

RESIDENTIAL DEVELOPER CHALLENGES REAL ESTATE STATUS QUO:

*Citiline teams up with local product development firm,
Enventys, to offer buyers maximize value*

Charlotte, N.C. – Citiline Resortline Development and Construction (Citiline) is kicking off a unique product development venture at one its new Charlotte properties to help buyers get the biggest bang for their buck – and living space.

Citiline, a residentially focused real estate development company specializing in “lifestyle homes” for urban and second home/resort markets, is developing multifunctional, floating furnishing pieces to include in the homes at its upcoming Central Avenue property.

“We are thrilled about the new venture and the value it will offer our buyers,” said Tim Crawford, president of development for Citiline. “The venture will debut at our upcoming Central Avenue property, where all 99 homes will include furnishings that serve as kitchen islands that can also adapt to the living room environment where these might serve as desks, or credenzas. Eventually we hope to make other customized products a Citiline signature feature that distinguishes all of our properties from the rest.”

To roll out the new venture, Citiline has joined forces with Enventys, the Charlotte-based creative marketing and product development firm, to design the custom pieces. Enventys plans to conceptualize hip, yet functional furnishings that appeal to “urban-dwellers.”

Enventys Director of Design, Daniel Bizzell, believes the innovative venture will create a highly-desirable product for the Central Avenue project. “Young working professionals need core furnishings – dining room tables, desks, sofas, work spaces, kitchen accessories – but these are all expensive purchases to make if you haven’t had much of an opportunity to save.”

Enventys sees the Citiline venture as an excellent opportunity to establish itself as a top-notch design house as much as it is an innovation firm. “The challenge will be developing multifunctional furnishings that are durable, fall within the units’ price range and that complement multiple living environments,” said Bizzell.

With Enventys, Citiline plans to mass market the venture’s new products to larger manufacturing and wholesale companies. Citiline has already established a sister company, “Studio 36 Innovations,” to develop and sell these additional product lines.

For now, the initial furnishing developed will be exclusive to the Central Avenue homes and available to all past, present and future Citiline property buyers.

The 99 Central Avenue homes, priced from the low \$100’s, will begin pre-selling in April.

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About Enventys

Founded in 2001, Enventys was created to provide a one-stop vertically integrated solution to product development. From ideation to distribution, Enventys offers every service needed to successfully develop a product, including, but not limited to: research, product design, engineering, prototyping, creative marketing, Latino marketing, direct response television marketing, interactive services, advertising, public relations, global sourcing and product placement. Enventys thrives on providing clients with simple and cost-effective strategies for launching new products or growing existing businesses – and on executing those strategies for results that deliver. For more information visit www.enventys.com.