



Comparison to Competition

22 West	Other Properties
1. Quality location in an established neighborhood near other luxury residential properties.	1. Often in "emerging" areas of the city with fewer services and fewer other residential properties nearby.
2. Full block "island" site with good views all around.	2. 1/2 or 1/4 block sites with inferior alley views along at least one side of the building, resulting in a 2-tier pricing system.
3. Placement of building on a diagonal so all units get some natural sunlight.	3. Usually, buildings are situated on a typical road grid so many units are facing directly north and/or directly into another building across an alley which limits/ blocks natural sunlight.
4. New building with all of the latest amenities.	4. Many properties are converted apartments.
5. Under construction and fully-registered as a condominium.	5. Often just being sold to see if a pre-sale requirement can be satisfied so that construction can commence – could mean delivery delays. Worst case scenario is the building may never be built.
6. Investors discouraged through higher deposit and contract requirements.	6. Often encourage investors which could result in a flood of sales or rentals upon project completion.
7. Building shape, form, details and application of materials (such as the zinc façade) all give a sense of uniqueness and luxury.	7. Many buildings are standard brick or "plain vanilla" boxes.
8. Clean, innovative, restful design throughout (inside and out).	8. Unimaginative, busy/cramped design.
9. Ample landscaping along with hardscape detailing integrated into the design of the building (i.e., at the base of the building and on the roof-top).	9. Very little thoughtful landscaping or hardscape special materials.
10. Porte cochere drop-off entrance for easy drop-off and pick-up.	10. Curbside drop-off.
11. Spectacular and spacious 14'-high lobby area with full-height glass walls and lush exterior landscaping.	11. Small lobby areas with ±10' ceiling heights and limited natural light.
12. Well-thought-out floor plans which actually accommodate both lifestyle and furniture arrangement.	12. Boring floor plans with little attention given to practicality. Often no place for dining tables or TV wall systems. Sometimes King and Queen beds don't even fit in the bedrooms.
13. 9'-6" finished ceiling heights in most entertaining spaces (9'-0" elsewhere).	13. 9'-0" ceilings with 8'-6" or even 8'-0" elsewhere. Also often have perimeter mechanical bulkheads.
14. Large floor-to-ceiling glass windows in most rooms.	14. Smaller punch-windows.
15. 8' interior doors (except in townhouse units).	15. 7' interior doors.

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16. Upgraded low-emissivity "Low-E" acoustical glass with additional acoustic insulation in walls and floors.	16. Little or no attention to sound management.
17. Mecho shades and drapery pockets at all windows.	17. No window coverings, nor any thought as to how the window coverings will be added later.
18. Smooth drop ceilings throughout with recessed lighting in interior areas and ability to easily add further lighting and audio wiring in other areas. In fact, multiple capped and switched junction boxes are located throughout the units.	18. Skim-coated concrete ceilings with lower dropped ceilings only in bathrooms, kitchens and hallways where HVAC needs to be accommodated.
19. Fully recessed ceiling sprinkler heads.	19. Semi-recessed sprinkler heads or wall-mounted sprinkler heads.
20. Engineered wood floors in main living rooms <u>and</u> bedrooms	20. Engineered wood floors just in living room/entrance way areas.
21. European closet systems throughout.	21. Standard closets (occasionally with California Closets components inside).
22. Gourmet kitchens with concealed hoods exhausted to the exterior.	22. Unimaginative kitchens with constant air exhaust only – none to the outside. Typically, ugly microwave units with recirculating fans are placed above the cook-tops.
23. Poggenpohl cabinetry with Sub-Zero integrated refrigerators and Bosch built-in appliances.	23. Standard American cabinets and plug-in appliances
24. 5-piece master baths including under-mount soaking tubs and natural slate and marble tile.	24. Mostly 3-piece master baths. If 5-piece, the tub is usually a standard plug-in tub. Also typically use manufactured tile.
25. Sophisticated HVAC system with all systems ducted to the roof.	25. Less sophisticated systems often ducted to the outside of each unit and thus many more chances for later leaks.
26. Fresh air/mechanical ventilation (with ability to add air filtration in-unit).	26. Ventilation from windows only.
27. Corridor fresh air/humidification system.	27. None.
28. Upgraded fire and life safety system with smoke evacuation mechanism in corridors and direct tie-in to the front desk and the monitoring company in the event a smoke or carbon monoxide detector sounds-off in any unit.	28. None.
29. The building is equipped with a state-of-the-art Access Control and CCTV system to help control unwanted or unannounced visitors. This system is completely integrated into the building concierge system via a wall-mounted call-station for maximum efficiency and communications.	29. Many buildings have security and/or direct connections to the front desk, but few have both and even fewer have as sophisticated a system as ours.
30. Building internet access with speeds in excess of 20MBPS. Each unit has both wired and wireless connection.	30. Most buildings are connected via either wired or wireless internet access, but not both.

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31. The latest DirecTV system with access to over 150 High Definition channels. Additionally, units are pre-wired for standard digital cable access.	31. Most buildings usually have cable pre-wired, but all connections and subscriptions are left up to the individual buyer.
32. All unit living rooms have iPort In-Wall Docking Station and are pre-wired for distributed audio-visual devices. Each unit also is reinforced in certain living room walls to support wall-mounted plasma and LCD screens.	32. None.
33. "Blue board" mold-resistant drywall at bathroom/kitchen wet walls and at exterior walls.	33. Only at bathrooms.
34. Hidden/roll-screens ("phantom" screens) at all windows and doors.	34. Either no screens or typical plug-in screens which are seen all the time, not just when in use.
35. Spacious elevator lobbies on all floors have natural light and natural stone floors.	35. Elevators usually spill out directly into dark, carpeted corridors.
36. Roof-top pool and entertaining area (in addition to standard fitness area).	36. Rare in other projects.
37. Ample parking garage with two spaces per unit for larger units and one space per unit for smaller units. Also has carwash bay and nearby storage for all units.	37. Typically provide only one space per unit and then charge extra for limited amount of additional storage.
38. Professional management with on-site property manager and support staff dedicated solely to the operation of 22 West.	38. Often only have part-time or floating staffing available to oversee building operations.
39. 24-hour front-desk/security coverage, including camera surveillance.	39. Often have only daytime coverage or partial coverage. In some cases, have no staffing at all – only a buzzer entry system.
40. Doorman available during business hours to assist residents	40. No doorman.
41. Expansive back-of-house facilities.	41. None.
42. Condominium fees include all services and utilities.	42. Condominium fees usually are kept as low as possible up-front, which can immediately lead to deferred maintenance, special assessments or fee hikes. Most often, utilities are separately metered and billed and therefore are higher in cost without a bulk building rate.
43. Experienced developer and development team who understand the high standards of product needed to satisfy the requirements of a discriminating buyer and who have a history of developing value in their other projects. Build with an eye towards projects that will command attention for generations.	43. Many developers are newer to the condominium development business or have a history of developing lesser-quality "luxury-style" condominiums in order to take advantage of the hot market.