



For Immediate Release

STRONG SALES AND HIGH TRAFFIC POSITIONS THE LAURELS FOR QUICK SELL-OUT

**NEW LOWER PRICING AT DISCOUNTS OF MORE THAN \$100,000, LOCATION, AND AMENITIES
PROPEL THE LAURELS' SUCCESS AND CREATE BUZZ IN THE MARKET!**

Memphis, TN – March 1, 2010, The Laurels, a new boutique condominium community of only 40 homes, is the new condominium of choice, with five contracts written in the last 10 days and several more expected to come this week. Recent contracts and high sales center traffic indicate that prospective buyers are feeling a sense of urgency to take advantage of this incredible buying opportunity and the chance to purchase one of a limited number of specially-priced homes at The Laurels.

In addition to its newly announced pricing, The Laurels attributes its sales success to a winning combination of quality construction, intimate size and the rare opportunity to own a new condominium home, located in a classic East Memphis neighborhood. As well, homebuyers are capitalizing on up to \$8,000 in soon-to-expire tax credits and attractive financing programs available exclusively at The Laurels.

“We are thrilled by the positive sales response we’re seeing at The Laurels,” says Michael Greenberg of Makowsky Ringel Greenberg, LLC, developers of the Laurels. “We really wanted to create a unique and exclusive development which provides lasting value to homebuyers and the community. Buyers looking for a convenient location, a vibrant lifestyle and a home with truly livable floor plans should visit The Laurels before this incredible opportunity is gone.”

The Laurels is located at 3520 Central Avenue at Highland, Memphis, TN. The four story building, which was designed to complement the architecture of its surrounding East Memphis neighborhood, is centrally-located in the heart of the city’s thriving cultural, dining and retail scene and close to both Downtown and Germantown. The Laurels’ lifestyle appeals to a wide variety of homebuyers looking for a quality no-hassle home, close to work and play.

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Offering 1, 2, and 3 bedroom homes, The Laurels features spacious, open floor plans ranging from 1,100 square feet to 2,200 square feet, with 9 foot smooth ceilings and elegant crown mouldings throughout. Bedrooms include walk-in closets and spacious bathrooms, appointed with double vanities and granite counters. Modern kitchens include wood cabinetry, stainless steel appliances, undermount sinks, granite countertops and hardwood floors. All homes also have large balconies, a washer and dryer and access to private storage lockers.

Residents at the Laurels enjoy access to a wide selection of lifestyle-enhancing amenities, including a beautiful outdoor pool with terrace and outdoor kitchen, pet-friendly surroundings with a designated “bark park”, covered and controlled-access parking and lushly landscaped grounds.

The Laurels was developed by **Makowsky Ringel Greenberg, LLC**, a Memphis-based, family-owned real estate firm which is well-respected for the management, development and construction of quality, multi-family communities throughout the mid-South.

Sales and marketing for The Laurels is being provided by **The Marketing Directors, LLC**, an Atlanta-based firm specializing in high density residential sales and marketing. With more than 30 years experience, The Marketing Directors represents developers in Atlanta, Orlando, Tampa, West Palm Beach, St. Petersburg, Chapel Hill, Huntsville and Memphis.

Homes at The Laurels are priced from \$169,900. For additional information and to schedule an appointment, please contact the on-site sales center at 901-365-3520 or visit www.thelaurelsmemphis.com.

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