

July 12, 2010

Daniels' newest FirstHome community in Brampton

On Wednesday, July 7th and Thursday, July 8th, The Daniels Corporation is coming to Brampton with the much-anticipated Preview Sales Event for their newest FirstHome Community, designed to make homeownership easy and affordable for today's first-time homebuyers. Hot on the heels of the tremendously successful FirstHome Destination Drive in Erin Mills, which went on sale this past spring and sold out in just hours, Daniels will introduce their eighth FirstHome Community -- FirstHome Brampton.

Sales will begin at 8 a.m. sharp on Saturday, July 10th on a first-come, first-served basis. This exciting new community will offer first-time buyers quality-built homes in a desirable location at incredible prices! And judging by the overwhelming response received to date, it is expected to sell quickly.

The community is nearing completion and that the finishing touches are currently being made to the landscaping. Located off of Bramalea Road, just north of Sandalwood Parkway, this exciting new community will offer a limited collection of 150 fully built one- and two-storey condominium townhomes priced from an incredible \$159,900! Plus, buyers will benefit from Daniels' innovative "build-it-first" concept, which is new to Brampton.

"By building these value-packed homes before we offer them for sale, purchasers 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 in as few as 30, 60 or 90 days. This is a wonderful perk for first-time buyers who are excited about their new homes and can't wait to make their move."

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. At FirstHome Communities, this is achieved through a number of initiatives including: offering innovative programs that result in a more achievable deposit structure, 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 example, at FirstHome Brampton, Daniels will offer their Gradual Deposit Payment Plan which helps make paying the 5% deposit easy and more affordable. Purchasers will pay just \$2,500 with the Agreement of Purchase and Sale, another \$2,500 within 10 days of their purchase, and then \$1,000 every month until they reach 5% of the purchase price. It's that easy!

Daniels is also paving the way to affordable homeownership with their unique Live Free Program, available exclusively at FirstHome Brampton. This innovative program waives the interim occupancy fee until the condominium is registered. This means that purchasers can move into their new home and pay only the deposit payments each month until they reach 5% down.