

Denver Business Journal by Dennis Huspeni, Reporter Date: Friday, August 17, 2012, 4:00am MDT



Chris Achenbach, principal (left) and David Zucker, development manager of Zocalo, in front of variable refrigerant flow units. The units are expected to save residents of the new downtown Denver apartments 40 percent on their heating and cooling bills

David Zucker encourages prospective renters to take a big sniff when they enter the model apartment at Zocalo Development Inc.'s latest downtown Denver apartment complex, 2020 Lawrence.

“You smell that?” Zucker asks, knowing the answer. “Nothing. That’s just it. No new-car smell.”

Apparently that smell comes from certain glues used in carpets; there will be none of those particular glues in any Zocalo development.

The company’s founders, Zucker and [Chris Achenbach](#), have figured out that blending sustainable features into their developments and business model works wonders. They’ve been able to attract renters who want to stay longer, equity from investors ...

View this article at <http://www.bizjournals.com/denver/print-edition/2012/08/17/developers-of-2020-lawrence-smell-money.html>