

Press Release

Marketing & Advertising Agency Client

For Immediate Release

NEW LOBBY AT LANDMARK ON THE LAKE MAKES FOR A GRAND ENTRANCE MILWAUKEE – Residents of Landmark on the Lake Condominiums now have more to look forward to when they come home. In keeping with their commitment to offer apartment to condo conversion homes that live like new construction, developer NVG Residential, Inc. recently unveiled a spectacular new lobby.

To celebrate the lobby's new look, NVG founder and CEO Nicholas V. Gouletas hosted an evening of hors d'oeuvres, wine and live music at Landmark on the Lake on Wednesday, May 24. Over 100 owners and guests attended the premiere to toast the new space. "NVG is thrilled to deliver on our promise to our residents to enhance the aesthetics of this already exceptional property," said Thom Boyd, assistant project manager at Landmark on the Lake.

As the lobby is considered the curb appeal of a condominium property, NVG's in-house interior designer, Asia Gadjerowicz, felt it was essential to create the warmest and most welcoming environment possible. "With Landmark on the Lake residents and guests in mind, my design plans called for a comfortable and sophisticated space that is also functional. I feel that the lobby should be a place where people can meet, greet and enjoy, rather than just pass by," said Ms. Gadjerowicz.

To achieve that current, yet inviting feel, Ms. Gadjerowicz selected a contemporary palette of rich and soothing hues—neutrals with jewel tones such as burgundy, dark green and navy blue to add a punch. Bright and airy, the space features custom wall coverings in creams, greens and textures of linen, silk and waffle weave to enhance the room's natural light and create depth. Designer chandeliers and wall sconces also provide a cozy, soft glow. Plus, the clean and classic lines of the new carpeting, furnishings and updated stations for the door attendant and concierge ensure that the space's new look will be aesthetically pleasing for years to come. To experience the newly renovated lobby for yourself, you are invited to stop by the Sales Center today or call 414.271.1660 to make an appointment.

Landmark on the Lake offers spacious one, two, three and four bedroom lakefront homes with 795 to 2000 square feet. All homes feature conveniences such as an in-unit washer/dryer, private balcony and large walk-in closets. Residents also enjoy a full-amenity property with indoor swimming pool and whirlpool, 24-hour fitness center, 16,000 square foot sports deck with putting green, shuffleboard, playground and paddle tennis, sundeck with gas grills, party room with billiards table, dog run, concierge service, 24-hour lobby attendant and more.

Conveniently located on the lakefront, Landmark on the Lake is only minutes from downtown Milwaukee and just steps from historic Brady Street's eclectic array of restaurants, boutiques and nightspots. Homes are priced from \$229,900 to the low \$700,000s and include parking in the reserved indoor garage. For more information, contact Assistant Project Manager Thom Boyd at 414.271.1660, visit www.landmarkonthelake.com, or stop by the Sales Center from 10 a.m. to 6 p.m. daily to tour the new designer model homes.

###

NVG Residential

NVG Residential is a real estate development firm specializing in both conversion and new construction projects. Founder and CEO Nicholas V. Gouletas has over two decades of prominent residential development experience that has benefited both homeowners and the community at large. Since 1988, Mr. Gouletas has headed the conversion of over 5,000 residential homes with values in excess of \$1.5 billion and overseen new construction projects with total

property values exceeding a half-billion dollars. With NVG Residential, Mr. Gouletas has assembled an experienced executive team that has achieved extraordinary successes that had been virtually unmatched in the real estate industry.

NVG Residential prides itself on carefully selecting prime sites and quality conversion projects in order to bring consumers some of the finest properties on the market today. The firm brings a unique vision to each and every project, ensuring superlative results and a superior home buying experience for our valued homebuyers. Quality construction, enhanced lifestyle and home value are the hallmarks of the NVG Residential name, and the foundation of our commitment to consistently exceed consumer expectations on each and every level.