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**WHERE RETRO MEETS SOPHISTICATION, THE STANDARD IS OLD TOWN SCOTTSDALE'S
NEWEST RESIDENT**

Luxurious, boutique style living experience located next to Hotel Valley Ho

SCOTTSDALE - Experience innovative luxury living at Scottsdale's newest apartment community, The Standard. Located in the heart of downtown Scottsdale's thriving cultural and social hub, comes a host of unique apartment homes, drawing inspiration from mid-century modern style.

Adjacent to the Hotel Valley Ho, an iconic 1950s landmark, The Standard blends design elements from the era with sophisticated state-of-the-art amenities. The Standard will be Scottsdale's only luxury apartment community partnering with a hotel to offer one-of-a-kind resident perks including access to OH pool, VH Spa and room service.

The 134-unit apartment community will offer eight unique floor plans with one-, two- and three-bedroom apartment and penthouse homes ranging in size from 650 to 1,750 square feet. The Standard has a planned completion for spring 2016.

Upscale finishes will be found throughout including nine-foot ceilings, hard wood flooring, ceramic tile in baths, quartz countertops, Energy Star appliances, spacious walk-in closets, private patios or balconies, double vanities, frameless walk-in showers, recessed can lighting and expansive skyline views of downtown Scottsdale, Camelback Mountain and the Arizona Canal.

At The Standard, the controlled access community will feature a social lounge equipped with a kitchen and full-service coffee bar, resort-style swimming pool and spa with poolside cabanas and TVs, poolside athletic center, rooftop sky terrace, outdoor kitchen and grilling area, outdoor fireplace, bike rental and repair station, pet spa, electric car charging stations, valet trash service, onsite recycling and an underground parking garage.

Tucked inside bustling Old Town Scottsdale, The Standard is steps from the downtown district's plethora of first-class notable shopping destinations, art galleries, local restaurants and bars, entertainment and activities. The premier location is designed with a neighborhood feel to appeal to those renters-by-choice, who desire to live in walkable locations.

Dallas-based Trinsic Residential Group is developing The Standard, which will be its first project to be completed in Arizona. P.B. Bell will serve as the property management company.

For more information on The Standard, visit www.experiencethestandard.com.

The Standard

The Standard is Scottsdale's newest innovative luxury living experience. Located in the heart of downtown Scottsdale, the community hosts unique apartment homes that draw inspiration from mid-century modern style to compliment the neighboring Hotel Valley Ho. For more information, visit www.experiencethestandard.com.

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