

# Who's Who in Real Estate



**MONTGOMERY PLAZA**



## PROFILING: Montgomery Plaza

In 1928, the Montgomery Ward retail store and regional mail order warehouse was built on the west bank of Fort Worth's Trinity River. For decades, this massive building's facade remained an icon on West 7th Street. Surviving the great flood of 1949 and later the historic tornado of 2000, the building sat vacant for several years after the company closed its doors in 2001. Thanks to the vision of forward-thinking developers and city leaders, the building was saved from demolition and restored to its present day splendor. Now a booming urban residential community known as Montgomery Plaza, it is the hub of the West 7th Street corridor renaissance.

Earlier this year, the owners of Montgomery Plaza, 2600 Montgomery LLC, enlisted the expertise of PowerPlay Destination Properties, a luxury real estate marketing and sales company, to help generate awareness of and excitement around the residential community. The result has been an impressive drive in sales despite the challenging economic and housing markets.

"We are excited about the interest in and momentum we see at Montgomery Plaza," says Denise Elliott, Sales Manager for Montgomery Plaza, Broker for PowerPlay Texas LLC. "We have sold two condominiums in the last month with at least eight more under contract to close in the next 30 days, which makes Montgomery Plaza one of the hottest condo properties in the DFW metroplex."

The recent sales boom is undoubtedly due to the public recognizing the owners' vision that condominium living at Montgomery Plaza offers something to a wide range of buyers. From first time homebuyers to empty nesters, it represents local conveniences and a first-class lifestyle with amenities that rival a five-star resort; including a rooftop pool deck, fitness center and theater. Additionally, the strong team now in place is promoting this vision by engaging the local realtor community to bring even more people in to see Montgomery Plaza for themselves.

"We're currently offering buyer incentives and bonus commissions for Realtors through December 1st to help drive even

more interest in this unique residential community," said Lauren Vaughn, Sales Associate, Realtor for Montgomery Plaza. "We have a great team in place with the expertise we need to help us harness this growth through the end of the year and into 2012," she added.

"We are thrilled to be part of the energy taking place on West 7th Street and especially in this very exciting, vibrant neighborhood," says Elliott. "Fort Worth residents now have a great opportunity to enjoy luxury living in a resort-style urban development at an exceptional price, right here in the heart of Fort Worth's cultural district."

Montgomery Plaza has become the gateway to Fort Worth's renowned cultural district and revitalized downtown, representing a bridge between the city's humble past and its future as a modern, All-American city.

Within this upscale, urban residential community, each of Montgomery Plaza's 240 luxury condominiums is a one-of-a-kind home ranging in size from 800 to 5,000 square feet, with thoughtful detail given to high-end materials and finishes. The residences are contemporary, while incorporating much of the building's original 1928 Art Deco design elements. An industrial-grade solidity is evident in the 10-inch thick concrete floor plates, the concrete ceilings that rise up to 16 feet high and numerous massive concrete columns throughout. This level of total soundproofing is nearly unheard of in today's modern construction. And the magnificent windows of the original building give way to unobstructed views of West Fort Worth.

Extensive efforts were taken to preserve the historic building's grandeur during renovation, and developers maintained much of the warehouse's original mission revival style. Today the icon's distinguished facade continues to have a prominent presence in the city's western skyline.

Residents at Montgomery Plaza enjoy the amenities of a five-star resort lifestyle, such as 24-hour concierge service, a massive outdoor pool with reflecting pools and waterfall, putting greens,



Left: Lauren Vaughn, Sales Associate, Realtor  
Right: Denise Elliott, Sales Manager, Broker of Record

private cabanas, fire pits, lush landscaping and outdoor dining areas. Parking is plentiful in the oversized parking garage, which was also part of the original warehouse structure. Residents only have to step outside into the 80-foot promenade for an array of premier shopping, dining and entertainment options in a pedestrian-friendly environment.

Come by for a tour and find out for yourself why some of Fort Worth's trendsetters love to call Montgomery Plaza home.

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To find out more about this unique, urban residential development, please visit [www.montgomeryplaza.com](http://www.montgomeryplaza.com).