

## Vertical Ownership: Innovative Solution for Real Estate Purchase

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A real estate innovation formerly reserved for the affluent, offering protection from softening market conditions, goes mainstream with Vertical Realty Advisors, LLC.

Ft.Lauderdale, FL -- The average consumer now has the opportunity to purchase their dream home or investment property and be provided the opportunity for insulation from the softening of the market.

"Vertical ownership" provides end users the ability to purchase real estate and be guaranteed the best pricing of their respective model, and a mechanism that provides a safety net against declining real estate values, according to Eric Jafari, of Vertical Realty Advisors, LLC.

"Although millions of Americans want to purchase a new primary or secondary residence, they fear that their purchase will turn out to be an unwise financial decision due to the currently unstable real estate market," explained Jafari.

"Vertical Realty Advisors, LLC has developed a mechanism that provides consumers a contractual guarantee of the lowest unit price prior to closing in any given development project. Buyers can purchase a home in exclusive developments and participate in a pricing program that guarantees a dollar-for-dollar price adjustment in the event real estate values drop," he added.

The innovative contract is endorsed by local Realtors. The concept takes the uncertainty out of the buying decision for many potential home owners. The company provides additional information at [www.SmartPreconstruction.com](http://www.SmartPreconstruction.com)

Jafari explained that "guaranteed pricing" will reduce the risk associated with purchasing real estate.

"The concept of 'vertical ownership' provides the real estate purchaser a contractual guarantee signed by the developer and escrow agent that the buyer will be provided with the least expensive price per square foot in a respective project, and if the developer ever sells a comparable unit for less than the vertical owner's purchase price, the vertical owner's purchase price will drop dollar-for-dollar," said Jafari.

In an uncertain market, "vertical ownership" provides consumers with the contractual certainty that they are purchasing their home at the very best price, according to Jafari.

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About Vertical Realty Advisors, LLC

The average consumer now has the ability to purchase real estate with protection from softening market conditions, through contractual arrangements offered by Vertical Realty Advisors, LLC.

[You can find this press release here](#)