

The Club[™]

BRIARCLIFF MANOR

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The Club at Briarcliff Manor names Ullo vice president of sales



Kathleen Ullo has been appointed vice president of sales for Integrated Development Group, LLC, which has two projects under development: The Club at Briarcliff Manor (www.theclubbcm.com), a \$350 million luxury senior housing community planned for 2013 occupancy in Briarcliff Manor, NY and 850 Lake Shore Drive (www.850lsd.com), a luxury community for affluent, urban seniors slated to open in 2012 in Chicago's Streeterville area.

"Kathleen has a stellar experience in sales and will be instrumental in conveying the unique qualities of The Club at Briarcliff Manor to our future residents who are very discerning," says Matt Phillips, president and CEO of Integrated Development Group LLC (IDG), the developer of the \$350 million community.

Before joining the IDG team, Ms. Ullo served as vice president of sales for Equity Marketing Services Inc., a nationwide real estate marketing company, where she supervised a variety of new condominium/townhome and single-family projects in various locations throughout the country.

Ms. Ullo began her career in nursing, making the transition to the retirement niche in real estate sales while working for Life Care Services Inc., where she oversaw sales and marketing for a retirement community in suburban Chicago for

six years. In 1990, she joined The Charles H. Shaw Company in Chicago as vice president of sales and marketing/managing broker.

Over the next 15 years she managed sales, marketing, advertising and brokerage for a variety of retirement/real estate developments, ranging from senior cooperative housing to mixed use developments.

About The Club at Briarcliff Manor

The Club at Briarcliff Manor will feature 325 Independent Living residences, world-class amenities and services and a 60-unit Supportive Living Center where a licensed and professional staff will provide assisted living, memory support and skilled nursing care on-site 24 hours a day. The community is comprised of two residential “villages” complemented by the Clubhouse; Aquatics, Spa and Fitness Center; tennis courts; walking paths; beautifully landscaped grounds and a pond. Entrance fees for residences, which are 90% refundable, will start at \$750,000.

For more information about The Club at Briarcliff Manor, call the sales center at 914-923-4050 or visit www.theclubbcm.com.