

Search

powered by Google How do I find it?

Subscribe to paper



■ Home ■ News ■ Travel ■ Money ■ Sports ■ Life ■ Tech ■ Weather

Become a member of the USA TODAY community now! Log in | Become a member What's this?



Life ■ People ■ TV ■ Movies ■ Music ■ Books ■ Lifestyle ■ Games ■ Comics ■ Your Life

Trump to market condos on 'Apprentice'

Posted 4/8/2007 6:39 AM | Comment | Recommend

E-mail | Save | Print | RSS



Enlarge by Chuck Burton, AP

Donald Trump greets buyers during the introduction of his new furniture line by Thomasville Furniture in Thomasville, N.C., Tuesday, March 27, 2007. "Trump Home furniture offers consumers a tangible way to experience the luxurious Trump lifestyle for themselves ... even if they can't afford millions for one of my properties," Trump said. "Now the public can not only wear my clothes, they can sit on my couch." (AP Photo/Chuck Burton)

LAS VEGAS (AP) — Donald Trump is using his assistant-grooming reality show to sell units in his second Las Vegas condominium tower.

For a one-hour episode of "The Apprentice" scheduled to air Sunday, contestants were tasked with devising a marketing plan for Trump Tower II, which like its predecessor will be 64 stories of gold glass just off the Las Vegas Strip, developers said.

The challenge is formidable. Las Vegas' once-hot condo market has cooled in the past year, leaving dozens of projects stalled in blueprint stages and many condo buyers wanting out.

Trump's Las Vegas projects are partnerships with casino owner Philip Ruffin, owner of the New Frontier hotel-casino next door.

Both towers include about 1,300 luxury condominium units, with a hotel rental option, at prices ranging from \$700,000 to \$7 million.

Tower I is expected to cost \$600 million and be completed in early 2008. Tower II, targeted for completion two years later, is estimated to cost \$700 million. Gross sales on the towers are projected to reach \$2.5 billion, making it Trump's largest project

to date, said Jack Wishna, a dealmaker involved in the project.

Regardless of the plans contestants devise, "The Apprentice" episode is itself a shrewd piece of marketing, Wishna said.

"It probably would cost us \$60 million if we were to advertise for a full hour on prime-time TV," he said.

Copyright 2007 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Posted 4/8/2007 6:39 AM

E-mail | Save | Print | RSS

You must be logged in to leave a comment. [Log in](#) | [Register](#)

Featured video



[Earmark](#)

[errors](#)

States lose billions over projects.

[Gayle King](#)

TV host answers 5 questions for USA TODAY.

[Lottery fever](#)

\$355M Mega Millions jackpot beckons.

[More: Video](#)

Ads by Adblade™



Henderson - Your auto insurer hates this. Obey this one trick to get extremely cheap rates.



Your auto insurer hates this. Obey this one trick to get extremely cheap rates.



The secret to getting unsold cruise cabins cheap...



We investigated work at home jobs and what we found will shock you...



An incredible way to soothe & relieve your joints with this safe, all-natural discovery...



Your agent hates this. Obey this one rule to get cheap auto insurance...

[Add Your Link Here!](#)

 Post this comment to Facebook?

Comments: (0) Showing: [Newest first](#) [New: Most recommended!](#)

Newspaper Home Delivery - [Subscribe Today](#)

[Home](#) • [News](#) • [Travel](#) • [Money](#) • [Sports](#) • [Life](#) • [Tech](#) • [Weather](#)

About [USATODAY.com](#): [Site Map](#) | [FAQ](#) | [Contact Us](#) | [Jobs with Us](#) | [Terms of Service](#)
[Privacy Policy/Your California Privacy Right](#) | [Advertise](#) | [Press Room](#) | [Developer](#) | [Media Lounge](#) | [Reprints and Permissions](#)

News Your Way:  [Mobile News](#) |  [Email News](#) |  [Add USATODAY.com RSS feeds](#) |  [Twitter](#) |  [Podcasts](#) |  [Widgets](#)

Partners: [USA WEEKEND](#) | [Sports Weekly](#) | [Education](#) | [Space.com](#) | [Travel Tips](#)

Copyright 2011 USA TODAY, a division of Gannett Co. Inc.

[Las Vegas Coupons](#)

[Ads by Google](#)

1 ridiculously huge coupon a day.

It's like doing Vegas at 90% off!

www.Groupon.com/Las-Vegas

[Condos for Sale](#)

Condos for purchase.

Search by city, price and more.

search.homes.com

[Affordable Chicago Condos](#)

Every Chicago condo listing, every

Chicago Neighborhood. View pics!

www.DreamTown.com
