

THE VERANA OKANAGAN

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 point but it will not illustrate VALUE per square foot. You will want to understand the total scope of what you get for your dollar. Some elements that factor into VALUE include: Location, Quality, Strata Fees, Amenities, Common Areas and Landscaped grounds, Development Team, Environmental considerations.
2. **Amenities:** When comparing projects, a good understanding of what amenities are offered and when they are offered is essential. The Verana Okanagan has multiple, valuable amenities, and further, any amenity that is not within this complex, is located 1 block away at Skaha Lake and Beach. We encourage you to compare our Amenities with other projects. The timing of amenities is important as well. You may be paying for your portion of the project's 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 (building it now vs 2 phases down the road). This will bring significant Amenity Value to the current residents and prospective new buyers.
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. Some questions to consider: What is the sound rating of the building? What kind of sound proofing is used? Was an engineered floor system used? The Verana Okanagan EXCEEDS the BCBC requirements in these categories. 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:** 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 using Low E Argon windows, high efficiency air source heat pumps, compact fluorescent lights and above code insulation values. We have Penticton's first Green Roof system in place complete with cutting edge low water usage irrigation. The Verana Okanagan has been recognized as a Fortis BC Power Sense approved project. We won the Fortis BC Power Sense 'Conservation Excellence Award, 2008' in recognition of our outstanding achievement in energy efficiency through sustainable choices and innovative projects.
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.