

NEWS

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BOSA REPORTING DOUBLE-DIGIT SALES AT BOTH ITS DOWNTOWN TOWERS

-- 29 New Home Sales Recorded in Five Weeks --

Shoppers have sprung into action at Bosa's Legend at the Ballpark and Electra luxury home towers in downtown San Diego with 17 and 12 of these new homes, respectively, snapped up in the five weeks since March 15.

"We are seeing buyers who are taking full advantage of the low prices and historically low interest rates that are rarely seen," Bosa Development President Nat Bosa said. "There is a definite feeling among buyers that prices have bottomed out and now is the time to act."

Now selling in their final phases, close-out pricing is being offered at both towers. This incentive pricing can save buyers up to \$241,000 on a new two-bedroom-plus-den unit at Electra; it can also get buyers into a new two-bedroom Legend home for less than \$500,000.

"At this current rate of sales, Electra and the Legend could be sold out as early as the next 60 days," Bosa said.

From the corner of J Street and Seventh Avenue in downtown San Diego, the 23-story, 178-home Legend at the Ballpark tower offers prime views into Petco Park as well as lush accommodations for residents. A 3,200-square-foot, 7th floor outdoor lounge offers the perfect place to get a birds-eye view of the ballpark and also creates an optimal entertaining venue with its two firepits, ample seating and barbecue area with full kitchen.

In the nearby Columbia neighborhood, Electra rises 43 stories into the San Diego skyline. Holding the title of tallest residential tower in downtown San Diego, it boasts 248 luxury units, many with astounding city or harbor views. Built within the façade of the San Diego Gas & Electric building originally constructed in 1911, Electra was designed to embrace the significance of the historic landmark while creating an elegant and sophisticated living experience.

In customary Bosa Development fashion, Legend and Electra homes showcase the developer's trademark level of superior quality and fine detailing. All homes come standard with hardwood flooring in a variety of rich finishes, full-height windows, Kohler fixtures adorning the contemporary baths and premium stone countertops.

For more information on Electra, call (619) 239-2339 or visit www.electrasandiego.com. The Sales Center is located in suite 706 at Electra, 700 West E St. Hours of operation are 11 a.m. to 5 p.m. daily.

The Legend sales office and model homes are at 325 7th Avenue, #1101. The sales office is open 11 a.m. to 5 p.m. daily and may be reached by phone at (619) 231-9609.

Founded in 1986, Bosa Development Corp. is led by its founder, Nat Bosa. Backed by over 30 years of Bosa's previous development experience, the company has enjoyed an unprecedented record of success. Completed developments in downtown San Diego include Horizons in the Marina District, Park Place located on Harbor Drive at Kettner, Discovery, nestled atop Cortez Hill, and The Grande at Santa Fe Place. In addition to The Legend and Electra, Bayside at the Embarcadero is currently selling.

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