

# Today's New Homes

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## 'WINKs' find first homes at Printers Corner

According to Big Builder magazine, Generation Y will have one of the biggest impacts on the nation's housing industry over the next four years. At 80 million strong, Gen-Y is twice the size of Gen-X and already influences as much as half of all spending in the U.S. economy.

But there is one Gen Y segment in particular that is leading the home-buying movement: WINKs, or "women with income and no kids."

Born between 1979 and 1996, Generation Y WINKs are determined and successful. They also know what they want, and what they want is to buy a home. In fact, by 2010, it is estimated that females will head more than 31 million households.

"We've been building homes for more than 12 years, and without a doubt, single women from Generation Y are much more confident and eager about buying a home than previous generations," said Bob Horner, co-principal of Evanston-based Winthrop Properties. "They're highly educated, have great jobs and don't want to wait for a lifestyle change like getting married or having a child to propel them into homeownership. They're setting the course for their lives and they know what a sound, financial investment it is to own a home."

"That's why for many of them, there's no smarter choice for a first home than Printers Corner," added Horner. "With one of the most walkable locations in the South Loop, efficiently designed floor plans, and attractive pricing, Printers Corner offers everything WINKs want."

Surveys certainly support Horner's statement.



Printers Corner offers everything first-time buyers want, from a great city location and open interior to quality finishes and an affordable price. In addition to high-end standard features, each of the 88 condominiums is a corner unit.

Data from real advisors Robert Charles Lesser & Co. and Big Builder indicates that nearly nine out of 10 WINKs prefer an urban setting where they can walk to work, shops, etc.; they'd rather have a well-designed, affordable home than a large home; and they want to be near outdoor activities.

Located at the northeast corner of Polk and Wells, Printers Corner ([www.printerscorner.com](http://www.printerscorner.com)) is a 17-story high rise consisting of 88 condominiums, all of which are corner units. Floor plans measure 769 to 1,168 square feet and include one to two bedrooms with one to two baths. Prices range from \$319,000 to \$489,000 and deeded parking is \$40,000. For a limited time, Winthrop Properties is offering free parking for the next 10 buyers.

"Most of our WINKs work downtown, so our proximity to the Loop and mass transit factored

greatly in their buying decision," said Horner. "But they also wanted their first home to be within walking distance of their social circle and that's exactly what Printers Corner offers."

Horner cited the building's "walker's paradise" ranking at [walkscore.com](http://walkscore.com) as an example of its accessibility. With a score of 94, Printers Corner is just steps from numerous restaurants, parks, cultural attractions and the shops of Printers Row and State Street.

Inside homes at Printers Corner, WINKs will find one-and-a-half-inch granite kitchen countertops; imported Italian kitchen cabinetry; G.E. stainless steel appliances; hardwood flooring; floor-to-ceiling windows; a washer and dryer;

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Find out more on the Web at [www.printerscorner.com](http://www.printerscorner.com)

## WINKs

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Grohe bath faucets; marble baths; and a Whirlpool tub.

"Printers Corner is definitely a case of quality over quantity," said Ibrahim Shihadeh, co-principal of Winthrop Properties. "From the very beginning, we wanted a building that was more intimate in size so we could focus on offering efficiently-designed floor plans with great views, the finest standard finishes and expert craftsmanship, all at a very attractive value."

Some of the standard finishes that speak to WINKs' desire for a well-designed home include 10-foot ceilings; kitchens with 42-inch cabinets and mirrored backsplashes; crown molding in the living/dining areas, hallways and bedrooms; and built-in tech centers. As an extra bonus, all homes also include a 42-inch plasma television.

"Because we offer such a high level of standard finishes, many of our buyers don't feel the need for upgrades, which is certainly a cost savings for them," said Shihadeh. "They also find themselves getting more for their money due to the unique architecture of the building, which allows each

residence to be a corner unit boasting excellent views and ample natural light. First-time buyers in particular are impressed that they can live in a corner unit as their first home."

Shihadeh said WINKs also appreciate the safety and security measures that have been taken at Printers Corner, which not only include an intercom-entry security system, but also a key fob to access the elevators.

Winthrop Properties is a joint enterprise of developers Bob Horner and Ibrahim Shihadeh. Horner and Shihadeh share more than 40 years of real estate experience, during which time they have built and sold more than 5,000 homes, including new-construction loft buildings in Printers Row and the West Loop.

To reach Printers Corner sales center and models, take Lake Shore Drive to Balbo Drive and head west. Turn left onto State Street, then right at Polk Street. Continue west on Polk Street to Wells. The entrance to Printers Corner is located on the northeast corner of Polk and Wells. Parking is on the street across from the entrance. Use the call box to dial the sales center, located on the 16th floor.

Sales center hours are Saturday to Wednesday from 10 a.m. to 5 p.m. The center is closed on Thursday and Friday. For more information, call 312 880-1800.