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New Homes for sale
in the Seattle and
Puget Sound Area

New Homes

SATURDAY

FIFTEEN TWENTY-ONE SECOND AVENUE | seattle

Prime location, protected views keys to sales success

With four more sales this month with an average price tag of \$1.3 million, Fifteen Twenty-One Second Avenue continues to establish itself as a real estate microclimate in downtown Seattle.

The 38-story condominium tower is now 70 percent sold. One reason is that it's the only new-construction development offering protected views of Elliott Bay and the surrounding city lights, according to its representatives.

"Fifteen Twenty-One Second Avenue has always been synonymous with views — it's the key to our confident market values today and will become even more critical in the future as downtown grows," says Julie Biniasz, a sales representative with Realogics Sotheby's International Realty. "The building was carefully designed to offer a water view from every home — a unique attribute given our front-and-center location, recorded view easements and optimized floor plans."

Recent homebuyers such as Jeff and Shara Brown recognized the value of the view over other alternatives.

"We looked at Fifteen Twenty-One Second Avenue first and then toured at least a dozen other properties, ranging from older resales to new construction," Jeff Brown says. "We ended up right where we started, as nothing else compared. Fifteen Twenty-One Second Avenue just had so much more to offer from a view standpoint and a preferred location next to Pike Place Market. (The developer



Fifteen Twenty-One Second Avenue is the only new-construction development offering protected views of Elliott Bay.

View these homes

Open by appointment at 1521 Second Ave., adjacent to Pike Place Market, in downtown Seattle

Prices

From the low \$1 millions

Information

206-443-1521 or fifteentwentyone.com

did a phenomenal job putting the building together, and having secured the view rights is pretty awesome."

After living for 21 years in Covington, the Browns decided to relocate to downtown Seattle. With one daughter in college and another graduating from high school this year, they're joining a trend of empty-nesters seeking to downsize domestic responsibilities while upsizing their new urban lifestyle.

Brown says he is especially excited to cut his daily commute to Seattle's Sodo district for work. He spent up to three hours a day driving to and from the office while living in Covington, a com-

mute that will now be measured in minutes.

"I'm looking forward to getting more rest," he says. "I'll work out in the evenings because I won't be so exhausted from the commute anymore — it's definitely a healthier lifestyle. Shara and I will also be able to enjoy more time together as we explore the city. It's all at your fingertips. And we can walk to everything, so there's little need for a vehicle."

What sealed the deal for the Browns was an opportunity to "sleep on it."

"We've been encouraging our buyers to experience the urban lifestyle firsthand, so we created a fully furnished home for our guests," Biniasz says. "It certainly made an impression with the Browns. They actually chose to purchase that very model home."

The Browns' particular experience included dinner at Matt's in the Market, shopping at Westlake Center and along Fifth Avenue and then scoping out the new IGA grocery store, located just a block away from Fifteen Twenty-One Second Avenue.

"We were able to visualize living here and it became obvious

why so many people choose this lifestyle," Brown says. "We're very excited."

Still, the Browns are like many who preferred to sell their home before closing on a new one. So they reached an agreement to buy at Fifteen Twenty-One Second Avenue contingent on selling their Covington residence. Fortunately, it sold within a few weeks.

"We originally thought we'd give it a year to watch the market prices, but we feared we would miss the home we really wanted," Brown says. "The building is selling quickly, so we felt like the market has spoken clearly and that the value is there."

Fifteen Twenty-One Second Avenue has maintained property values even as other projects auctioned off their remaining inventory or advertised price discounts. Biniasz says its success is all about product differentiation and consumer confidence.

"Condominiums are not commodities," she says. "The media tends to generalize the housing statistics, but, in reality, each community offers different features and earns its own distinct position within the marketplace. There's no inventory coming anytime soon, so that makes the decision-making process easier now that all the properties can be toured and compared."

Biniasz says Fifteen Twenty-One Second Avenue is unique because it comprises just 143 two-bedroom-and-larger residences, which average more than 1,900 square feet. Each home is positioned as a penthouse on every level.