



Wednesday, April 13, 2016

COMPASS BROKER CREATES "BURGOPOLY" GAME/PLAY ON MONOPOLY FOR HIS WILLIAMSBURG BUYERS



Compass broker Ralph Modica loves his clients so much he's designed and created a fun game for them to play in their new homes.

"It's my custom closing gift for my Williamsburg buyers," said Modica who has sold over \$100 million in Williamsburg residential condominium apartments in such buildings as 2 Northside Piers, The Edge and others, who all play a role in the board game. "When we give buyers the game, their jaws hit the floor," said Modica, who also hired a gaming company to make the pieces and a London artist to draw all the iconic Brooklyn buildings on the board.

The game, called "Burgopoly" is a spin on the classic Monopoly game, with the players buying up Williamsburg real estate. The game's uniquely designed pieces represent the Williamsburg neighborhood and include things like an iPhone (tech), a key (real estate), cup of coffee (Burg's great coffee), trash can (for the townhouses), VW Beetle (car), a stray cat (there are some strays in the Williamsburg area), bag of money (to be made in selling) and an 'artist paint palette' (for the burg artists).

Modica, who also resides in Williamsburg himself, donated a free game to the popular Williamsburg neighborhood Pudge Knuckles Coffee Shop where the Modica team holds some of their team meetings. This is not the first very cool and unique over the top marketing piece Modica has designed. Before becoming a real estate broker, Modica was an ex-marketing executive with A & E, History Channel and VHI, who now puts his creative skills into selling and marketing high-end luxury developments and apartments in New York.

Modica, head of the Modica Team at Compass, left Douglas Elliman a few months ago. His agents are making a name for themselves for their unconventional marketing concepts that go above and beyond what other brokers do for clients and also help to differentiate clients' properties from the rest of the market.

Whether that means designing baby "BILLYBURG" onesies with Williamsburg landmarks printed on them like the Domino Sugar factory; custom apartment floor plans made out of chocolate, origami architectural pops mailer, coasters, a tempered glass serving platter and cutting board.

"We find that home owners and/or buyers are touched when they receive something specific to their property," says Modica. "You make a connection - so we always try to make our marketing matter to them." Modica also posted a YouTube video showing some of this in the making...

(www.modicavideo.com)