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MODERN HOME BUILDER

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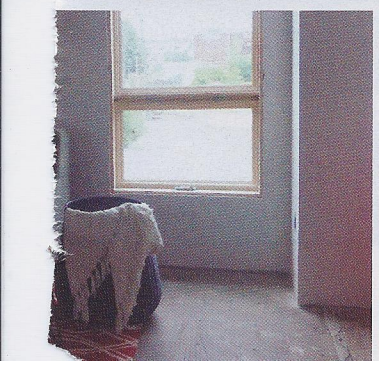

Cargo Luxury

Innovative ideas are bringing Detroit back to life, and Three Squared Development is contributing to the area's growth with its new Rosa Parks condominiums.

Detroit is experiencing a bona fide renaissance that is putting the steeled city back on the map in a major way. With bankruptcy and other economic concerns now behind it, Detroit is attracting investors and innovators like never before.

For its part, forward-thinking real estate development company Three Squared also is drawing considerable attention for its innovative residential and commercial cargo container construction approach it recently introduced to the Detroit real estate marketplace. In April, the company broke ground on its highly anticipated flagship project: a three-story, 2,400-square-foot multi-unit model center on Detroit's famed Michigan Avenue. From this masterful model center Three Squared will accept pre-sell purchase agreements for its first eco-conscious cargo container condo project in Detroit – the $3.4 million 20-unit, 4-story Rosa Parks complex – which represents the first multi-family dwelling constructed from retired shipping containers in the United States.

Three Squared, whose pioneering container building solution offers systemized and sustainable construction resulting in affordable luxury, is driven by superior cost efficiencies, heightened profitability and minimized build time associated with the company's proprietary approach.

"Detroit was selected as our headquarters because of the state and local governing bodies' positive leadership, proactive attitude, and commitment to becoming an environmental leader in the 21st century," notes Leslie Horn, Three Squared CEO. "Land costs are also very reasonable, allowing us to yield attractive margins while keeping our prices to consumers affordable. We love Detroit and are thrilled to be building there and help lead turning both the city's and our nation's economy around, starting with our exciting Rosa Parks condo project."

Designed by local architect Steven Flum, the "shovel ready" Rosa Parks project spans 26,000 square feet and integrates 93 shipping containers that will boast energy efficiency features that include ductless heating and air system, tank-less water heaters, and other amenities that combine to reduce each unit's energy costs by up to 80 percent.

"With Detroit's new construction industry desperate for ways to cut costs without undermining quality, and with both home and commercial construction gaining significant momentum, our shipping container-based construction is an extraordinarily well-suited solution," Horn says. "We love Detroit and are thrilled to be building there and help positively impact the city's economy."

It's estimated that more than 700,000 used, retired shipping containers are stockpiled on prime U.S. waterfront real estate. "Our company marries the trend toward sustainable green housing solutions with the problems of escalating building costs and a surplus of unlikely yet durable, versatile, widely available, economical and code-friendly shipping containers, which we use as the primary material for construction framing of houses, condominiums, dormitories and other residential, retail, and commercial structures," Horn says. "In fact, our cargo container-based construction costs an average of half of other building methods. The structures take a fraction of the time to build and are more energy efficient than their counterparts because of a high-purposed combination of new technologies our team is creating and blending together. What's more, our buildings provide an elegant balance of simplicity with inherent character and personalized style in each wall. Design is only limited by imagination, not expense." ■