



PREVIEW RECEPTIONS FOR “THE ENCLAVE” TO BE HOSTED ON JULY 23

Up To 25% Savings Cited During Seattle’s First “Waterfront Lifestyle Showcase”

SEATTLE, WA. (July 22, 2009) – *Trinity Real Estate* will co-host a series of receptions on **Thursday, July 23rd** for their newest development called *The Enclave*, a 21-unit lakeside community nestled within the 5-acre redevelopment known as *Wards Cove* on Lake Union’s eastern shore. The event schedules are as follows:

- **Real Estate Brokers & Media Tours**– 3:00pm to 5:00pm (Developer address at 4:00pm sharp)
- **Registered Homebuyers & VIP Guests** – 6:00pm to 8:00pm (Developer address at 7:00pm sharp)

The unique offering has attracted marketing partnerships with *Luxury Home Magazine*, *Wards Cove Marina* and *Seattle Boat Company* in what’s been dubbed a “*Waterfront Lifestyle Showcase*” by its promoters. In addition to previewing floor plans, finish specifications and views for The Enclave, prospective buyers and agents can tour the recently completed Wards Cove Marina and club amenities. And to fully savor the lakeside lifestyle; guests are invited to tour several brand new vessels that range from *Cobalt* day boats up to a *Sunseeker Manhattan 60’ motor yacht*. Cross promotional partnerships are a sign of the times in a sluggish economy as companies garner marketing efficiencies while adding value for their consumers. Several guests will win the use of a new Cobalt 222 for a day in random drawings during the events.

“We host property open houses every month but this is the first time we’re promoting a complete lifestyle that includes club amenities, moorage, and even yachts,” says Kelli Langford, publisher of *Luxury Home Magazine*. “And what’s most compelling? It can all be attained at significant savings – up to 25% off historic market values.”

A convergence of market dynamics is helping to make new real estate more affordable, according to research by Realogics, a marketing and sales consultant. To be sure, no major residential project has broken ground in downtown Seattle since the rise of the credit crunch two years ago. That translates to a massive decline in new construction activity today. This prompts significant savings (estimated to be 20% to 30% for materials and labor) as contractors and their vendors compete for a finite amount of business. And provided that developers can obtain the construction financing, some will use these costs savings to attract the buyers they need to satisfy financing contingencies. “It’s all part of a market reset, which rewards buyers who are confident and capable,” says Dean Jones, President and CEO of Realogics.

“We are positioning for very favorable construction costs timed with near record-low interest rates for The Enclave,” says Michael Yukevich, Investment Manager and partner in Trinity Real Estate, Inc. “We are sharing these savings with introductory pricing but, we do plan to increase pricing on our next phase. It’s a win-win for early buyers and the developer because we need each other to make this project happen.”

Prices for The Enclave are anticipated to start at just \$1.3 million for a fee simple, attached three-level residence of 2,500

square feet. Pricing is equally attractive for new boats but for different reasons, according to Justin Burrow of Seattle Boat Company.

"We're simply overstocked with 2008 models so the factory authorized pricing that's up to 25% of MSRP," says Burrow. "We have the best boating in North America and now, we have the best new boat pricing too – these savings are unprecedented."

Trinity Real Estate also plans to add value for early homebuyers by offering home personalization opportunities and providing access to the adjacent marina. For the first nine sales, homebuyers will be granted access to reserved moorage slips that are included in their base HOA dues – a prized possession on a lake with extremely limited moorage. Residents will also have full use of the Wards Cove club amenities, which includes a guest suite, fitness center, conference facilities, kayak storage and full marine services.

"Our buyers are beginning to appreciate just how unique this opportunity is," says Nick Glant, the listing agent and president of Northwest Group Real Estate. "Waterfront property is always in demand, the real variable is construction costs."

A preview website has been established www.EnclaveLakeUnion.com and guests interested in attending the July 23rd event are encouraged to register online. And in anticipation of the event, Glant reports several reservation contracts have already been accepted.

About Trinity Real Estate, LLC

Trinity Real Estate provides real estate development, management, and investment services to institutional and private partners clients. The firm provides its clients with an owner's perspective in developing, managing and leasing assets in the Seattle market. Visit www.trinityre.com.

About Luxury Home Magazine

Luxury Home Magazine is the leader in the market specific presentation of luxury homes and the luxury lifestyle. The bi-monthly publication is an oversized "*Coffee Table Magazine*" featuring beautiful photography of exceptional homes in an easy-to-read layout targeting more than 67,500 readers. Luxury Home Magazine is the definitive publication for luxury real estate. Visit www.luxuryhomemagazine.com

About Seattle Boat Company

Established in 1984, Seattle Boat Company specializes in retail sales of new sport boats and yachts, pre-owned boat sales, parts and services; as well as marina operations in two locations, Lake Union and Newport Shores (Lake Washington). Seattle Boat Company is the Northwest's exclusive retailer for both the Cobalt and Sunseeker brands and has consistently ranked within the top three boat dealers in the US. Visit www.seattleboat.com.

About Wards Cove on Lake Union

Wards Cove on Lake Union transformed what was once a site for fishing vessels to one that now includes a 10 slip super yacht marina, 12,000 sq. ft. of waterfront office space and 12 once-in-a-lifetime floating home sites that are currently available for sale. Visit www.wardscoveonlakeunion.com.

About Northwest Group Real Estate, LLC

NWG Real Estate is a boutique, full-service real estate brokerage specializing Seattle/Eastside resale residences with a division focused on sales representation for limited and innovative development communities. Named one of Seattle's Best Small Businesses in 2008, NWG Real Estate has quickly garnered a reputation for being a top-level brokerage and employer in Seattle. Visit www.nwgrealestate.com.

About Realogics, Inc.

Realogics is a Seattle-based, full service real estate consultancy specializing in market research, product development, marketing and sales solutions for in-city condominiums and mixed-use developments. Representing many of the region's most successful developments, the firm has been honored with more than 100 regional and national awards for sales and marketing excellence. Visit www.realogics.com.

EDITOR NOTES: High-resolution photography and renderings are available upon request – please contact Michelle Poitevin at 206.448.5752 or email michelle@realogics.com.