

Daniels

FirstHome™ HERALD



INTRODUCING

DANIELS FIRSTHOME™ ERIN MILLS PHASE TWO

There's an unbelievable homeownership opportunity coming to Erin Mills! This spring, The Daniels Corporation will introduce Daniels FirstHome™ Erin Mills Phase Two, which is expected to make an even bigger splash with first-time buyers than our phenomenally successful Phase One. **Prices for the 153 well-appointed walk-up condominium townhomes in Phase Two will begin from an incredible \$148,900. This will be the most affordable, well-built community in today's market** – a sound investment for first-timers looking for an absolutely unbeatable value in this coveted area.

There is already a great deal of 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 One, PLUS upgraded cabinetry, and ceramic tile or mirrored backsplash. **The new ENERGY STAR® Performance Criteria will also be a standard feature.** This will save on energy costs, and make it possible for qualified purchasers to arrange a 35-year mortgage amortization and receive a 10% mortgage insurance premium rebate through CMHC.

This spring, we will have our Preview Event at Daniels FirstHome™ Erin Mills Phase Two, where registrants will be able to walk through a model of each home design and learn more about the exclusive offerings available.

CONSTRUCTION IS IN FULL SWING



Phase Two Under Construction

One of the many ways we provide astounding affordability at our Daniels FirstHome™ Communities is by building the homes before they are offered for sale. This provides new homebuyers the opportunity to walk through the completed townhomes, and to move within 30, 60, and 90 days. And when it's your first home, that's an exciting proposition.

Daniels FirstHome™ Erin Mills Phase Two is well underway, and the community is starting to take shape. Currently, our construction team is installing drywall and finishes in the townhomes, and they will continue to work hard in order to have this community ready for our spring release. The vision is becoming a reality!

PHASE ONE AN UNPRECEDENTED SELLOUT IN ERIN MILLS

We knew there was a pent-up demand in Erin Mills for new housing priced within the reach of first-time buyers, and last July that fact was evident when Daniels FirstHome™ Erin Mills Phase One sold out in just one day – an unprecedented success in the new home marketplace! We had a tremendous turnout at our Preview Event, and hundreds of eager prospects lined up in the hopes of being among the lucky purchasers who would call this community home.



Don Pugh of Daniels with the first purchasers in line at Phase One.

Buyers realized that this community offered something that is increasingly difficult to find in today's market – affordable homeownership opportunities for first-time buyers. A convenient location, quality finishes, unbeatable price points, Daniels' design and construction quality, the ENERGY STAR® Performance Criteria and Daniels' exclusive "Live Free" deposit structure proved irresistible to the homeowners who bought the 159 condominium townhomes. The demand for this type of housing is still strong in Erin Mills, and interest in Phase Two is already surpassing that of Phase One!

Phase One Preview allowed purchasers to walk through each design before they bought.



A SURPRISING CAMPING ADVENTURE

In July 2006, Karen-Anne Thomson camped out for three days in Erin Mills and had what she refers to as, "...one of the best experiences of my life." Yes – Erin Mills, where the site of the now-sold-out Daniels FirstHome™ Erin Mills Phase One was transformed into a makeshift campground for potential first-time homebuyers.

At first, Karen-Anne was leery of the Daniels' buying process, and wrote to President Mitchell Cohen in April to question the methodology behind having to line up to purchase a home. Once the reasons were explained to her, she decided to give it a try. Karen-Anne wrote to Mitchell again in November to say, "I would like to share with you what an incredible experience it has been, and continues to be."

Thinking she'd get a head start on the crowd, she showed up on the Wednesday before the Saturday sale day and found many already waiting in line. During the three-day campout, she made friends and "felt a sense of community starting to take shape. I met so many wonderful people who, like myself, were pursuing the dream of first-time, affordable homeownership in a well-established community." She was also impressed that Daniels "went above and beyond its call of duty" to make sure that everyone in line was safe and comfortable.

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Karen-Anne officially became the 100th purchaser at Daniels FirstHome™ Erin Mills Phase One. She moved into her new townhome in December and says that "Daniels has been, and will be, with me every step of the way," and thanks Daniels for "the great people that I have met along the way which led to friendships that are sure to continue."

