

Daniels

FirstHome™ HERALD

Continuing to help make the dream of homeownership a reality



WHAT IS A DANIELS FIRSTHOME™ COMMUNITY?



It's a pathway to the dream of homeownership. We remove roadblocks to that destination by offering well-designed, quality-constructed homes in great locations – at prices that truly enable first-time buyers to own a home.

We work with financial institutions to make qualifying for a mortgage easier, and we develop innovative programs that make the deposit structure achievable. We also keep carrying costs affordable through special lifestyle incentives. And by building the homes before offering them for sale, we provide you the opportunity to walk through the homes rather than buying from floorplans, and enable you to move in quickly. Each initiative helps to pave the way toward owning your new home.

We have already built five of these communities, and every one has presented us with unique opportunities to deliver on that goal. We've been working hard and have lots of exciting news to share with you about our upcoming communities, so hold on to your dream and we'll see you soon at FirstHome™ Eglinton West!

Don Pugh
Daniels' Vice President



INTRODUCING FIRSTHOME™ EGLINTON WEST FROM JUST \$165,900

In early 2009, we will open the doors to Daniels FirstHome™ Eglinton West, located on the northeast corner of Eglinton Avenue and Oscar Peterson Boulevard, in Erin Mills.

This limited collection of 165 fully-built, walk-up condominium townhomes will be priced from an incredible \$165,900 and situated just minutes from shops, restaurants, parks, schools and Highways 403 and 407.

Like our previous FirstHome™ communities, Eglinton West will be built before being offered for sale, which means you will be able to **walk through the one, two and three bedroom home designs and see for yourself which layout best suits your lifestyle needs.** Plus, by building the homes first, you will be able to move in shortly after you buy.

But wait there's more! At Eglinton West, we will be working closely with our financial institutions to **offer innovative programs that will help make the deposit structure achievable and qualifying for a mortgage easier.** Helping to bring your goal of homeownership even closer.

Construction is well underway, and according to Greg Haupt, our Field Operations Manager, "The roads are in and paved with a base coat, all of the townhome foundations have been poured, the framing is complete and we have already started to install the roofs. Overall, everything is going very well."

The day is drawing near for you to realize your dream of homeownership at our newest FirstHome™ Community.

If you haven't already done so, be sure to call 905-821-6848 or visit danielsfirsthome.ca to register for Daniels FirstHome™ Eglinton West.



Construction is progressing at Daniels FirstHome™ Eglinton West

DANIELS MAKES FIRSTHOME™ HISTORY

**HUNDREDS OF
PEOPLE HAVE
REALIZED THE
DREAM OF
HOMEOWNERSHIP...
AND YOU CAN TOO!**



BUYERS LINE-UP TO TOUR THE FULLY-BUILT COMMUNITY BEFORE BUYING

SPRING 2004
FirstHome™
Heritage Hills, Erin Mills



THIRD IN LINE, ALL SMILES, NOW THAT THEY OWN THEIR OWN FIRSTHOME™

SUMMER 2006
FirstHome™ Erin Mills
Phase I

FALL 2006
FirstHome™ WAVE
Lakeshore West, Toronto



HUNDREDS OF PEOPLE SHOW UP TO BUY AT FIRSTHOME™ ERIN MILLS

FALL 2006
FirstHome™ Markham



WITH KEY IN HAND, A HAPPY PURCHASER TOURS THROUGH HER NEW HOME IN MARKHAM

SPRING 2007
FirstHome™ Erin Mills
Phase II



PROUD NEW OWNERS BUY DURING OUR RECORD SELL-OUT AT FIRSTHOME™ ERIN MILLS

**DON'T MISS OUT ON YOUR CHANCE TO OWN AT FIRSTHOME™
REGISTER TODAY FOR MORE INFORMATION
ON OUR UPCOMING COMMUNITIES**

www.danielsfirsthome.ca

HAPPY, HOME-PROUD DANIELS FIRSTHOME™ RESIDENTS



PEDRO GARCIA SANCHEZ
PROUD HOMEOWNER AT FIRSTHOME™ ERIN MILLS

For Pedro, who came to Canada in 2004, buying a townhome at Daniels FirstHome™ Erin Mills is the realization of a dream. "We lined up for nearly nine days to purchase the townhome," he says, "but it was worth it. We now own our own home, which is beautiful. The townhomes are very well located, especially for us. We don't have a car, and everything is within walking distance. We are grateful that Daniels offered this opportunity for first-time buyers." Pedro adds "me and my wife, Ivonnia, are extremely happy in our new Daniels home. Our dream of homeownership is now our reality. I feel very happy about everything."



