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Watergate's cycloramic view of Washington includes, on the Potomac River side, the Washington Monument, three bridges to Arlington and at right a portion of Georgetown.

## How Watergate Sells Views

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It isn't easy to sell something you don't actually have to show — especially when it's real estate.

And it's even more difficult to show prospective residents the views from balconies of a high-rise building that doesn't yet exist.

But this has been done successfully by the sales force at the \$66 million Watergate cooperative apartment project adjacent to the site of the John F. Kennedy Center for the Performing Arts in Foggy Bottom.

And it's one of the best real estate shows in town.

Riverview Realty Co., headed by President Gold A. Lewis, has assembled an unusual group of real aids to help describe

the five-building Watergate complex.

The most impressive exhibit is a scale model of the first building known as Watergate East, a 238-unit apartment building which is scheduled to open in the early fall.

But the most unusual display is a cyclorama over the model. When you stand in front of the scale model at any point around it, you can look up at the cyclorama and see exactly what panoramic view that location will provide when the building is completed.

The view from the Potomac River side shows a sweep from the Washington Monument, Memorial Bridge and Theodore Roosevelt Island and Bridge to the Rosslyn skyline, Key Bridge and Georgetown. On the city side,

the view sweeps from Georgetown and downtown Washington around to the Capitol, Mall and back to the Washington Monument.

The cyclorama, which shows the full circle of this view, is a montage of photographs taken by Del Ankers from the top of a crane placed some time ago at the center of the Watergate East site before the building was begun.

It complements the scale model of the building, which was made by William Eichbaum of Wilmington, Del. He also has made models of other prominent buildings including Watergate's neighbor-to-be, the Cultural Center.

Other models in the exhibit rooms show all five Watergate buildings on their 10-acre triangular tract at the Rock

Creek Parkway overlooking the Potomac River. And there are models of individual apartments showing furniture arrangements.

The exhibits are located in Watergate's sales office at 2700 Virginia Ave. NW, an elaborate temporary building — with fountains in front — that was designed by the Watergate's architects. It will be torn down after the first buildings are completed.

That little building with its carefully detailed exhibits, however, has been a busy one since the Watergate project got under way. About two-thirds of the first building's cooperative apartments already have been sold.

And it was all done without having the actual real estate to show.



The cyclorama at Watergate is located above a scale model of the project's first building.



On the city side of Watergate, the view sweeps from Georgetown, at left, across downtown Washington to the Mall and the Washington Monument at right. — Photos by Del Ankers