

# NEWS

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CONTACT: Bonnie Vieira  
(858) 689-9909  
Bonnie@jsimmsagency.com

## **ELECTRA TOWER RECORDS 10 HOME SALES IN SEVEN DAYS**

*-- Close-Out Pricing Fueling Sales Surge --*

New close-out pricing has caused a tidal wave of interest in Bosa Development's Electra tower. Bosa is reporting an astounding 10 sales of its luxury homes over the course of just seven days. Close-out pricing, which can save buyers up to \$241,000 on a new two-bedroom-plus-den unit, was introduced earlier this month on the last 20 units in Electra.

Townhomes in this luxury residential tower within an historic structure are now selling for as low as \$519,000, while the two-bedroom units range between \$599,000 and \$1.995 million for a penthouse.

"We are pleased to see a dramatic increase in not only our daily traffic, but the number of deals that are being done," said Bosa Development President Nat Bosa. "At this current rate, Electra could be sold out as early as next month."

With real estate construction in downtown declining, Electra offers buyers one of only a few opportunities to own a new luxury condo home within the next four years.

"Downtown San Diego used to be a buyer's market because of all the options among new homes for sale," said Bosa. "Now, Electra is one of the few new developments for sale and the only one in the bay-fronting Columbia neighborhood."

Located in the former electric building built by John D. Spreckels, Electra boasts 248-luxury units in the tallest residential tower in downtown San Diego. The 43-story tower is situated above three floors of underground parking and features sought-after views of the skyline and harbor. Electra occupies the entire block facing West Broadway and is designed to embrace the significance of the historic landmark originally constructed in 1911.

In customary Bosa Development fashion for high standards of quality and fine detailing, Electra boasts hardwood flooring in a variety of finishes, full-height windows with roller shade window coverings and generously sized balconies. Kohler fixtures and appliances along with premium stone countertops comprise the contemporary and sophisticated kitchens and bathrooms.

The elegant tone throughout Electra is first set in the ground floor social lounge off the lobby, featuring 60-foot vaulted ceilings, multiple seating areas, fireplaces, flat screen television and full-service catering kitchen.

Additional amenities include the fifth-floor exercise facility featuring a sauna and steam room, as well as locker

room facilities. The rooftop swimming pool, whirlpool spa and outdoor fireplace lounge create a relaxing spot for residents and guests to take in the stunning views.

While the fine materials and Art Deco décor create a chic ambiance, Bosa Development didn't overlook the practicalities of downtown living. Cameras provide 24-hour surveillance, there is an entryway attendant round the clock and only residents have access to entrances, parking and amenities.

The ground floor of the tower that fronts Broadway will soon be a gallery managed by San Diego State University's School of Art, Design and History. The 2,800-square-foot gallery will showcase student and faculty artwork, as well as host art exhibits from around the world.

For more information on Electra, call (619) 239-2339 or visit [www.electrasandiego.com](http://www.electrasandiego.com). The new 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.

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

Place. The Legend at The Ballpark set within the gates of Petco Park and Bayside at the Embarcadero just two blocks from the San Diego harbor are currently selling.

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