



## IN THE NEWS

**September 2003**

### **APEX SELLS DOWNTOWN MILWAUKEE BUILDING: NEW BUSINESS AND REDEVELOPMENT PLANNED**

Downtown-West, Milwaukee, WI – 738-740 N. James Lovell in Milwaukee's Downtown-West Area was sold to a local entrepreneur, owner of Ultra Fidelis, Inc., for \$250,000 Friday of last week. The 4,000 square foot former day care center is currently being converted into a retail shop / showroom for Ultra Fidelis, a high performance audio and home theater dealer. "The open layout of the day care center was ideal to convert into an open showroom for our product," says the owner. This retail location is unique due to the custom nature of this high-end equipment. "Most of Ultra Fidelis' retail traffic will be by appointment only", he explains, "but walk-ins are welcome." David Lange, CCIM of Apex Commercial represented both the seller and buyer in the real estate transaction.

[www.apexcommercial.com/inthenews.cfm](http://www.apexcommercial.com/inthenews.cfm)