

## **BridgeStreet, the Leading Provider of Serviced Apartments, Partners with Urban Lux Chicago**

*Strategic Partnership with Chicago's Luxury Housing Provider combines local knowledge with global reach*

HERNDON, VA, May --, 2011 – [BridgeStreet®](#), the leading international provider of residences, serviced apartments and suites, today announced that it has partnered with [Urban Lux](#), Chicago's leading luxury apartment leasing agency, to combine its global reach with local expertise. The partnership was formed in an effort to execute the expansion of its offerings in the Downtown Chicago market. The partnership enables BridgeStreet to provide both [serviced apartments](#) and long-term conventional housing for corporate travelers spending time in or relocating to Chicago.

Both firms share a passion for the housing industry and a visionary approach to developing unique service offerings. BridgeStreet's commitment to maintaining the highest standards of product and service excellence in the corporate housing industry continues to attract and retain clients seeking a seamless relocation package. "It's part of our ongoing effort to consistently exceed customer expectations and optimize the corporate travel experience. Our unique partnership with Urban Lux allows us to offer an end-to-end solution for our relocation clients by providing excellent service in both short-term serviced apartments and long-term conventional rentals," says John Beltz, BridgeStreet's Vice President for the Midwest.

Extended business travel and relocation are a necessity in every industry and an essential part of accomplishing growth and increasing productivity. "Together, we will be better positioned to provide our customers with an extremely valuable business tool that helps Human Resources Departments and Global Mobility Managers to better serve their employees and clients," says Abram Nelson, President and CEO of Urban Lux, Chicago. The partnership between BridgeStreet and Urban Lux was formed to help differentiate themselves among other companies, and to eliminate the traditional obstacles and costs of relocations, while mitigating the real business loss of employees' diminished productivity while having to relocate themselves.

Operating in over 60 countries, BridgeStreet manages a number of mixed-used properties; including its flagship Chicago location at State & Grand. The multi-purpose, high-rise building combines 145 apartments on top of a four-star, boutique hotel and trend-setting bar and restaurant in the vibrant River North neighborhood. BridgeStreet's various management models are designed to be flexible and maximize the profitability of each real estate asset.

Urban Lux is the premier firm in Chicago's Downtown luxury apartment rental market. With a passion for real estate and love of Chicago, Urban Lux plays a significant role in the dynamic housing market, approaching every project and partnership with enthusiasm and a dedication to excellence. Urban Lux continues to combine the most talented and experienced associates with cutting-edge technology and a unique operational model. This philosophy has assisted the firm in developing and maintaining a continuing advantage over its competitors. High standards, effective processes, and innovative technology have combined to enable Urban Lux to become the locator firm of choice among apartment seekers and apartment owners in Chicago. Urban Lux is dedicated to retaining the personalized service orientation of a boutique operation.

*BridgeStreet is the leading global provider of fully furnished residences, serviced apartments and suites for travelers looking for a hotel alternative. BridgeStreet's 5-star Residences, 4-star Serviced Apartments and 3-star Suites combine the best of apartment living with a variety of service packages to offer guests more choices based on their lifestyle and budget. An award winner both in the Americas and EMEA, BridgeStreet is widely recognized for its uncompromising standards of quality, comfort and service. For more information about the company or to learn more about how BridgeStreet is making guests and clients Feel connected™, visit [www.bridgestreet.com](http://www.bridgestreet.com).*

##

**Press Inquiries**

Kelly Murphy – BridgeStreet  
+01 813 909 2445 – [kelly.murphy@bridgestreet.com](mailto:kelly.murphy@bridgestreet.com)