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An Unconventional Path to Success

Book Chronicles Honest Reflections of an Ex-janitor

Seattle (Sept. 1, 2010) – On Sept. 6, Mark Schuster, founder and CEO of The Schuster Group, will release *Lofty Pursuits*, a book that details his personal and business lessons that lead to building Seattle's most successful and environmentally sustainable residential high rise in the last decade. *Lofty Pursuits*, published by Brown Books, chronicles the 25-year journey – from scrubbing toilets to building a multi-million dollar real estate investment business – of an entrepreneur's determination, the risks he took while holding to his beliefs, and which ultimately, lead to national acclaim.

Early in his career, Schuster vowed to erect an iconic building worthy of honoring his grandfather, George Mosler. He achieved this by creating a community that offers residents the opportunity to live in an architecturally significant building constructed with the greenest building practices and technology. Through his experience, Schuster gained notoriety for Mosler Loft's design and for his own commitment to his community, the environment and to re-defining sustainable business practices.

"When I began our work on Mosler Lofts, I wanted to create something that would truly honor my Grandfather's legacy; George Mosler taught me early on that being a good businessman meant looking beyond short-term gains, and making a positive impact on the world in which we live," said Schuster. "When Mosler Lofts opened, my team and I realized that we had achieved that goal and the culmination had defined how we do business, with a heavy focus on community enhancement and the health of future generations."

Schuster, who volunteers with numerous organizations on issues surrounding hunger, civil rights, the environment and more, has inspired international leaders of non-profits through his work and his writing. Caryl M. Stern, president and CEO of the U.S. Fund for UNICEF describes *Lofty Pursuits* as "A beautiful story of heroism and triumph, in business and humanity."

Schuster's experience, as chronicled in his book, describes the challenges he overcame to bring Mosler Lofts to life; from finding the property and creating a winning design, to communicating the benefits of "green" living to a public overwhelmed with home buying choices, to finishing the project's construction while faced with significant barriers, and ultimately worked his way to success delivering the most nationally acclaimed residential high-rise of 2008.

Since its completion, Mosler Lofts has received numerous awards and recognition at the local, regional and national levels. Lawrence Cheek, architecture critic for The Seattle Post-Intelligencer, described Mosler Lofts as "the most interesting and provocative residential high rise in Seattle since World War II."

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