



NEWS

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LAKE PARK PLACE STRATEGIZES WITH PERRY BALLARD INCORPORATED TO MARKET HIGH-END CONDOMINIUM DEVELOPMENT

ST. JOSEPH, MICH. — Real estate agents across Michigan are hurting for buyers in the current housing slump. But there is still sales activity along Lake Michigan's shoreline. 508 Pleasant Street, LLC, a premier, full-service development company, is confident that with the right marketing strategies, it will attract homeowners to Lake Park Place, one of the newest condominium developments in Southwestern Michigan. The developer has selected Perry Ballard Incorporated (PBI) to help them promote the seven-story, multi-million-dollar project that will be constructed on the corner of Pleasant Street and Lake Boulevard in downtown St. Joseph. It is slated for occupancy in 2010.

"We wanted to strategize with a local marketing and communications firm," said Paul Heaps, owner and agent of Realty Executives Pro Brokers, the realty agency responsible for selling the property units. "PBI is a long-time business in the area with years of experience successfully promoting economic development and tourism in Southwestern Michigan. Their understanding of what our target markets are looking for and what this area has to offer will help us attract people who will enjoy living and working here."

PBI conducted extensive competitive research before developing Lake Park Place's logo and positioning statement, "The luxury of location." "No other residential option offers this property's city/lake view," said PBI President and Creative Director Gary Tipton. "It is truly a luxurious location that heightens your senses and your lifestyle."

PBI is distinguishing the property from others in the area by calling out lifestyle experiences that fit each of the five senses. The theme has been used in the interior design of the Lake Park Place Information and Sales Center (517 Pleasant St.), print promotional material and Web site: 301LakeBoulevard.com.

"In our research we found that most developers focus their promotional attention only on their properties," said Heaps, "But PBI's insights into the market directed us to take a more holistic approach. Our potential buyers aren't just buying a condominium, they are buying a lifestyle, a community." Heaps added that since the developers, the architect (Stephen Byrns of BKSK Architects, LLP) and Pearson Construction all have local roots, the team believed in the value of distinguishing the location as well as the units themselves. "We know this is a good place to call home," said Heaps.

Perry Ballard Incorporated provides strategic marketing and communication services and is a member of the American Association of Advertising Agencies. For more information, call PBI at 1-800-800-9547 or visit www.perryballard.com.

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