



NEWS Releases

SEARCH News

Source: Lane Company

## AtlanticStationApartments.com Now Online

### Site Helps Renters Choose Homes in Midtown Live/Work/Play Community

ATLANTA, Sept. 17, 2007 (PRIME NEWSWIRE) -- People looking for apartments in Atlantic Station, the exciting live/work/play community in Midtown Atlanta, now have a new Web destination:

[www.AtlanticStationApartments.com](http://www.AtlanticStationApartments.com). Lane Company, which built all the apartments in the new community, launched the site to help renters choose the community with the amenities and personality that suits them.

The new site includes information on award-winning communities including ICON City Apartment Homes, 17 St. Lofts, Metro, Park District Apartments and The Flats Collegiate Housing. Site visitors can check rents and availability, take a virtual tour, view photographs and examine floor plans.

They can also do side-by-side comparisons of all five communities and see at a glance which have luxury features such as stainless steel appliances and granite countertops, which allow pets, which have conference rooms and business centers, which has a Zen garden, which have washers and dryers in the apartments, etc.

"Comparing our communities side by side will make it a lot easier for people to choose the apartment that suits their lifestyle," said Lane Company Vice President of Marketing Bob Keator. "They can also print out a coupon that gives them \$300 off their rent, and waives their application fee."

Atlantic Station features great shopping, a variety of restaurants and nightclubs, a movie theatre, grocery store and a variety of businesses. It's conveniently located on the downtown connector, and a free shuttle stops throughout the area, including the nearby MARTA rail station. It's also home to a number of events, from arts and antiques markets to food festivals and holiday celebrations. The Web site links to Atlantic Station's Web site, which has a full updated event listing.

"Atlantic Station is a great place to live," Keator says. "We want to give people all the information they need to make the right decision."

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## About Lane Company

Lane Company ([www.lanecompany.com](http://www.lanecompany.com)) is an award winning, vertically integrated, full-service multifamily real estate company. Lane's expertise extends to all areas of real estate including property management, asset management, development and construction. With over 30 years experience, Lane Company is recognized as one of the most innovative, efficient and technologically-advanced firms in the multifamily industry. Its goal is to make big things happen by connecting people and communities one home at a time.

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