

## BUILDER FEATURE

# Dattel Realty hi-rise living



The lobby offers a wonderful area for residents and guests to relax. Embassy Apartments has staff on-site 24 hours a day.

**By Emily Adams Keplinger**  
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Dattel Realty Company was started by Sam Dattel in the early 1950s. Among the company's many projects were the Embassy Apartments, built at 475 and 505 S. Perkins, in 1963 and 1965, respectively.

"At that time, many people questioned the wisdom of locating hi-rise apartments so far 'out east,'" said Mark Dattel, Sam's son and president of Dattel Realty Company. "Of course, the foresight of recognizing the growth of the city has been a pivotal part of our continued success, as these buildings are still located in the heart of Memphis."

The unique perspective of the Embassy Apartments can be seen from the balconies. There are gorgeous views to be had in all directions.

The luxurious apartments are unlike any other home in Memphis, hence their slogan, "Luxury and Location." The Embassy Apartments are conveniently located close to Audubon Park, Oak Court Mall and the Laurelwood Shopping Center, as well as churches, numerous restaurants, theaters and other retail destinations.

The two buildings have 232 apartments, ranging from efficiencies to large penthouses. There's also a community swimming pool, exercise room and party room. Additionally, residents at the Embassy Apartments have the options of covered parking and on-site storage. Other amenities include well-appointed lobbies, 24-hour on-site staff, a guest apartment that is available for residents' overnight guests, an on-site beauty shop and frequent social events.

Rent ranges from \$700 per month for efficiencies to \$3,500 for the largest penthouse. One-bedroom apartments rent for \$845. Rent includes all utilities, making the Embassy Apartments both affordable and convenient.

"Due to the overall peace and security of the Embassy Apartments, our tenant base is primarily retired persons," said Dattel. "However, the buildings



As units at Embassy Apartments in East Memphis become vacant, Dattel Realty completes thorough renovations, including fully remodeled kitchens with granite countertops, stainless steel appliances and new cabinetry.



Spacious living area offers wonderful views of East Memphis.

also appeal to anyone who travels a good deal, or who wants to maintain

a Memphis home as an additional residence. Since access to the buildings

and the grounds is secure, the Embassy Apartments also appeal to anyone for whom security and safety are an issue."

The Embassy Apartments offers worry-free living. Beside no utilities, there are no property taxes to pay, and property maintenance is assured. Although the buildings are 50 years old, many of the apartments have been fully renovated to reflect more modern tastes.

"As apartments become vacant, we embark on a thorough renovation of the apartment," Dattel said. "The renovations include open kitchens with granite countertops, stainless steel appliances and new cabinetry. The large bedrooms have walk-in closets and wall-to-wall carpeting, and all the apartments (except for a few efficiencies) have large usable balconies."

For more information, contact the Embassy Apartments leasing office at 901-685-8020 or visit [embassyapts-memphis.com](http://embassyapts-memphis.com).