

Daniels pursues first-time buyers

July 2, 2010

On Wednesday, July 7 and Thursday, July 8, The Daniels Corporation is coming to Brampton with a preview sales event for its latest FirstHome Community, designed to make homeownership affordable for first-time homebuyers.

Hot on the heels of the successful FirstHome Destination Drive in Erin Mills, which went on sale this past spring and sold out in hours, Daniels will introduce their eighth FirstHome Community in Brampton. Sales will begin at 8 a.m. on Saturday, July 10 on a first-come, first-served basis.

The community is nearing completion and the finishing touches are being made to the landscaping. This limited collection of 150 fully built one- and two-storey condominium townhomes with one-, two-, or three bedrooms are priced from \$159,900.

"Buyers can tour a model of every home design and see, touch and feel for themselves which layout best suits their lifestyle needs," says Daniels vice-president Don Pugh. "Plus, homebuyers can move in as early as 30, 60 or 90 days."

With the understanding that purchasing a new home can be a big decision, Daniels works hard to come up with special initiatives that help to ensure that homebuyers feel comfortable and confident, developing special lifestyle incentives that help keep monthly carrying costs low, and by working with financial institutions to make qualifying for a mortgage more accessible.

For more information, visit www.danielsfirsthome.ca.