



PHOTO COURTESY QUALEX-LANDMARK

# Park Point

## sales quick off the mark

Just months after it was launched, the Park Point condo project from Qualex-Landmark realized \$40 million worth of unit sales.

**Myke Thomas**  
CALGARY SUN

“In just over four months, we sold more than a third of the tower, which is a fantastic achievement considering the downturn in the local economy this year,” says Mohammed Esfahani, president of Qualex-Landmark.

“We are confident that well-located sites, thoughtfully planned homes in established amenity-rich communities are going to continue to attract homebuyers, due to the increasing popularity of carefree urban living.”

Park Point will rise on the northwest corner of 12 Ave. and 2 St. S.W. as a 34-storey, mixed-use residential tower with 289 homes and is consistent with the vision Qualex-Landmark has for Calgary.

“We have strong faith in the Calgary real estate market and have a long-term vision for our future in the city. We have no intention of slowing down. Sales have been steady since our launch and we expect that to continue,” says Esfahani.

“Park Point is one of the most elegant and innovative real estate opportunities in the city.

“With its location in the heart of Calgary’s Beltline community, every conceivable service and amenity is on your doorstep and its price point caters to a range of homebuyers.”

Prices start at \$250,000. For more information, visit [www.qualex.ca/parkpoint/](http://www.qualex.ca/parkpoint/)