

## AWARD WINNERS: SITE STORY

# Buyers get green

To celebrate Earth Day on April 22, Liza Communities' "Meet the Experts" event was a huge success at Shorelands. Existing and potential purchasers and those interested in learning about LEED (Leadership in Energy and Environmental Design) were all in attendance.

Eager to hear what the experts had to say, a packed space of more than 60 attendees listened to Maryam Mansouri, VP of Liza Communities, and managers from Rinnai and KML, as well as a mortgage specialist from RBC, a representative from CMHC (Canada Mortgage and Housing Corp.) and Mark Cohen, the Shorelands sales manager and partner of The Condo Store.

Maryam introduced the event through a detailed presentation of the various LEED elements of the development. She described the eight categories in the LEED for Homes program and how the Shorelands project applies these categories to the 227 townhome units on the site. Elements such as the site's proximity to public transportation, like the GO station within walking distance, as well as immediate access to local amenities such as a large grocery store, bank, sports complex, coffee shop and local restaurants, which make the site an ideal candidate for the LEED for Homes program.

"What's also great at Shorelands is the two levels of underground parking — resulting in a huge reduction of the heat island effect — and replacing surface parking with beautiful tree-lined walkways, a children's play area, green space and amenities," said Mansouri.

Another highlight for the project, in partnership with the Region of Durham, RBC and CMHC, is a rainwater harvesting system, which will provide water for the landscaping on-site as well as the water closets of two pilot blocks in phase 2 of the project.

The LEED designation truly showcases Liza's dedication to pursuing a holistic approach to sus-

tainability. With Liza aiming for a LEED Gold certification at Shorelands, some key trade partners were invited to tell the tale of the details of their products.

Scott Robbins from KML described the key benefits of steel construction, a major feature in the LEED project. Some of these benefits include superior quality, improved durability, resistance to termites and corrosion, higher wind and fire resistance, support of higher snow loads, leading to overall energy savings and safer and healthier living.

Jeff Clare from Rinnai also went through some of the advantages, conveniences and savings of having a tankless hot-water system, a standard feature at Shorelands.

Specialists from RBC and CMHC spoke to the crowd about how to qualify to get the right home for their individual needs. With flexible solutions, purchasing a home at Shorelands allows homeowners to be guided through the mortgage process, providing assistance while understanding the economic environment and ensuring financing suits home ownership goals.

Mark Cohen, an individual with a lifetime contribution to the industry, spoke about the current economic situation in the housing market and highlighted why it is a great time to be a homebuyer. With over 30 years' experience, Mark brings a wealth of knowledge to help homebuyers make sound purchasing decisions.

"We are witnessing affordability levels that we haven't seen in a dozen years," Cohen said. "The downturn in the economy has created a great buyer's market, where buyers now can have their way by virtue of the competition, choices and willingness for builders to please. And the cost of borrowing has created tremendous savings and increased affordability for buyers. As an example, a purchase with 5% down on a \$289,000 house (average price in the GTA forecasted for this year), with monthly payments at today's rate versus the



mortgage rate two years ago would result in a mortgage being paid off nine years earlier, netting out to a savings of over \$150,000."

Purchasers at Shorelands can select from three-storey townhomes, priced from \$249,990, which range in size from 1,500 to 1,700 square feet. Other highly desirable plans include stacked townhomes, which offer studio and two-storey designs as well as two-storey-with-loft layouts. These range in size from 540

to 1,200 square feet and start at \$169,990.

Purchasers buying between now and May 15 will receive a special Earth Day Bonus with environmentally friendly products such as green household cleaners, energy-efficient light bulbs, a personalized insulated carry-all picnic bag and much more.

The Shorelands sales office was a grand space to host the event, recently winning both DRHBA

(Durham Region Home Builders' Association) as well as BILD's Sales Office of the Year for 2009.

For more information about Shorelands, visit the presentation centre located in the Whitby Shores Shopping Centre at the corner of Victoria Street West and Gordon Street. You can also visit [www.theshorelands.com](http://www.theshorelands.com) or call 1-877-540-2543.

— Courtesy of Liza Communities