

MANN REPORT RESIDENTIAL

NOVEMBER 2008

Williamsburg's Hottest Condominium Now Makes House Calls

Stuck at the office? Busy with the children? Waiting for a special delivery? The Edge, Williamsburg's hottest condominium development, understands how busy its prospective buyers are and is now launching House Calls, a service that brings the building's sales center directly to its buyers.

"Many of our buyers live throughout the Tri-State area, work long hours, and have personal commitments, so sometimes it's hard to get to a sales center during office hours, which is why we have decided to bring it to them," said Sarah Burke, Senior Vice President of The Developers Group, exclusive sales and marketing firm for The Edge.

Once the appointment is made, two Edge agents will meet the prospective buyer at his/her home or office for a 45-minute presentation, which will walk the buyer through the project. Agents will be outfitted with laptops, floor plans and presentations boards to ensure that the buyer is experiencing the building as if they were at the actual sales center in Williamsburg.

"This is an amazing development, and we wanted to make sure everyone has the opportunity to be introduced to it, even if it's on their couch," added Burke.