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FOR IMMEDIATE RELEASE

## **INSIGNIA IN SEATTLE ANNOUNCES SALES SUCCESS**

### **Northwest's Largest Condominium Development Reaches 100 Units Sold**

Seattle – March 20, 2014 – [Insignia](#) in Seattle, the Northwest's largest condominium development, has reached 100 units sold. Construction on the project's first tower is now up to the 28<sup>th</sup> floor, announced Bosa Development.

The twin 41-story towers designed by architect Perkins & Company will be located where Downtown, Belltown and South Lake Union intersect, just two blocks from Amazon's planned 3.3 million-square-foot office building. Phase One, which is scheduled to open in late spring 2015, features 350 residences ranging from one to two bedrooms, with prices from the high \$400,000s to approximately \$2 million.

"We are pleased with the pace of sales so far at Insignia, and anticipate an increase in contracts being signed as we move into the busy season for residential real estate," stated Alan P. Mark, Founder and President of The Mark Company, Northwest, the broker of record at Insignia.

Located at Sixth Avenue and Bell Street, Insignia features a collection of one- and two-bedroom homes with dens in select residences designed by Mitchell Freedland. Conceived by renowned developer Nat Bosa, the new condominium merges modern architecture, sophisticated style and breathtaking views.

Building amenities include a 41<sup>st</sup> floor sky retreat and resident lounge, open-air park terrace with outdoor grilling area, outdoor fireplace gathering area, fitness atrium with yoga and Pilates studio, screening room with entertaining bar, and signature lobby by Mitchell Freedland. The building is targeting LEED Silver certification.

There will also be an outdoor pet retreat, pet wash and grooming area, gated parking garage, residential assigned parking, electric car charging stations, car wash bay, bike storage with work area, and retail shops along a pedestrian friendly street. Proposed future additions in Phase Two, North Tower including an indoor lap pool and spa, and steam room and sauna.

"Downtown Seattle has become a bustling, diverse environment with eclectic boutiques, new restaurants, performing arts, museums and more," noted Nat Bosa, President of Bosa

Development. “With the nearby Microsoft campus and planned Amazon campus expansion, we are at the heart of the city’s growth.”

Designer residences at Insignia offer 360-degree views of the city, Puget Sound, Lake Union and nearby mountain ranges. Kitchens include quartz countertops, Bosch stainless steel cooktop, oven and microwave, Bosch cabinet-front dishwasher, Thermador cabinet-front refrigerator, designer Grohe faucets and fixtures, and European-inspired cabinetry. There are also marble or quartz bathroom countertops, a Whirlpool washer and dryer, and walk-in closets as well as private balconies or roof decks in most residences, and onsite storage for each home.

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About The Mark Company, Northwest: The Mark Company, Northwest is one of the nation’s premier urban residential marketing and sales firms. Founded by Alan Mark, The Mark Company provides a full range of core consulting services including analytics, design, marketing and sales for urban high-rises and suburban attached properties throughout the Western United States. The firm is a trusted partner to leading residential developers and financial institutions such as Tishman Speyer, iStar Financial and Bosa Development. Since 1997, The Mark Company has represented more than 10,000 residences and generated over \$5 billion in sales for some of the nation’s most notable and successful developments including 300 Ivy in San Francisco, Spire in Denver, Evo South in Los Angeles, and The Martin in Las Vegas. Current projects include The San Francisco Shipyard, Park 181 in San Francisco, and SL70 in Los Angeles. For more information, visit [www.TheMarkCompany.com](http://www.TheMarkCompany.com).

About Bosa Development: Under the leadership of Nat Bosa, and backed by his 40 years of development experience, Bosa Development holds an unprecedented record of success. With uncommon vision and bold, well considered planning, the company has delivered thousands of homes and proven to be a leader in the development industry. Bosa is synonymous with superior quality, luxurious lifestyles and exemplary locations. Its stunning architectural offerings continue to make bold statements and set new standards in world-class locations including Vancouver, Whistler, Calgary, Maui, San Diego, Orange County, San Francisco and most recently, Seattle.