



# WILLOW BRANCH LOFTS

## AFFORDABLE UPSCALE CONDOS CLOSE TO UT – CAN YOU BELIEVE IT?

WORDS: **katherine sauser** PHOTOS: **geoff sanders**



**News flash: East Austin is the hot new place to live. Some great new properties are going up over there, and if you're still thinking of East Austin in terms of what it used to be, you're missing out. One set of lofts in particular is offering UT students an amazing place to live at a great value: Willow Branch Lofts.**

Willow Branch Lofts is a 29 unit loft project that is currently under construction two blocks from the UT baseball fields in historic East Austin. Located at MLK and Poquito, it's an ideal residence for UT Students, particularly for business or law students, says Perry Henderson, one of the development partners.

Students who buy Willow Branch lofts are looking to find a great place to live and possibly make some money in Austin's booming real estate market. Given the rising property values all around Austin, a loft bought today has a very good chance of appreciating significantly in a few years, allowing property owners to sell it for a profit. According to the Statesman, properties in that area are appreciating 22% a year.

"There is a huge need for affordable homes close to campus," says Henderson. "Couple that with the high-end amenities, rising property values and its value compared to other competing projects, Willow Branch Lofts is an excellent choice for the college lifestyle"

For students who would rather rent property than purchase it, they can still rent Willow Branch lofts from the few investors who bought the properties early on, most of which sold in the first week of being available. Rates for 1-bedroom places start at about \$1,000 per month and for 2-bedrooms start at \$1,450 per month. The 1-bedroom penthouse is available for \$2000 per month.

The lofts have a very modern design, stainless-steel appliances, high ceilings, recessed lighting and granite counter tops in both the kitchen and bath. Each unit is also equipped with a super cool 42-inch plasma screen TV. You can even get them pre-installed in each bedroom for a small price. Some of the condos have balconies, and some have amazing views of downtown and of campus.

The lofts are managed by Henderson Properties, which is one of the fastest-growing real estate teams in Austin today. They're made up of 8 young professionals, some of whom are UT students, with an average age of 25, so they can relate to students on their own level. Unlike many other management companies, they use "college friendly" technologies to communicate like Facebook, MySpace and text messaging. It's easy to stay in touch with them.

The biggest problem with East Austin is people's ignorance, Henderson said. The government has spent millions of dollars to renovate East Austin and revitalize the area. The complex is just as safe and just as nice as any west of the highway. The property is secured by private security gates, and many graduate students already live in that area. People who have a problem with living east of the highway simply don't know what's actually available.

"If you have to live somewhere, you might as well live in style and make money doing it" Henderson said. "When compared to the other communities that support UT students, I can't imagine a better place than Willow Branch Lofts."

**IPOD NANO GIVEAWAY**  
go to [studybreaks.com](http://studybreaks.com)  
to register to win a 2GB iPod Nano.  
Courtesy of Henderson Properties.

**Left to Right:**  
Amy, Jordan, Perry,  
Brooke and Veronica

### WILLOW BRANCH LOFTS

### HENDERSON PROPERTIES

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