



Wendy Leung, ABR
Realtor
(Cell) 206-321-2493
(Fax) 206-299-9996
wendyl@johnlscott.com

"Your new home may be right around the corner."

1.) Many home buyers feel that they need to jump through hoops before they can have the chance to purchase one of Vulcan's projects. How do you respond to that?

I would say that there are no more 'hoops' to jump through than if you were to purchase any other new construction project downtown. Everyone wants information, and the best vehicle in which to give people the information in a manner that is both interesting and informative was to host these information sessions, which are limited in size to allow for lots of questions and answers. The other aspect of this is creating a fair and equitable system. The system that is customary in downtown Seattle goes something along these lines: Buyer knows the Realtor (in this case me) or someone with the developer... and calls them up, comes to a pre-VIP party and gets a handshake deal on the unit they want to purchase. That unit is now sold, even before the general public gets a chance at picking a unit. What we wanted to create was a fair and just system, and part of that system is that everyone plays on the same playing field. With that in mind, everyone must attend the information session in order to ascertain a lottery card, and then attach a pre-approval letter with this lottery card, delivering it to the sales center by September 1st. I think it's important to note that the lottery system only determines the ORDER in which one chooses a home. This prevents someone from standing in line for hours and then having thirty seconds to make a \$500k decision on which unit to choose while 2000 people breathe down their neck.

During the week of September 10-24th, we will draw cards, project specific, and call those particular individuals to schedule an appointment to pick their unit. They have approximately the next month to research their particular units, and make sure they know what it is they are looking for. The Discovery Center will be open with a full Rollin Street flat (www.rollinstreet.com), a flexi-loft from Veer Lofts (www.veerlofts.com) and a kitchen/bathroom from Enso (www.ensoliving.com). We shall also have all the finishes and upgrades, the model unit vignettes, and more! On the day that they come in for home selection day, they will have some time to look at all the homes that are available and pick the unit that best represents what they want. They fill in the purchase and sales agreement and put 5% as an earnest money deposit into an interest bearing account. We think this creates a simple system for the buyer, allowing them time to educate themselves, and gives their decision the respect it deserves.

2.) When do you think that home buyers will be able to get more specific pricing information?

We should have pricing narrowed down in mid to late August... as we get closer to actual home selection day, we will continue to refine our pricing. We know this is a crucial part of the selection process, and therefore we are spending a majority of our time solidifying these numbers. However, we do have some factors that are not in our control, and we ask for just a bit of patience.

3.) What do you say to homebuyers who are concerned about the traffic flow in South Lake Union?

The traffic flow in South Lake Union will be great once we get a few things resolved and the Streetcar will certainly help. Everyone moving into the South Lake Union will love the street car... only because it's absolutely perfect to get downtown, to the airport (with the light rail in 2009) and really connects the neighborhood to downtown. The Gateway District is where 2200, Rollin Street and Enso are located... We are four blocks away from the Retail core, and we are three blocks away from Belltown. And, we of course have Lake Union - SLU Park - what a great amenity to be able to walk to as the neighborhood is flat. Areas of the neighborhood have very little traffic (8th Avenue, Cascade) That being said, Westlake and 9th Avenue both become two way streets during the Streetcar build out. I think you will find that we are stressing the 'walkable urbanity' in South Lake Union. We want to be able to walk to work, the grocery store, the pub, the restaurant or the park on any given day... and we think that our projects give you a large taste life without the dependency of the car.

4.) When is the Whole Foods market going to be opened?

Whole Foods and the Pan Pacific Hotel are planned to open in the first weeks of October. The construction is progressing nicely on both amenities.

5.) What advice would you give to someone who is interested in Vulcan's SLU project and trying to determine which one will be the best fit for them?

Excellent question... This question is all about lifestyle. If I were a creative minded individual looking to find a place to express myself, I would probably be lured by Veer... 9', 13' and 16' ceilings, open spaces, a rooftop BOCCE BALL court, roof deck, pet friendly, outdoor barbeques, an architecturally cool building, not to mention the finishes being hip and urban... just a block off the streetcar line and only three blocks to Lake Union, concrete floors, exposed wood ceilings, expansive glass, large decks, some units with pocket Zen gardens.

If I were looking for space, wide open spaces (average space is 1100 sq/ft), minimal walls, open loft living - like in NYC, with air conditioning, heat pumps with AC, two rooftop decks, and a guest suite... I would be interested in Rollin Street. It's a loft... Just under 10' ceiling heights with some units with 11 and 13 foot ceilings... on the streetcar line, Bosch appliances, gas cooking, hardwood floors throughout the living spaces and a cool sliding glass door panel glass door to hide my socks on the floor in the bedroom (Sorry guys, this is an upgrade that you just can't refuse), and the coolest finishes... Floor to ceiling windows, high end European cabinets that not only can be completely customizable, but can be changed over time, crushed quartz slab countertops and stainless steel (upgrade) backsplashes, and across the street from Whole Foods! My radar has Rollin Street all over it!

If I were looking for a sleek, modern, architecturally stunning building where sophistication wreaks havoc... well, I would be leaning towards Enso. Enso, which is a perfect circle in calligraphy and means balance and enlightenment, is the perfect place for someone who loves everything that an urban home can offer. Rooftop deck on the sixth floor with a water feature, gas grills and a indoor/outdoor fireplace, a large entertaining area with a full dining room table for entertaining or business meetings, a full kitchen to work with, and a flat screen TV to entertain yourself as you cook... not to mention the southwest corner fitness room with state of the art equipment on the 5th floor... The units themselves are, how do I say this, art! Floor to ceiling glass windows that have views of Lake Union, downtown city lights, Olympics, Cascades, and the Puget Sound. Other mentionables include spa like interiors, hardwood floors, honed concrete slab countertops and wall mounted faucets in the bathroom! Bosch appliances, AC, central hot water, lavish finishes including many rapidly renewable resources, as well as sliding glass doors (that can be upgraded to a cool bamboo infused acrylic door)... and all this being right across the street from Whole Foods, restaurants downstairs, and the streetcar stops right in front of your building. Well, what can I say, I love this condo!

6.) Is there anything else that you would want to share with the SCR readers?

I would say to your readers that we are extremely excited at offering these projects to the public. We are so excited we can't help but want to stand on top of the Space Needle and tell everyone about them! The next best thing would be to hire the contractor who built the space needle and have them work on one of our projects... so we did that as well!

No detail is overlooked in these condos... every condo comes with parking and a storage space... in Rollin Street and Enso you actually have an opportunity for some additional wine storage. Please, if you are at all interested in purchasing a condominium over the next few years, please stop by our presentation showroom located at 101 Westlake Avenue North, kitty corner to the new Whole Foods and let us share with you why we are so proud to be a part of these projects!