

[RECIPIENT NAME],

Thank you for taking the time to read this email.

I would ask you to consider taking the opportunity to hear some *good news* about downtown Portland... I offer you a fresh perspective you may not have yet heard or considered with the intention of giving you hope for the future of our beloved city.

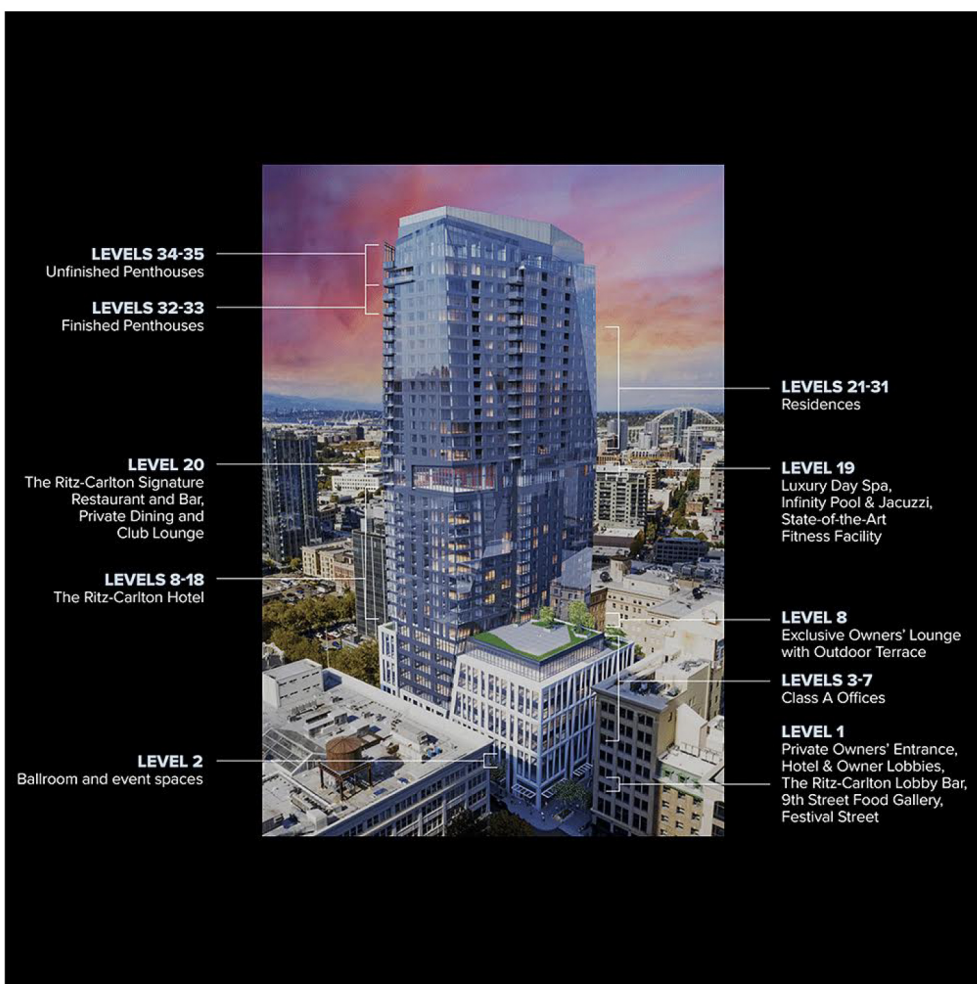
Over the past year, in nearly every client meeting, we have had a conversation about our shared frustration and sadness with the current state of downtown Portland. We have anchored that sentiment with a lack of hope for a swift recovery of our beautiful city. Most of that sadness comes from a deep love of Portland and a desire for the return of the thriving downtown corridor we remember.



As you may know, I have had the privilege of serving and working with Terry Sprague and Nick Eckelman with Luxe Forbes Global Properties. They are the team of exclusive agents marketing **The Ritz-Carlton Residences** opening this summer.

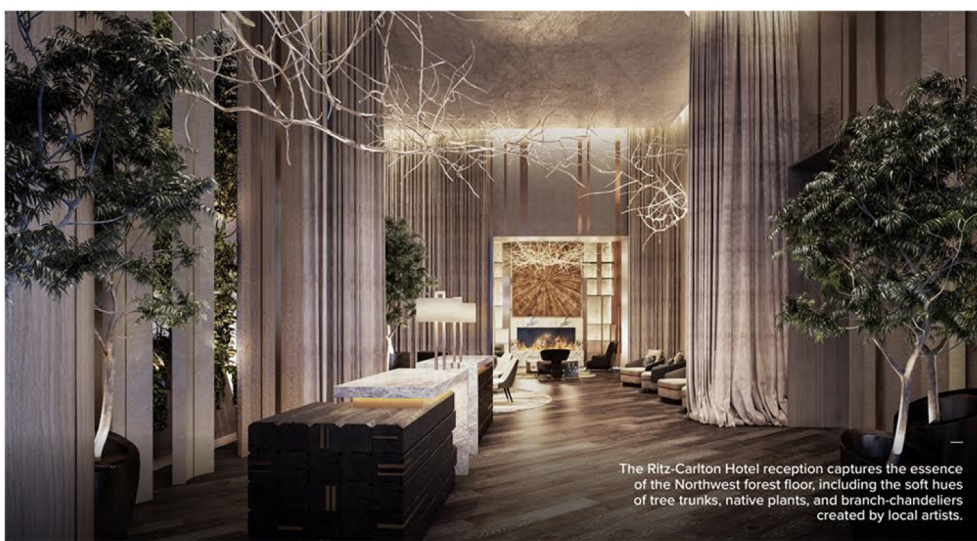
**The Ritz-Carlton Residences and Hotel** concept has raised eyebrows, and elicited vigorous comments and speculations from Portlanders about the viability of such an audacious project landing right in the midst of a city struggling to recover from the onslaught of Covid 19.

What I have come to learn and you may not know is that **The Ritz-Carlton Residences and Hotel** is not only succeeding, it is poised to become the epicenter of the future of downtown Portland.



Here are some quick facts you may not know:

- 1. 33 of the 132 residences are sale pending
- 2. 2 of the 4 top-floor Penthouses are sale pending
- 3. Rumor has it that events and room bookings are in high demand.



So, you might be thinking "Mark and Anne, why are you emailing me about The Ritz-Carlton?"

Because when I found out more about what is happening with **The Ritz-Carlton** project, I had a renewed sense of hope for the recovery of our city! **The Ritz-Carlton** can bring the tourists, the business, the destination, the influential people, and the **REASON** to come to downtown Portland again.

Anne and I want to invite you to an exclusive and intimate hosted Happy Hour for 15 to 20 people to learn more about **The Ritz-Carlton Residences and Hotel**. The event is going to be **Tuesday April 25th from 3:30 p.m. to 5:30 p.m.** If you attend, you'll enjoy full-proof prosecco. red and white wine. beer and zero-proof bubbles. coffee and light hors d'oeuvres.



The purpose of the invitation is for you to hear the story, learn about what is happening, and then be able to share a different story with your friends and business associates about **The Ritz-Carlton Hotel and Residences**. We would be honored for you to join us to learn more about this incredible project.

[Space is limited so your RSVP is greatly appreciated.](#)

We will follow up with you later in the week to answer any questions you may have.

We look forward to seeing you at the event!