

## Book Cadillac to offer one day of condo pre-sales

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### **MODEL D**

DETROIT – The much-anticipated restoration of the Book Cadillac will reach a significant milestone on October 14 when **Esquire Properties** offers a one-day opportunity to purchase a unit. Although the Grand Opening for interested parties to begin buying condos is technically December 2, Esquire decided to make this exception because "response has been tremendous," according to Esquire president Jon Grabowski.

In addition to 67 condo units on floors 24-29, the Book Cadillac project includes a 4-star Westin Hotel and ground floor retail. Esquire is handling the marketing, sales and condo consultation, which helped the developers, **The Ferchill Group**, determine salable price points, size and layouts for the Detroit market. The 67 one- and two-bedroom units start at \$280,000 and top out at \$1.5 million for one of the six penthouses.

Grabowski points out that not only will buyers be able to customize their unit's finishes, appliances and fixtures, but residents of the Book Cadillac will have access to Westin Hotel amenities such as room service, concierge and housecleaning. "This project will appeal to the buyer looking for the most luxurious address in the city."

Construction has begun on the project, and Grabowski anticipates that both the hotel and condo will be completed by Summer 2008. He is aware that the project's stuttered history as well as its magnitude lends itself to skepticism, and muses that some people will not believe in its reality "until they rest their head on a Westin Book Cadillac pillow." But he insists, "It is happening."

Esquire regards the Book Cadillac project as significant in terms of the overall redevelopment of the city. Grabowski explains, "This level of condos, this caliber of brand hotel will show that Detroit has really turned the corner."

The one-day opportunity will take place at the Detroit Athletic Club at 11 a.m. Contact Esquire at 313.580.2200 for more information or to RSVP.

Source: Jon Grabowski, Esquire Properties