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## **Fairmont Heritage Place, Ghirardelli Square Has Best Sales Month in the Property's History**

***200<sup>th</sup> Sale Milestone Reached in March 2011 as More Buyers Take Advantage of Opportunity  
to Own a Luxury Second Home at a Fraction of Whole-Home Price***

### **FOR IMMEDIATE RELEASE:**

**San Francisco—April 13, 2011** – [Fairmont Heritage Place, Ghirardelli Square](#) in San Francisco reached the significant 200th-sale milestone in March, capping its best month of sales activity since 2007, when the property opened on San Francisco's historic northern waterfront. Finalizing three sales during the month of March, 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 unique fractional opportunity.

Fairmont Heritage Place, Ghirardelli Square has become an attractive purchase decision among the second- and vacation-home buying market. Offering 1, 2, and 3 bedroom homes available for sale at 1/10th deeded fractional ownership, Fairmont Heritage Place, Ghirardelli Square provides home buyers with a home away from home to visit family and friends and entertain business clients as a Fairmont President's Circle member. Fairmont Heritage Place, Ghirardelli Square allows all the benefits of full-home ownership without many of the hassles and costs associated with a traditional full-purchase second home.

### **Fractional Ownership Opportunity**

Homeowners at Fairmont Heritage Place receive 1/10<sup>th</sup> 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. 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.

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. 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.

### **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. For more information, please visit [www.fairmontatghirardelli.com](http://www.fairmontatghirardelli.com).

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