

# developers

## SUTHERLAND PEARSALL DEVELOPMENT CORPORATION



**MARK SUTHERLAND & ALEX PEARSALL**

Chicago is a large city with diverse neighborhoods, people and housing needs. Many development companies slip into a niche, grow cozy, and never change. Sutherland Pearsall Development Corporation is not that kind of company. A “jack of all trades” on the Chicago real estate scene, Sutherland Pearsall exemplifies what a mix of versatility and practicality can do.

Like all good success stories, this one starts small. Before Mark Sutherland and Alex Pearsall formed their company in 1996, Sutherland had been doing property rehabs and some new construction, while Pearsall’s experience was in rehabbing condominiums and two-flats. After being introduced by a mutual friend, they began doing townhouse projects and single-family homes on both the North and South sides of the city. A couple of years later, they started their own real estate company, First Chicago Realty Corporation, an exclusive full-service brokerage firm that sells the properties they develop.

While Sutherland Pearsall has mainly been in the news for their substantial involvement in the renaissance of the South Side, this “nimble” group, as



**4537 S. DREXEL BLVD.**

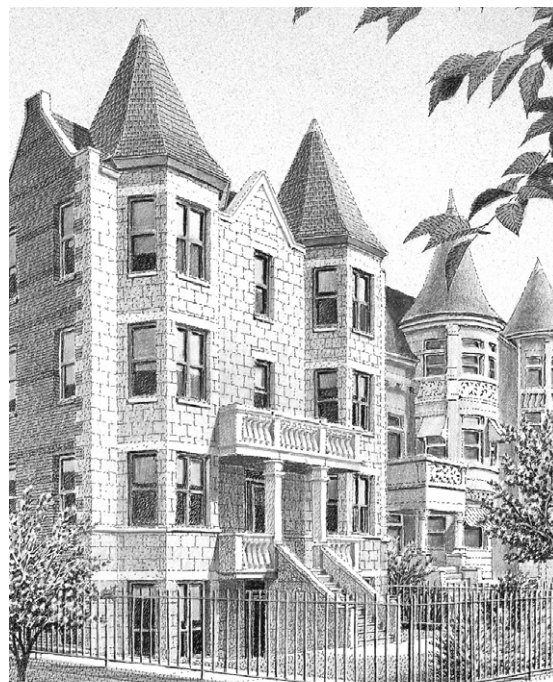
Sutherland calls it, has left its footprints all over Chicago. Their single-family homes, rowhouses, townhomes and condominiums reside in the neighborhoods of Wicker Park, Bucktown, Bronzeville, Kenwood, Hyde Park, Old Town, River North, Woodlawn and Lakeview.

Sutherland believes this variety of projects is a testament to the philosophy of his company. “We pride ourselves on the fact that we develop housing products that are diverse in terms of style, type, and price,” he says.

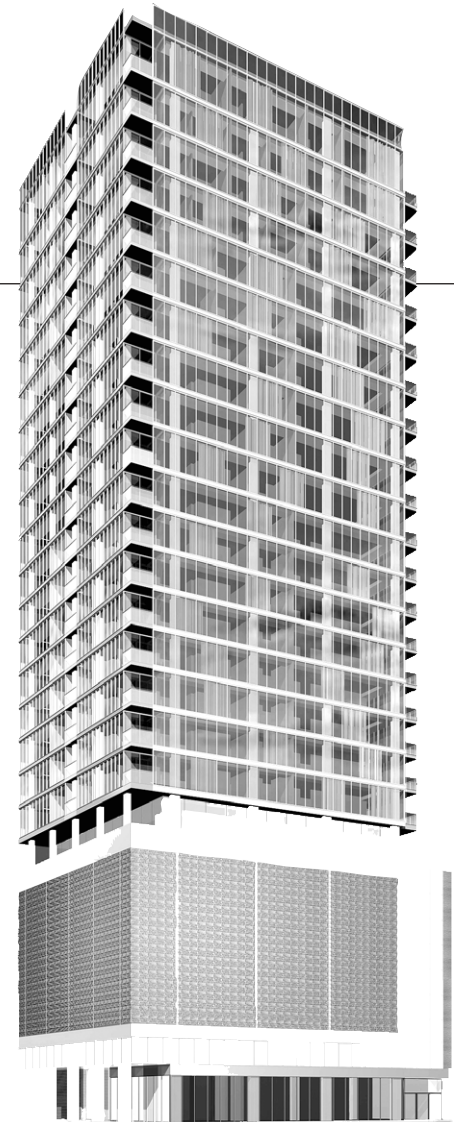
Sutherland is particularly excited by his group’s newest project, 550 St. Clair. Featuring airy, open floor plans, this Streeterville high-rise will house luxury units on 26 floors. Sutherland hopes that this new building will join the great tradition that is Chicago architecture.

“Chicago has always been known throughout the world for its avant-garde and cutting-edge architecture,” he says. “We think 550 St. Clair will be unique because it’s modern on the inside, modern on the outside, thoughtfully designed, and put together in a manner different from most other new buildings in the city.” Sutherland thinks that the individuality of 550 St. Clair will not only set it apart but above and beyond the other new Streeterville high-rises.

These developers of 550 St. Clair know a little something about luxury. Almost every unit includes a private balcony or oversized terrace, floor-to-ceiling windows,



**4127 S. DREXEL BLVD.**



**550 ST. CLAIR**

and approximately 10'-11' exposed, concrete ceilings. The landscaped entry plaza, climate-controlled indoor parking, and spacious sundeck overlooking Michigan Avenue should make residents feel right at home, while the fully equipped fitness center, men and women’s saunas, and lap pool will help them relax.

Relaxing, however, is not something on Sutherland Pearsall’s agenda. Between its prolific projects on the South Side and 550 St. Clair, Sutherland Pearsall might be one of the busiest development companies in town. Although appreciation for his job and excitement at current projects is evident in his voice, Sutherland doesn’t let his labors of love affect his no-nonsense persona. To any would-be developer he offers this advice: “There’s a lot more to development than ‘buy the land, build the house, and go to the bank with the money.’ It’s a complicated business that requires you to be skilled in a lot of disciplines.”

For more information on Sutherland Pearsall’s developments, please call First Chicago Realty, its exclusive marketing agent, at 312.719.0710, or visit [www.sutherlandpearsall.com](http://www.sutherlandpearsall.com).

--Michelle Hempel