JAMIE HARKINS AND JEFFERY COOK
PROUD WAVE-LAKESHORE WEST HOMEOWNERS

Jamie and Jeffery had always dreamed of purchasing a new home, but after University they didn't make saving for a downpayment a priority. Just when they had given up hope and thought they would be renting forever, Jamie found out about WAVE Lakeshore West with Daniels' Innovative Downpayment Program. They immediately jumped at the chance to turn their homeownership dream into a reality. "Now we're paying less than we did as renters," she says, "and we love our new home. Daniels' quality is excellent and the entire buying experience was great. I felt so confident about moving in that I joined the condominium Board of Directors and when we're ready to move up, our next home will be from Daniels too."

Visit our website to read more about happy Daniels FirstHome™ purchasers.

DID YOU KNOW...

With a combined household income of just **\$34,300***, you may qualify to buy a **\$165,900** home at FirstHome™ Eglinton West this coming spring!

Once again, we will offer brand new walk-up townhomes in this sought-after, established Erin Mills neighbourhood. This opportunity for anyone looking to make the dream of homeownership a reality is just too good to pass up. Register now to learn more about this exciting community!

*Based on a purchase price of \$165,900 with 20% down, a 3-year term, a 35-year amortization and a 32% GDS. Mortgage amounts, taxes and income required are approximations for pre-qualification purposes only.

REGISTER TODAY FOR DANIELS FIRSTHOME™ COMMUNITIES ACROSS THE GTA

Daniels
FirstHome
BRAMPTON



DANIELS FIRSTHOME™ BRAMPTON

Daniels FirstHome™ is coming to Brampton! Soon Daniels will introduce FirstHome™ Brampton on Bramalea Road, just north of Sandalwood Parkway. This limited collection of 150 fully-built, walk-up condominium townhomes will feature one, two and three bedroom designs. Discover the dream of homeownership today.

Daniels
FirstHome
AURORA



DANIELS FIRSTHOME™ AURORA

Taking our FirstHome™ concept north, we will soon offer a neighbourhood of fully-built condominium and freehold townhomes located at Bayview Avenue and St. Johns Sideroad in Aurora. Imagine owning in this prime area starting from the \$180,000s.

REGISTER TODAY

SURF'S UP!

Be sure to check out our brand new website dedicated to Daniels FirstHome™ communities. You'll find absolutely everything you need to know about buying a FirstHome™ - snapshots of our past communities, stories from happy homeowners, a video that takes you through the process of buying, plus the opportunity to register for communities that are coming soon. It's all FirstHome™, all the time at:

www.danielsfirsthome.ca





REGENT PARK SCHOOL OF MUSIC CHILDREN'S CHOIR RECORDING "MY PIECE OF THE CITY" WITH JACKIE RICHARDSON

DANIELS COMMUNITIES ACROSS THE GTA

Classical Reflections Towns & Detached, Erin Mills

www.danielshomes.ca

UNDER CONSTRUCTION

Chicago Condominiums, Mississauga

www.chicagocondos.ca

UNDER CONSTRUCTION

Merci Le Condominium, Toronto

www.mericcondos.ca

UNDER CONSTRUCTION

The Bayview-Terraced Condominium Residences,

Toronto www.thebayview.ca

UNDER CONSTRUCTION

The Bungalows of Kilgour Estate, Toronto

www.kilgourestate.com

UNDER CONSTRUCTION

Festival Tower-Condominiums atop Bell Lightbox at
King & John, Toronto

www.festivaltower.com

UNDER CONSTRUCTION

Kilgour Estate - Terraced Condominium Residences

www.kilgourestate.com

REGISTERED

One Eleven Forsythe, Oakville

www.oneelevenforsythe.com

Daniels Gateway Rental Communities

www.danielsgateway.com

NEW COMMUNITIES COMING SOON

OneCole Condominiums, at Dundas & Parliament,

Toronto 416-955-0559 or www.onecole.ca

The Highlands, Executive Town Manors overlooking

St. Andrews Valley Golf Course, Newmarket

905-853-4443 or www.danielshighlands.com

At The Daniels Corporation, we take our motto "Love Where You Live" to heart. For more than 20 years, we have been putting people first – in our communities, and in the greater community. Our corporate philosophy embraces generosity toward numerous charities and non-profit organizations that provide the basic necessities of life to those in need through front-line assistance programs.

Daniels was selected to partner with Toronto Community Housing for the revitalization of the Regent Park Community in Toronto's downtown east, where we are currently building OneCole Condominiums. As a fundraising effort to benefit the Regent Park School of Music (RPSM), which empowers inner-city youth through music, we commissioned and produced a song called "My Piece of the City." Written by Daniels' President Mitchell Cohen, the song features Canada's first lady of jazz, Jackie Richardson on vocals, Joe Sealy on piano, and the RPSM Children's Choir. Download the recording for the exchange of a donation at www.regentparkschoolofmusic.org/music.html.

Daniels

love where you live™