

# Value Analysis

## Why? The Verana Okanagan is your BEST INVESTMENT!

We at *The Verana Okanagan* understand that you are a discerning consumer. You will undoubtedly do your homework and make the buying decision that has the most 'pros' and the least 'cons'. We would like to address some of these most important items for you, and possibly, make you aware of some things that you should consider.

1. **Cost:** Cost per square foot is a good starting metric, but it can be very misleading. You should understand the total scope of what you get for your dollar before this comparison has true value. A lower cost per square foot may seem appealing, but the project location may not be as desirable, for example. What are the Strata Fees and how do they compare based on square footage, common areas, Amenities, green spaces, etc.?
2. **Amenities:** When comparing projects, a good understanding of what amenities are offered and when will they be offered is essential. Projects like *The Verana Okanagan* have a very high ratio of Amenity Suite Cost. *The Verana Okanagan* has multiple, very valuable amenities, and further, any amenity that is not within this complex, is located 1.5 blocks away at Skaha Lake and Beach. Please see the Features Sheet for a complete list of Amenities and compare them to other projects. The timing of amenities coming online is important as well. You may be paying for your portion of the projects amenities in your purchase price, but you may not see amenities for years to come. At the *Verana Okanagan*, we have decided to accelerate the construction of the Amenity Building, bringing it into being immediately vs 2 phases down the road. We wanted to bring significant Amenity Value to the current residents and prospective new buyers immediately.
3. **Quality:** Projects tend to range in price, largely based on the cost to build. Some projects target the lowest price point in the market, others the highest. One should compare the quality of construction and finishing of similar projects with similar price points. Sometimes very important features are buried under paint and drywall. What is the sound rating of the building? What kind of sound proofing is used? The *Verana Okanagan* EXCEEDS the BCBC requirements in these categories. Was an engineered floor system used? Please ask us to provide you with any of these important construction details, including pioneering new sound proofing technology that *The Verana Okanagan* helped bring into Canada for the first time.
4. **Environmental Stewardship/Green Elements:** Many people want to participate in lowering our carbon footprints. Comparing projects with respect to energy efficiency or green initiatives is a very important factor for ourselves, our children and our planet. *The Verana Okanagan* is proud to be a leader in this capacity. Low E Argon windows, high efficiency air source heat pumps, compact fluorescent lights, above code insulation values. *The Verana Okanagan* has been recognized as a Fortis BC Power Sense approved project. We won the Fortis BC Power Sense 'Conservation Excellence Award' in recognition of our outstanding achievement in energy efficiency through sustainable choices and innovative projects, 2008. We have Penticton's first Green Roof system in place complete with cutting edge low water usage irrigation.
5. **Development Team/Local Content:** [The Verana Okanagan](#) was designed by an Award Winning Architect (Robert Mackenzie Architect), built by Award Winning Builder (Rivendell Development Corp.) and designed by Award Winning Design Team (***Rivendell Painting and Design***). The entire Project Group is local to Penticton. We live and raise families in this area. Almost every dollar spent in bringing you *The Verana Okanagan* has been spent in the local economy.