

Target Markets

BlueLine and The Waterfront have defined the target market as:

Professional Services (Lawyers, Accountants, Bankers, Mortgage, Real Estate)

Have clients that come to their place of business

Looking for around 3000-5000 square feet of space

Typically small growing offices

Wanting to impress clientele with the look and location of their offices

Tired of the rat race of downtown

Have clients on multiple ends of the Ada County and need more central access to both downtown and the Eagle/Star area

Retail that supports these professional services

Positioning Statement

FOR small professional services firms in the Treasure Valley looking for 3000 to 5000 square feet in office space

WHO NEED a more relaxed environment to do business and ease their commute,

The Waterfront at Lake Harbor is Mid-City, Lake Front Office Community

THAT offers beautiful natural surroundings to impress your clients and improve your business environment.

UNLIKE big downtown office buildings or concrete business parks,

WE PROVIDE central access to Ada County with serene surroundings and ample free parking as well as a community park setting that drives traffic to the area.

Positioning Questions

Who are you? A Mid-City, Lake Front Office Community. Situated centrally between Eagle and downtown Boise, The Waterfront at Lake Harbor gives you access to both ends of the valley. Also, with the secluded surroundings and natural beauty, The Waterfront creates the feeling of a small community.

BlueLine, LLC

5465 E. Terra Linda Way
Nampa, ID 83687-1515

tel 208.426.6633
fax 208.426.6601

www.bluelineresults.com