

HIGH-END DEVELOPERS USING PHILANTHROPY TO WOO BUYERS

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The **luxury condominium** market remains competitive and developers are always looking for ways to stand out from the crowd. Some **high-end developers** have added a **philanthropy** angle to sales pitches to appeal to **socially conscious buyers**, reports the Wall Street Journal. **JMH Development LLC** is expected to announce this week that it will **donate \$20k for every seven-figure condominium sale at Three Hundred Collins in Miami Beach**. The Brooklyn-based developer has sold nine of the boutique project's 19 units and will make the donations to a nonprofit organization that **provides clean water to impoverished areas in Ethiopia and Nepal**.

Canada's **Westbank Projects** last year announced plans to donate money to **World Housing**. The organization builds and donates houses to families in underdeveloped countries. Westbank will donate **\$2.9k for each condo it sells at Vancouver House**, a 59-story building slated for completion in 2019. Donations will be used to **build homes in Cambodia** where \$2.9k will cover the cost of an individual home. To date, almost all of the units at Vancouver House have sold except for a few penthouses. [\[WSJ\]](#)