ENERGY STAR® MADE EVERYONE A WINNER



In January, The Daniels Corporation was honoured to be named ENERGY STAR® Builder of the Year in 2006 by EnerQuality Corp. This award is presented to the builder who exemplifies a commitment to building energy-efficient homes, and is based on the number of ENERGY STAR® qualified homes completed. In 2006 at FirstHome™ Erin Mills Phase One, Daniels built 159 homes that qualified – representing the first and largest community in Canada to offer the ENERGY STAR® rating as a standard feature in every home.

The ENERGY STAR® program was developed to help address Canada's energy crisis through the reduction of energy consumption and greenhouse emissions. Qualifying homes, which are verified by third-party assessment, are approximately 40 per cent more energy efficient than those built to the Ontario Building Code standards.

The ENERGY STAR® rating makes it possible for qualified buyers to arrange a 35-year mortgage amortization and receive a mortgage loan insurance rebate through CMHC. The continuation of this Performance Standard at the 96 walk-up condominium townhomes at the FirstHome™ community in Markham continues Daniels' dedication to the environment and its homeowners. It also supports the government's commitment to the same goal.

AT TOP: Joe Sciberras, Site Superintendent, Daniels FirstHome™ Markham; Greg Haupt, Manager of Field Operations, Low Rise; Rob Gollanek, Contracts Manager, Low Rise; Anthony Tersigni, Estimator, Low Rise; Sam Saleh, Site Superintendent, Daniels FirstHome™ Erin Mills; and Peter Love, Chief Energy Conservation Officer of Ontario.



DID YOU KNOW?

NEW ENERGY STAR® QUALIFIED HOMES

- ARE 40% MORE ENERGY EFFICIENT
- REDUCE GREENHOUSE GAS EMISSIONS
- OFFER HEALTHIER INDOOR LIVING ENVIRONMENTS &
- RESULT IN ENERGY COST SAVINGS.

Daniels
love where you live™

DANIELS ... LEADING THE INDUSTRY

For more than 20 years, the Daniels name has stood for excellence – and it shows in every community we have built. These include quality homes designed for first-time purchasers and renters, high-rise condominium suites from entry-level to penthouses, neighbourhoods of semi-detached and detached homes for growing families, exclusive estate properties, and adult lifestyle home collections. We offer distinctive architectural details such as the Art Deco rooflines at NY Towers and the signature rooflines of The Capital Condominiums in Mississauga's City Centre (which received Mississauga's Urban Design Award of Excellence).



WAVE Lakeshore West, Etobicoke



The Capital Condominiums,
Mississauga



Picket Fences II, Erin Mills - Coming This Summer

Our "People First" philosophy is upheld by our dedicated Customer Care Department, and a gratifying 35% of our sales come from repeat and referral business.

To help people realize the dream of homeownership, we offer quality homes for affordable prices through groundbreaking financial incentives at our Daniels FirstHome™ Communities. And in 2006, we were selected by the Toronto Community Housing Corporation as the developer for the first phase of the Regent Park Revitalization, in the downtown Toronto east neighbourhood.

Providing front-line assistance to those less fortunate is also part of our philosophy. Last year, we donated land in south Etobicoke to Habitat for Humanity Toronto to build 10 townhomes (the single-largest land donation by a private company in Canadian Habitat history). When you buy or rent a Daniels home, you help us lend a hand to Second Harvest in the fight against hunger, Habitat for Humanity Toronto in the pursuit of decent housing for low-income families, and Eva's Initiatives in the struggle to eliminate homelessness. Daniels also supports Mississauga's Foodpath food bank, which collects and distributes food and household goods to over 5,500 Mississauga residents each month.

Our roots go deep in Mississauga, where we continue to play a role in the development of Erin Mills, including our upcoming Picket Fences II community.

**YOU WILL 'LOVE
WHERE YOU LIVE'
IN A DANIELS HOME.**

FOR FIRSTHOME™ INFORMATION:

In Erin Mills, call 905-608-8140 or visit
www.danielshomes.ca

In Etobicoke, call 416-201-0979 or visit
www.wavelakeshorewest.com

For more information on other
Daniels Communities across the
GTA visit www.danielshomes.ca

Daniels
love where you live™