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New Homes for sale
in the Seattle and
Puget Sound Area

New Homes

SATURDAY

FIFTEEN TWENTY-ONE SECOND AVENUE | seattle

Slumber for a night to ponder a purchase

Qualified homebuyers who want to experience city life before buying can test-drive a home at Fifteen Twenty-One Second Avenue in Seattle. Developer Opus Northwest will offer a fully furnished condominium for a night and let potential buyers “sleep on it.”

The guest home was created in a 1,644-square-foot D plan on the 23rd floor, selected because it features views of Elliott Bay and city lights. Opus partnered with BoConcept for the furniture and accessories. World-renowned artist Dale Chihuly provided artwork for the home, including glass works and paintings.

“We selected an available home midway up the tower so it provides a romantic overlook of the Pike Place Market and Elliott Bay,” says William Justen, the project visionary and a resident. “But as our guests will soon discover, every home is a penthouse at Fifteen Twenty-One Second Avenue.”

Justen has been a resident of downtown Seattle for more than 30 years and lived in several places around Pike Place Market. He believes that offering prospective homebuyers a night on the town could help answer their questions. “The building has to be experienced to be fully appreciated,” he says.

“The product speaks for itself,” says Julie Biniasz, a community sales associate with Realogics Brokerage, which represents the community. “We’ve already had several overnight guests take advantage of this unique oppor-



Floor-to-ceiling windows and a solarium let homeowners take in the city and water views.

tunity and they each loved their experience here at Fifteen Twenty-One Second Avenue. We’re expecting some more offers soon.”

Biniasz recommends that homebuyers immerse themselves in the community for a day and a night. “They will suddenly realize why so many homebuyers have chosen Fifteen Twenty-One Second Avenue.”

Upon checking in, guests can ask the concierge to make reservations for a dinner at one of the many restaurants within walking distance of the building. After dinner, guests might consider a movie, play or concert at the variety of theaters downtown. A nightcap on the rooftop terrace offers views of city lights before bedtime.

A morning workout is available on a treadmill in the fitness center, followed by a bath in the jetted tub in the guest home’s spa-like bathroom. A solarium in the home is one place to grab a cup of coffee and read the newspaper. Guests can finish their downtown experience by strolling to Pike Place Market, touring the Seattle Art Museum or shopping downtown.

“It’s really an amazing lifestyle — Fifteen Twenty-One Second Avenue is like an urban resort,” says Biniasz, who also lives in the building. “Join us for a night and I think you’ll understand why we’ve been so successful in the marketplace.”

More than two-thirds of the 143 units have sold, and there were several closings last week. The 440-foot-tall tower features two-bedroom homes that average 1,914 square feet and start at \$1.1 million.

The design innovations and sales success have earned Fifteen Twenty-One Second Avenue awards from industry peers. The building’s development team won Outstanding High-Rise at the 2009 Gold Nugget Awards during the Pacific Coast Builder’s Conference; High-Rise of the Year by the Multifamily Executive Awards for 2009; and Multi-Family High-Rise of the Year by NAIOP, the Commercial Real Estate Development Association, formerly known as the National Association of Industrial and Office Properties.

The team also recently

View these homes

Model homes open by appointment at 1521 Second Ave., Seattle

Prices

From \$1.1 million

Developer

Opus Northwest, LLC

Information

206-443-1521 or
fifteentwentyone.com

won eight regional honors for design, sales and marketing. On the national level, the project is nominated for an Attached Community of the Year award, to be presented Jan. 19 in Las Vegas by the National Association of Home Builders.

Buyers interested in the overnight experience can schedule a private showing to learn if they qualify.

A video tour of the property, hosted by William Justen, is on the Fifteen Twenty-One Second Avenue Internet site.

“The video is a helpful product tour, but it’s hard to convey the real sense of community that’s been created at Fifteen Twenty-One Second Avenue,” says Justen. “I’m very proud of the obvious physical attributes of this building, but I think I’m most impressed by this vertical neighborhood that’s formed. There’s an authentic spirit of place here that has become my home.”