

HOTSELLERS

Against the Odds

Ten East Delaware, Chicago

WHY IT WORKED: Ten East Delaware opened during a striking downturn in Chicago's real estate market, but intensive advance marketing and top-notch design combined to power the high-rise project quickly past the 50 percent sales milestone.

Details, details, details. Every residence at this Gold Coast project was designed and analyzed with the same care and detail as a luxury yacht. Every corner – from the walk-in master closet to the formal foyer – was designed to maximize efficiency with no wasted space.

The adjacent Talbott Hotel offers its 24-hour, on-call concierge services to Ten East Delaware residents on an a la carte basis. This means residents have access to amenities such as catering and housekeeping services, paying for them as needed.

On the 35th floor of the building, a rooftop "amenity deck" known as The Ten Club offers skyline views, gardens, a fitness facility, a dining room, and the Gold Coast's only rooftop pool.

Project Credits

Project: Ten East Delaware, Chicago; **Sales started:** September 2006; **Sales through June 2007:** 77; **Units planned:** 121; **Price:** \$550,000 to \$2.6 million; **Unit size:** 845 to 3,095 square feet; **Builder:** Evans Construction/Consulting, Chicago; **Developer:** The Prime Group, Chicago; **Architect:** Lucien Lagrange Architects, Chicago; **Landscape architect:** Daniel Weinbach & Partners, Chicago; **Interior designer:** Darcy Bonner and Associates, Chicago