

# The Dallas Morning News

BRIGGS FREEMAN SOTHEBY'S  
INTERNATIONAL REALTY

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## Museum Tower leads the downtown luxury market

In the last 12 months, sales in Museum Tower have accounted for over 50 percent of the condo market priced over \$1.5 million, and over 63 percent of condos priced over \$2 million, based on sales reported in MLS combined with information provided by Museum Tower.

Described as “the most vibrant high-rise neighborhood in the downtown skyline,” Museum Tower welcomed three new neighbors in March, making a total of four homes sold in the first quarter. Two more homes are expected to close in April.

The most recent sales were all two-bedroom floor plans, but half-floors and full-floors have proven to be popular choices.

“We only have three half-floor homes left,” according to Managing Director of Sales and Operations Steve Sandborg. A number of residents have purchased more than one home in order to enjoy more generous living spaces.

“Residents are no longer choosing Museum Tower just because of the

appeal of the building, but because it is an established neighborhood,” Sandborg said. “It really feels like a community, and our residents have the space to make it their home.”

That “space” is exactly what Executive Vice President Missy Woehr of Briggs Freeman Sotheby’s International Realty attributes to Museum Tower’s leading position and the reason buyers choose it over other luxury options in the Dallas market.

“While most of our residents are forgoing estate living for the high-rise lifestyle, they still want the square footage to allow for entertaining and family activities,” Woehr said. “Other buildings just don’t offer the same spacious floor plans.”

Sales at Museum Tower remain strong, and, today, 50 percent of the building is now sold.

Home prices start at \$1.25 million. For a tour, call 214-954-1234, email [info@museumtowerdallas.com](mailto:info@museumtowerdallas.com), visit the sales center at 1918 N. Olive Street or go online to [museumtowerdallas.com](http://museumtowerdallas.com).