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Urban Pace Sells out 70% of “The Harrison” during pre-construction

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Washington, DC. Urban Pace, a Washington, DC, real estate sales company, today announced that it has sold out 70% of its project in Friendship Heights in the pre-construction phase. The project, which is known as The Harrison, has sold at prices above \$600 per square foot.

“We are extremely pleased that Urban Pace has achieved such great results in only four months” said Kevin Ash of Ellisdale, which is constructing the project and is an investor.

The Harrison is a 4-story condominium building located less than two blocks from the Friendship Heights Metro Station. The project is comprised of 49 distinct residences and features an elegant lobby with front desk service, a courtyard with fire and water features and garage parking.

The expected delivery date for The Harrison is November of this year. The sales and development team plan a topping out party for early October.

“The Urban Pace team possesses the expertise and professionalism critical to the success of a project like The Harrison,” said Paul Robertson of Robertson Development, the project’s developer.

“We congratulate our clients at The Harrison for being one of only two new construction condominium projects to be underway in the city in 2010,” said Lynn Hackney, President of Urban Pace.

Another Urban Pace project, the Woodley Wardman, is the second of two new construction condo projects to be in the ground in 2010.

Urban Pace was established in 2001 to provide specialized sales and marketing services to builders and developers of urban condominium and townhome projects in the Washington area.

Ellisdale Construction specializes in development and pre-construction consulting, design-build and general contracting. The firm brings together a diverse and talented group of architects and designers – leaders in a range of disciplines, each of whom delivers imaginative approaches to deliver highly functional and cost-efficient projects.

Robertson Development invests heavily in beautiful and engaging exterior designs that complement and enhance their surroundings. Interior spaces provide both style and function. Executed with craftsmanship, high-end materials and a never-ending attention to detail, each property is truly special.

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