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Fairmont Heritage Place, Ghirardelli Square Outpaces Market in Sales **Fractional Ownership Offers Economical Advantage to Whole-Home Purchasing**

Newly designed two-bedroom, two-bath model home now available for touring

DECEMBER 9, 2010 – FOR IMMEDIATE RELEASE: As the real estate market in San Francisco works to emerge from the economic downturn, an interesting story is taking place on San Francisco’s historic waterfront. [Fairmont Heritage Place, Ghirardelli Square](#), the Fairmont-branded private residence club built in one of the City’s most iconic landmarks, has shown a remarkable recent pace in sales of its fractional opportunity. Offering 1, 2, and 3 bedroom homes available for sale at 1/10th deeded fractional ownership, Fairmont Heritage Place, Ghirardelli Square has become an attractive purchase decision among the second- and vacation-home buying market. Homebuyers are discovering that fractional ownership at Fairmont Heritage Place is a savvy economic decision in an uncertain marketplace, allowing all the benefits of full-home ownership without many of the concerns and burdens associated with a traditional full-purchase second home. Buyers in 2010 have recognized the opportunity and sales at Fairmont Heritage Place, Ghirardelli Square this year have outpaced the previous two years by a substantial margin.

“We are extremely pleased with the success recently at Fairmont Heritage Place, Ghirardelli Square,” says [Todd Chapman](#), president of [JMA Ventures](#), which owns and operates the real estate component of Fairmont Heritage Place, Ghirardelli Square. “We view the increased interest in the project as an acknowledgement of the tremendous value present in our project. Against the backdrop of the current economy, Fairmont Heritage Place is a savvy real estate decision. Our fractional ownership opportunity offers buyers an option for getting into the luxury second-home market much more economically than compared to whole home ownership.”

New Model Homes Now Open

Fairmont Heritage Place, Ghirardelli Square recently unveiled two new permanent model homes, which better help prospective buyers envision their lives at the property. The 723-square-foot one- and 1,198-square-foot two-bedroom homes were designed by award-winning Sue Firestone Associates, who carefully studied the historic building’s heritage to maximize such unique original features as exposed red brick walls and timber-beam supports and juxtaposed them against modern sophisticated features. Luxuriously appointed by interior designer Julie Jay, the model homes



provide a first-hand glimpse of the Fairmont Heritage Place lifestyle, with the full complement of standard features and amenities on display.

Fractional Ownership Opportunity

Homeowners at Fairmont Heritage Place receive 1/10th deeded interest in their home at Ghirardelli Square, a unique ownership opportunity on San Francisco's historic waterfront. The homes at Fairmont Heritage Place are built into the Square's historic former chocolate factory, an iconic, one-of-a-kind real estate opportunity that places owners within immediate proximity to San Francisco's best shops and services. Offering easy access to San Francisco's waterfront, Fairmont Heritage Place is also within walking distance to some of San Francisco's best neighborhoods, including the Marina and Russian Hill. In addition to the distinctive location and historic charm, Fairmont Heritage Place owners can take advantage of a full complement of Fairmont-branded services, including housekeeping, concierge service, shopping and grocery provisioning upon arrival, transportation by Fairmont house car, private wine storage and much more. Additionally, with top-end in-home features and amenities already included, homes at Fairmont Heritage Place provide turnkey luxury that typically take additional investment of time and money to install.

The value of ownership at Fairmont Heritage Place extends beyond Ghirardelli Square. While homeowners receive fractional deeded interest in their San Francisco home, they are also afforded exclusive access to additional Fairmont Heritage Place properties as well as the collection of Fairmont and Raffles hotels and resorts around the world, including iconic landmarks The Plaza Hotel in New York, The Fairmont Banff Springs and London's Savoy. Homeowners also gain immediate entry into the invitation-only Fairmont President's Circle, the most prestigious designation within Fairmont's President's Club , the brand's exclusive guest recognition program.

"The prospect of luxury-home ownership at a fraction of the whole-home cost along with the full array of Fairmont-branded services and amenities has appealed to buyers," says Chapman. "Fairmont Heritage Place allows homebuyers to make an economical choice without forsaking the aspects of their lifestyle they appreciate and have come to expect. We are in an ideal position to continue attracting buyers who understand that value is something that doesn't have to come at the expense of location, amenities or luxury."

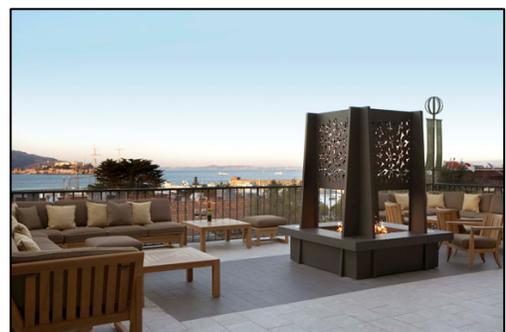
About Fairmont Heritage Place, Ghirardelli Square

Fairmont Heritage Place is part of historic [Ghirardelli Square](#), a brick-and-timber chocolate factory that dates to the 1860s. The Fairmont Heritage Place homes are designed to reflect its historic setting and feature original brick and wood elements that recall an earlier era while incorporating contemporary features and finishes. Fairmont Heritage Place, Ghirardelli Square's location places homeowners within immediate proximity to dozens of one-of-a-kind local shops and services. The property is within walking distance to some of the City's best neighborhoods, including the Marina and Russian Hill.

INFORMATION

ADDRESS & LOCATION:

900 North Point Street
San Francisco, CA 94109



AMENITIES:

- Concierge services available 24 hours a day, seven days a week
- Housekeeping and butler services
- Valet service and transportation by Fairmont house car and driver
- On-site fitness center
- Fully-equipped Business Center and executive board room facilities
- Dedicated Owner's Lounge, billiards and dining area
- Outdoor patio with fireplace and panoramic waterfront views
- Shopping and grocery provisioning service
- Private wine storage
- Personal Storage
- Two assigned parking spaces per home
- In-residence dining
- Membership in Fairmont's prestigious President's Circle guest recognition program

RESIDENCE FEATURES:

- Residences are fully furnished by renowned designer Sue Firestone in contemporary décor
- Flat screen HDTV with DirectTV
- Fireplaces with limestone hearth
- Bosch stackable washer/dryer
- Sub-Zero refrigerator and freezer
- Wolf 4-burner gas range and convection oven/microwave
- Fisher & Paykel dishwasher
- Kitchen island with Sub-Zero wine refrigerator
- Aged, wide-plank maple floors throughout living areas and plush carpeting throughout bedrooms
- Top-end finishes in kitchen and bathroom
- Exposed historical brick walls in most residences
- Outdoor terraces in select residences



USAGE PLAN:

Heritage time

- Up to 5 weeks (35 days) to be used at Fairmont Heritage Place, Ghirardelli Square per year
- Stay 1 to 14 days at a time

Reciprocal use

- Up to 2 weeks (14 days) are available to exchange with affiliated properties at any Fairmont Heritage Place or any Fairmont or Raffles Hotel and resort around the world

Additional time based on availability

- Unlimited use beyond allotted 35 days – based on availability; \$100 per night charge

DEVELOPER: [JMA Ventures](#)

ARCHITECTS: [Hornberger + Worstell](#) (architects)
[Sue Firestone](#) (interior design)

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PLEASE NOTE:** High-resolution images, additional information and interviews are available by contacting Rob Farmer, Landis Communications, Inc, at 415-359-2316 or rob@landispr.com.

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