Welcome to 2119 Brewer Street, Raleigh NC 27608 Completed new construction in 2024 this Energy Star certified home exudes elegant and easy living.

- Elevator to all three levels
- Solid White Oak flooring
- SS Café appliances
- Tankless water heater
- EV car charger outlet
- Custom blinds installed!
- 8’ solid core doors
- Spray foam insulation in attic
- Metal roof.
- Whole house dehumidifier
- Pella Casement Windows
- Energy Star Certified home!
- Zero Entry showers with designer tile and vanity walls.
- Designer fixtures throughout
- Outdoor deck and cement patio
- Refrigerator included.
- Ideal ITB location and quiet neighborhood.
- Enjoy Five Points and High Mount shops and restaurants as well as Wake Forest Rd (Costco, Wegmans and Trader Joes!)

PATTY DAVIS
Broker | Compass Realty

all information deemed reliable but not guaranteed.

Here is a buyer persona for your luxury townhome listing in downtown Raleigh:

Buyer Persona: The Sophisticated Urbanite

1. Likely Feeder Markets

* **Local:** Research Triangle Park (RTP) professionals currently renting high-end apartments in North Hills or Downtown Raleigh; homeowners in aging suburban estates in Cary or North Raleigh looking to trade maintenance for a turnkey lifestyle.

* **Out-of-State:** Relocators from high-cost-of-living tech and financial hubs, specifically the San Francisco Bay Area, Seattle, Boston, and the New York/New Jersey metro area. These buyers view $910,000 as high value for a brand-new, modern build compared to their home markets.

2. Demographic Profile

* **Income:** Household income ranging from $225,000 to $450,000+.

* **Age:** Primarily 30 to 55 years old.

* **Career Types:** Tech executives, software engineers, specialized medical professionals (Duke/UNC Health systems), fintech consultants, or entrepreneurs who work remotely and value a central "home base."

3. Lifestyle Preferences & Values

* **Design-Forward:** They have an eye for clean lines, minimalist aesthetics, and architectural interest. They prefer "new and sleek" over "historic and charming."

* **Eco-Conscious:** Sustainability is a priority, not an afterthought. They value the Energy Star certification for both the environmental impact and the long-term utility savings.

* **Low Maintenance:** They prioritize experiences over chores. They want the benefits of a yard and outdoor decks for entertaining without the weekend-consuming upkeep of a large traditional lot.

* **Tech-Integrated:** They likely own an electric vehicle and expect smart-home readiness; a garage with a pre-installed EV charger is a non-negotiable convenience for their daily routine.

4. Motivations for Buying

* **The "Lock-and-Leave" Lifestyle:** They travel frequently for work or leisure and want a secure, low-maintenance home they can leave at a moment's notice.

* **Indoor-Outdoor Fluidity:** They seek a home that feels larger than its footprint. The dual decks and patio offer multiple "zones" for morning coffee, evening cocktails, or a private outdoor workspace.

* **Urban Connectivity:** They want to be close to Raleigh’s culinary scene, boutique fitness studios, and coworking spaces, reducing their reliance on long commutes.

* **Personalization of Space:** With 3 bedrooms and 3.5 baths, they are motivated by the flexibility to have a dedicated high-end home office and a sophisticated guest suite.

5. Digital Marketing Keywords

* Downtown Raleigh Luxury Real Estate
* New Construction Townhomes Raleigh 2024
* Modern Architecture Raleigh NC
* EV Ready Homes Raleigh
* Energy Star Certified Luxury Homes
* Raleigh Tech Professional Relocation
* Contemporary Townhome with Private Yard
* Turnkey Urban Living Raleigh

Let me know if you would like me to draft a social media post or an email blast based on this persona!

Email :

Subject: Modern Luxury Meets Urban Ease in Downtown Raleigh

Imagine a lifestyle where the best of Raleigh is right outside your door, yet your home remains a serene, ultra-modern sanctuary.

Located in the vibrant heart of downtown, this brand-new 2024 build offers the ultimate "lock-and-leave" convenience for the sophisticated urbanite. Priced at $910,000, the residence strikes a perfect balance between sleek architectural design and sustainable living. From the high ceilings and sun-drenched interiors to the Energy Star certification and EV-ready garage, every detail has been curated for a forward-thinking lifestyle.

With 3 bedrooms and 3.5 bathrooms, the layout is incredibly versatile—ideal for those needing a dedicated home office or chic guest suites. What truly sets this home apart is the seamless indoor-outdoor flow. Whether you're enjoying a morning coffee on one of the two private decks, hosting on the patio, or relaxing in your own yard, you have rare private green space in the center of the city.

Step out and you're moments away from Raleigh's premier dining destinations and boutique fitness studios. It's the elevated, low-maintenance urban experience you've been looking for.

I'd love to show you around this stunning space. Reply to this email or reach out directly to schedule a private tour.

Best,

Patricia Davis Compass