

From: Philip Ashton <pashton@uic.edu>
Subject: Fw: Are You A Match For SoNo?
Date: September 7, 2007 11:03:49 AM PDT
To: Elvin Wyly <ewyly@interchange.ubc.ca>, Kathe Newman <knewman@rci.rutgers.edu>
Cc: Rachel Weber <rachelw@uic.edu>
Reply-To: Philip Ashton <pashton@uic.edu>

Hi friends,

I thought I'd pass along some real estate porn that showed up in my mailbox today. Today's lesson: when trying to corner a market segment, cleavage never lets you down. I particularly like that their fictitious buyer is whiter than white but she seems to be in denial about it (ethnicity = a little bit of everything?).

SoNo, for you 1st and 2nd coasters, is the latest prospector in the Near North/Cabrini Green gold rush...

Phil

PHILIP ASHTON

Assistant Professor, Urban Planning & Policy
College of Urban Planning & Public Affairs
University of Illinois-Chicago
412 S. Peoria, 231 CUPPA Hall (MC 348)
Chicago, IL 60607
t (312) 413-7599
f (312) 413-2314

----- Original Message -----

From: terirabai@atproperties.com
To: pashton@uic.edu
Sent: Thursday, September 06, 2007 5:02 PM
Subject: Are You A Match For SoNo?



SPECIAL E-NOUNCEMENT

UNDER CONSTRUCTION

SONOCHICAGO.COM



ARE YOU A MATCH FOR SONO?

frstTIMEhomebyer60622
Want to live in the heart of the city.
32-year-old woman seeking 2-bedroom home

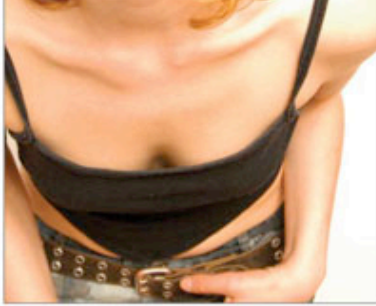
Chicago, Illinois

RELATIONSHIPS:	Single again
HAVE KIDS:	None
WANT KIDS:	Yes
ETHNICITY:	A little bit of everything :)
HEIGHT:	5'4"
HAIR:	Blonde, today



For more information on this development contact your @properties consultant:

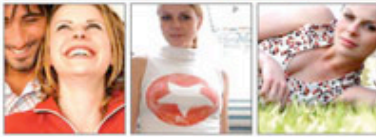
Teri Rabai
312.254.0200
Lincoln Park
1586 North Clubhouse



EYES: Green
 SMOKE: Not anymore
 DRINK: Social drinker

ABOUT ME: Feels good to be single (again) and rediscovering all that's great about the city! I'm into good friends, fabulous culture and great dining, and running along the lake from Chicago's coolest part of town.

LOOKING FOR: I owned a studio near the river, but now I want a neighborhood to call my own - one with more going on. I'd like to be able to walk out my door and get anything - a new outfit for tonight, groceries, takeout from my favorite Mexican place, whatever. Be great if my place had a cool look and open space to have friends and maybe someone new over.



1900 NORTH CRYSTAL
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terirabai@atproperties.com



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