

purchaserprofile:

the daniels corporation – firsthome erin mills



First-time buyer ecstatic with her Daniels FirstHome Erin Mills townhome

FirstHome Erin Mills

location: Erin Mills

housing type: townhomes

starting price: from \$148,900

call: 905-608-8140

web: www.danielshomes.ca

In February, Karen-Anne Thomson threw a housewarming party in her brand-new townhome at Daniels FirstHome Erin Mills Phase 1. Some of the guests were friends she made while she camped out for three days in July of 2006, to make her purchase. In a letter she wrote to Daniels President Mitchell Cohen in November, she described the experience as one of the best in her life, and wrote that a sense of community started to take shape as these homeowner hopefuls waited in line. "I met so many wonderful people who, like myself, were pursuing the dream of first-time, affordable homeownership in a well-established community."

This spring, The Daniels Corporation will introduce Daniels FirstHome Erin Mills Phase 2, which is expected to make an even bigger splash with first-time buyers than the phenomenally successful first phase. Prices for the 153 well-appointed walk-up condominium townhomes will begin from an incredible \$148,900. Karen-Anne's advice for anyone thinking about purchasing here is, "Get there early and get in line as soon as you can. I went on the Wednesday Preview of the Saturday sales week, and there were already 118 other people who had chosen to start an unofficial line-up. Focus on what you want and act on your dream."

Karen-Anne was the 100th purchaser at the Phase 1 community, which sold out in just one day. She moved into her townhome in December 2006, and says she is delighted to have taken this important step in her life. "Previously, I lived with my parents, and I'd thought for quite a while



thing for everyone.” She is having fun decorating her digs. “I call my decorating style ‘country meets classic modern.’ My main floor is more modern with new beige and brown furniture and red accents. Upstairs, things switch to country with my old-fashioned pine bedroom set. All my guests think my place looks fabulous.”

Karen-Anne’s parents live only 10 minutes from Daniels FirstHome Erin Mills, so she drove by the new site every week and

about buying my own home. I really wanted it to be a new one, and there is little opportunity in this area for single professionals to buy something affordable. Owning a townhome here is a phenomenal investment.”

Daniels’ reputation had a lot to do with her decision. “I had toured Daniels’ Streetsville and Picket Fences models, and I liked what I saw. Plus, I have friends who are Daniels homeowners and love where they live.”

She was also impressed that all the townhomes are constructed to the new ENERGY STAR Performance Standard as a standard feature – and the townhomes in Phase 2 will include this, too. “The ENERGY STAR component was important to me,” says Karen-Anne. “It made a difference with the 10 per cent rebate off the CMHC mortgage insurance premium. Plus, I save on monthly energy costs. Canada’s slowly going Green, and it’s a healthier mindset. The ENERGY STAR rating is great for resale.”

In 2006 at FirstHome Erin Mills Phase 1, Daniels built 159 ENERGY STAR townhomes – representing one of the first and the largest communities in Canada to offer the ENERGY STAR rating as a standard feature in every entry-level home. In January, The Daniels Corporation was named ENERGY STAR Builder of the Year by EnerQuality Corp. for exemplifying the commitment to building energy-efficient homes.

Design was another important element in Karen-Anne’s decision. “When I attended the first preview, there were seven different designs and seven different colour palettes were available to choose from – some-

watched as the servicing went in and the homes started to rise. “I wasn’t interested in high-rise living, so this community is perfect. The Erin Mills Town Centre is across the street, and Hwy. 403 is close by.”

There is already tremendous interest in the second phase of this community at Winston Churchill Boulevard and Eglinton Avenue. The one-, two- and three-bedroom layouts will feature all the great standards purchasers enjoyed in Phase 1, plus upgraded cabinetry, a ceramic tile backsplash and mirrored closet sliders.

And just as in Phase 1, the townhomes are being constructed before being offered for sale, so first-time buyers can walk through the completed models, see firsthand how the different layouts work, and choose the one that’s right for them. Pre-building the townhomes also allows buyers to move in more quickly, and eliminates any doubt about whether their home will be ready on time!

Construction at Daniels’ FirstHome Erin Mills Phase 2 is well underway, and Karen-Anne says she can see the community starting to take shape. She sums up her own first-time home buying-experience by saying that, “Daniels has been, and will be, with me every step of the way.”

To register for Daniels FirstHome Erin Mills Phase 2, call 905-608-8140 or visit www.danielshomes.ca.

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