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## BAYSIDE AT THE EMBARCADERO #1 IN THE STATE

California's fastest selling project in 2010



SAN DIEGO – Nov 3 – Bayside at the Embarcadero, the 232-unit luxury condominium property by Bosa California LLC, is officially “California’s Fastest Selling Project.” Despite a sluggish real estate market this year, Bayside recorded 175 net sales, over 75% of its 232 homes, since opening in Fall 2009. Bayside leads California’s 2010 market with over 90 closings year to date, with the average purchase price of \$789,000.

Value is the driving force in today’s real estate market, and that seems to be where Bayside is outpacing the field. “Without question, Bayside is the highest quality building downtown. Yet, the

**WE CAME INTO THIS [MARKET] WITH VERY STRONG FUNDAMENTALS IN PLACE. THE VALUE THAT WE HAVE BUILT INTO EVERY BOSA PROPERTY HAS HELD ITS OWN... VALUE SUSTAINS. FUNDAMENTALS DON’T CHANGE.**

– Nat Bosa, President of Bosa

price is very competitive with what other buildings are selling for,” said Mark Mills, realtor for Re/Max.

Of the nine towers Bosa has constructed in downtown San Diego, Bayside is the most feature and amenity-rich. “Bayside is a consistent frontrunner in the downtown market as it presents buyers with an unmatched level of quality that is further reinforced by Bosa’s reputation as a trusted

developer,” said Alan Mark, founder and president of The Mark Company, marketing consultant at Bayside. “Our strategic outreach efforts have helped educate a diverse group of buyers, who were based both locally

and nationally, of the exceptional value available at this high-end condominium development.”

The grandeur of the building is evident immediately upon entering its two-story lobby. The dramatic foyer features soaring glass columns, contemporary 12-foot chandeliers, “suede finish” upholstered walls and gorgeous marble flooring.

“One of the reasons I like Bayside is because of all the amenities an owner can choose from. This building has twice the amenities that an owner can use, relative to other buildings,” Mark Mills explained. The uncompromising craftsmanship and attention to detail is reflected in every home. All homes feature the highest quality materials and the most recognizable names, including Italian-made Snidero cabinetry,

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CaesarStone quartz countertops, stainless steel Viking and Miele appliances, and premium Kohler fixtures.

For home shoppers, Bosa's unique collection of 10 model homes showcase an array of floor plans and dramatic water, city and mountain views. Prices for a spacious two-bedroom home, measuring more than 1,200 square feet, start from the mid \$500,000s.

"Bayside is priced for today's market, and features several floor plans including tower suites, town homes and penthouses, making it attractive to first-time buyers and empty nesters, as well as second-home buyers," Bosa pointed out.

From its rare waterside location on the east side of Pacific Highway in the Columbia neighborhood, Bayside is just steps from the renowned restaurants, cafes, boutiques and art galleries of Little Italy. This setting provides a remarkable living experience that combines the glamour of San Diego's waterfront with the convenience and culture of its lively downtown.

Pam Finley, a homeowner at Bayside, simply said "We love living here because we feel so attached to everything...If we come home after a hard day's work and don't want to use this beautiful kitchen, we're three blocks from Little Italy, some of the best Italian food in the country."

Bayside's lifestyle amenities include an entertainment lounge with an authentic "Premier" film screening room, private wine-tasting lounge, a third-floor lap pool with spa, oversized cabanas and an outdoor kitchen. For healthy pampering, a well-appointed fitness club comes equipped with a relaxing sauna and steam room.

Bosa California LLC has played a major role in creating many of San Diego's most distinguished residences and prominent landmarks. Bosa California LLC is backed by 30+ years of development experience. Through the unparalleled success of its previous developments, a growing reputation for the best in customer service and the highest standards of quality and excellence, Bosa maintains a wealth of loyal customers.



To learn more about Bayside residences, please contact our sales team at: **619.239.2339** or visit us at the **Bayside Sales Center**  
**1325 Pacific Hwy, San Diego, CA 92101**  
**Open daily from 11 am to 5 pm**