensive media relations, and marketing plan, and a strategic community relations program were key to Nitya's brand awareness.

APPROACH

With a solid understanding of Nitya's five-year strategic business plan and KPIs, Pierpont developed and is successfully executing an integrated marketing communications plan. From securing a steady cadence of media placements; to aligning the company's marketing, digital, and social strategies and tactics; to launching a community relations campaign, Nitya's brand visibility among investors, prospective tenants, and the community is steadily gaining recognition.

RESULTS

Additionally, with Pierpont's support, Nitya and its property management company, KPM Property Management, have been named finalists and winners of numerous industry awards, including its CEO being named an EY Entrepreneur Of The Year®.