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THE MARKETING DIRECTORS ACHIEVES SELLOUT OF
HORIZON AT WILDWOOD

First in ST Residential Atlanta Portfolio to Sell Out

ATLANTA (January 17, 2012) – [The Marketing Directors](#) announced the sellout of all 274 condominiums at [Horizon at Wildwood](#) located at 3300 Windy Ridge Parkway in Atlanta, the first of ST Residential's Atlanta portfolio to sell out. During its tenure at Horizon, The Marketing Directors was able to accelerate sales velocity in adverse market conditions by establishing competitive pricing via a comprehensive analysis of condo sales and price points at comparable properties in the area. The Marketing Directors also created a sales program leveraging a

minimum bid auction format that sold 45 homes in one hour, which qualified the condominium for FHA financing in 2011. Through various cycles of the market conditions, The Marketing Directors enabled Horizon to consistently remain the top performer in the Northwest Atlanta submarket.



“We were thrilled with the excellent job The Marketing Directors did as the exclusive sales and marketing agency for us,” says John Huckaby, senior vice president of ST Residential. “They implemented a creative marketing strategy and were able to achieve ST’s first sell out in Atlanta.”

Horizon at Wildwood, LLC, is the latest success story for The Marketing Directors, which also sold out the 40-story, 300-unit Paramount and Paces 325 in Buckhead, as well as Huff Heights in Atlanta in 2011. In December, The Marketing Directors led Atlanta’s first-ever affordable housing drawing for new homes at the Lofts at Reynoldstown Crossing. In just a few hours, all 28 homes at the development were under contract, marking an unparalleled success in today’s real estate market.

About Horizon

ST Residential took over Horizon at Wildwood from Corus Bank in October 2010. ST Residential leads a public-private partnership between the FDIC and a consortium of esteemed private-equity investors, and manages a nationwide condominium-construction project portfolio. Members of the private equity consortium include Starwood Capital, TPG, Perry Capital and WLR LeFrak. The pricing for Horizon at Wildwood ranged from \$129,900 to over \$750,000 featuring one and two bedroom homes and three bedroom penthouses, all in close proximity to the Chattahoochee River National Recreation Area.

About The Marketing Directors

The Marketing Directors, LLC, was founded in 2007 by David Tufts. He and Adrienne Albert, Marketing Directors, Inc.’s Chief Executive Officer collaborated to create a team of the most highly experienced real estate professionals in the Southeast to service developers specializing in high-density residential sales and repositioning marketing strategies. With over 30 years of experience, The Marketing Directors, LLC, represents real estate clients and developers throughout Atlanta; Houston; Daytona, Orlando, Tampa and St. Petersburg, Fla.; Chapel Hill, N.C.; Huntsville, Ala.; Jackson, Miss., and

Memphis and Nashville, Tenn. The Southeast offices are headquartered in the Four Seasons Tower at 75 14th Street, Atlanta, Ga., and 121 South Orange Avenue, Suite 1500 in Orlando, Fla. For more information, visit www.themarketingdirectorsinc.com or follow us on [Facebook](#).

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