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FOR IMMEDIATE RELEASE

Former VP of Sales and Marketing for Urban Pace, and well known sales agent, Jeremy Aldridge has returned home to the Washington Metro area after completing his most recent developer sales contract with Monte Hewett Homes at Avalon just north of Atlanta. "I've enjoyed this experience, we had wonderful success at Avalon, more than 100 homes designed and sold in the course of five years.", said Aldridge. He says of his return to the DC area that "It just feels like home to my family, and this new phase we're undertaking is the most exciting venture yet".

Jeremy has sold homes in and around DC for more than twenty years, between 2006 and 2013 he was the highest grossing sales agent with Urban Pace and ranked within the top ten sales agents in DC. In 2011, a promotion brought him inside the brokerage environment where he began leading a team of agents, all of which were experts in new condominium and single family home sales for many of the top developers in the business.

Jeremy's newest venture is a collaboration with Compass aimed at private client representation and developer services, aptly named Urban Living Lab. "As this concept began to develop, we really wanted to create a company that could offer world class representation to developers, but one that also has expert agents in place that work with buyers or sellers from all price points."

"Our theory is simple, but incredibly in-depth. When we work with buyers or sellers, we follow a model that is the culmination of my 25 year career in this industry. We don't just look at comparable's and make buying or selling recommendations based on what we see, we dive deep into every transaction, tracing neighborhood values and equitability through years of data collected on that specific property. We then build a story of the properties history, how and when its values have changed and then make projections based on this information to help our clients make the very best decisions they can regarding their real estate. It's very much scientific, thus our brand."!

For information on general brokerage or developer services, contact us at 202-815-5356 or visit [www.urbanlivinglab.com](http://www.urbanlivinglab.com).

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