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FIFTEEN TWENTY-ONE SECOND AVENUE LAUNCHES “DESIGN MATTERS” CAMPAIGN

Online Testimonials and Videos from Six Industry Leaders Help to Differentiate Condo Tower’s Design

FEBRUARY 16, 2011 - (Downtown Seattle, WA) - Executives at OPUS NWR Development, LLC have released a series of testimonial videos, interviews, photo galleries and news articles online at www.FifteenTwentyOne.com in a new marketing series entitled “**DESIGN MATTERS**”. Individual insights outline numerous design attributes that are exclusive to Fifteen Twenty-One Second Avenue – a 143-unit, award-winning condominium tower adjacent The Pike Place Market in downtown Seattle. The initiative demonstrates that Fifteen Twenty-One Second Avenue is not a commodity and that the unique building has earned its distinctive market niche and corresponding values despite the market downturn that has affected production inventory.

“The design of Fifteen Twenty-One Second Avenue is truly extraordinary so it comes as little surprise that our market success has been equally exceptional,” says developer, Tom Parsons, Senior Vice President with OPUS NWR Development, LLC. “That said we recognize consumers must reconcile the entire housing market in order to understand values today. Our Design Matters series helps communicate why Fifteen Twenty-One Second Avenue is fundamentally different from the other offerings available.”

Now more than 75% sold, Fifteen Twenty-One Second Avenue has closed more in-city condominiums valued above \$1 million than all other new construction condominium developments in the city combined, according to public records. Parsons attributes the overwhelming consumer preference to the matchless design characteristics and protected water views that were programmed several years ago in order to compete favorably against more production-oriented inventory within the marketplace. “The fact that we challenged conventional design assumptions clearly helped us maintain our home values during the past market correction,” adds Parsons. “We’re fortunate that the stars aligned as they did. We were enabled to deliver an unparalleled product just before the credit crunch deferred all other inventory.”

Parsons says that homebuyer activity and sales have increased significantly in 2011 with two new sales and several others anticipated during February. “We had more than 70 tours last week and the Spring sales season hasn’t even arrived yet,” he said. “Our homebuyers understand why Fifteen Twenty-One Second Avenue is unique today and that it could be many years before we see another offering of this caliber.”

The six spokespersons representing different design attributes of the project are as follows (*homeowners):

- 1.0 – Architecture** / Blaine Weber*, Architect and Principal of Weber Thompson Architects
- 2.0 – Interior Design** / Susan Marinello, Interior Designer of Susan Marinello Interiors
- 3.0 – Amenities & Lifestyle** / William Justen*, Project Visionary and Longtime Downtown Resident
- 4.0 – Development Practices** / Tom Parsons, Developer and Senior Vice President of OPUS Group
- 5.0 – Community & HOA Operations** / Amanda Ciliberto, Chef Concierge for Fifteen Twenty-One Second Avenue
- 6.0 – Mortgage Lending** / Jeff Bell*, Preferred Lender and Partner with Cobalt Mortgage

The contributors cite numerous tangible and intangible attributes that set the project apart including: transformative “tall and slender” architecture; protected water views; all larger format homes averaging 1,988 sq. ft.; the first-of-its-kind “Glass Rooms” in the homes; a uniform “all penthouse” approach to design; a strong sense of community; and a sales focus towards principle residences helping to maintain established market pricing. Such innovation has led to numerous awards and acknowledgments by industry judges at regional and national development competitions held by **NAIOP**, **Multifamily Executive Magazine**, **The Pacific Coast Builder’s Conference** and **The National Association of Homebuilders** to name a few.

“The Design Matters campaign is a fun, educational marketing approach – it delivers the facts that create value for our discerning homebuyers,” says Dean Jones, Principal of Realogics Sotheby’s International Realty who is representing Fifteen Twenty-One Second Avenue. “It’s really hard to commoditize unique properties within a variable marketplace like this – you have to factor the value trends within each project itself. The balance of supply and demand is never evenly distributed and that’s why design matters – product differentiation is crucial.”

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ABOUT OPUS NORTHWEST

OPUS Northwest, L.L.C., is headquartered in Minneapolis, with a regional office in Seattle. The Opus Group, based in Minneapolis, is a \$2.2 billion premier, full-service real estate development company with 55 years’ experience. Committed to creating great real estate, Opus implements best practices in sustainable design and construction to maximize building performance and reduce environmental impact. Visit www.Opus-Group.com.

ABOUT REALOGICS SOTHEBY’S INTERNATIONAL REALTY

Realogics, Inc. and Realogics Sotheby’s International Realty is a Seattle-based real estate consultancy and brokerage specializing in market research, product development, marketing and sales solutions for new construction multi-family and resale properties of all categories. The firm is currently representing more than \$200 million in new construction condominium inventory in downtown Seattle and has been recognized nationally with more than 100 individual sales and marketing awards by industry peers. Visit www.RealogicsSothebysRealty.com.

EDITOR’S NOTE: High-resolution photos of Fifteen Twenty-One Second Avenue, including architectural, model home or Design Matters contributor portraits is available - please contact Michelle Poitevin at Realogics, Inc. at 206.448.5752 or email michelle@realogics.com.