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**Contact:** Ryan Witherell  
(Office) 615-327-7999  
(Cell) 615-500-2733  
rwitherell@seigenthaler.com

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## **ENCORE OPENS, SOBRO'S FIRST RESIDENTS ENERGIZE EMERGING NEIGHBORHOOD**

*- Construction Completed on SoBro's First Residential High-Rise, Hundreds of New Residents Fill Downtown -*

**Nashville, Tenn.** – The stage is set, the lights are on and Nashville's highly-anticipated Encore has made its debut. SoBro's first residential high-rise, Encore, has completed construction and officially begun welcoming its first residents, who will call the 20-story tower home and bring new energy into this burgeoning neighborhood just south of Broadway.

"Encore has made a dramatic impact not only on the Nashville skyline but more importantly on the continued cultural and economic growth of our downtown," said Tony Giarratana of Giarratana Development. "Now SoBro, once absent of life, is a true neighborhood. It's not just a place people work or tourists visit. It's now a place people call home. Encore and its residents are making downtown a more thriving, vibrant district—which is better for everyone who calls Middle Tennessee home."

Since its groundbreaking in June of 2006, demand has been high for the 333-unit Encore. The building is now 85% sold and was completed one month ahead of schedule. The first closings took place during the last week of February, and residents are already occupying their new homes. Over the next few months, hundreds of residents will be moving in, with an official grand opening slated for early April.

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“This is a momentous day—Encore is open and residents are moving in, which means SoBro has arrived as a neighborhood,” said Jim Borders, president of Novare Group, which developed Encore along with Giarratana Development. “We are thrilled to welcome the homeowners. We think Encore stands proudly next to some of Nashville’s most iconic landmarks.”

Encore is located next to the Schermerhorn Symphony Center. Novare Group and Giarratana Development are currently in talks with potential retailers to occupy the building’s 20,000 square feet of retail space, which will play a pivotal role in the continued growth of SoBro.

“The pieces are now falling into place for SoBro,” continued Giarratana. “Residents are making Encore home. The Pinnacle Tower is under construction, and the Schermerhorn and Country Music Hall of Fame are symbols of an emerging neighborhood in one of America’s great cities.”

With the completion of construction, the Encore sales center has relocated from its home on Third Avenue to the first floor of the building. Nashville designer Missy Gentry, who assisted with the design of Encore’s previous sales center, also participated in the interior design of the model units, incorporating furniture from West Elm and other local retailers. Other model homes will be presented by DMD Designs of Atlanta. Each unit features a sophisticated, spacious layout with 10-foot ceilings and floor-to-ceiling windows. Elegant kitchens showcase stainless-steel appliances, granite countertops, hardwood floors and finely-crafted wooden cabinetry.

Residents have access to a multitude of resort-like amenities. The building boasts a seventh-floor amenity deck overlooking Nashville’s skyline, complete with a pool, wireless Internet, a poolside clubroom with plasma TVs, a kitchen and bar for entertaining, a media room, billiards and a gaming area. Homeowners can also take advantage of an expansive state-of-the-art fitness center and full-service, 24-hour concierge services.

Interested buyers should contact a sales representative at 615.324.3838 to plan a visit to the sales center at Encore and tour the decorated models. They can also visit the web site at [www.mySoBro.com](http://www.mySoBro.com).

Encore is a partnership between Novare Group Holdings, LLC and Giarratana Development, LLC – the development team behind the downtown’s 31-story Viridian and historic Bennie Dillon Lofts. It was designed and built by the architectural firm of Smallwood, Reynolds, Stewart, Stewart & Associates, Inc and the general contractor for the project is the construction firm of Brasfield & Gorrie.

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**About Giarratana Development, LLC**

Giarratana Development, LLC is a real estate development company based in Nashville, Tennessee with extensive experience in residential and commercial development throughout Nashville, and through its Premier Parking affiliate owns and/or operates over 2,000 spaces in Nashville's central business district. Giarratana's other recent urban residential projects include Viridian, the Cumberland, Bennie Dillon, Belle Meade Court and Signature Tower. Please visit the Company's Web site at [www.giarratana.com](http://www.giarratana.com).

**About Novare Group Holdings, LLC**

With a focus on creating great urban experiences, Novare Group Holdings, LLC is a leading developer of cutting-edge, mixed-use high-rise communities in U.S. urban markets. Since its founding in 1992, Novare Group has completed more than 3,500 condominium homes and currently has more than 3,000 condominium homes under construction. The company has also developed or acquired more than 1.1 million square feet of office space and 180,000 square feet of retail space. In 2006 Novare Group launched TWELVE<sup>®</sup> Hotels & Residences, which pairs boutique hotels with attainably-priced condominium residences. Headquartered in Atlanta, Novare Group has development projects in Atlanta, Austin, Charlotte, Nashville and Tampa. For more information, visit [www.novaregroup.com](http://www.novaregroup.com).