

AROUND TOWN

By Pepper Rodriguez

As Seen in
Condo Living
Magazine

condoliving
MODERN URBAN LIVING IN CALGARY



PARK POINT SELLS 10 HOMES IN A MONTH DESPITE SLOW ECONOMY

While Calgary's real estate market remains sluggish, one company is still seeing success. Qualex-Landmark™, developers of the Beltline condo project PARK POINT, is celebrating its recent sales success with 10 homes sold in four weeks at its newest 34-storey residential tower.

These numbers indicate positive real estate activity in Calgary's residential condo sector, and suggest that PARK POINT is well positioned to cater to the needs of today's buyer.

"We're pleased to see the market respond to our first-class residential offering in the heart of the Beltline," says Mohammed Esfahani, president of Qualex-Landmark™. "Our buyers appreciate Park Point's fantastic centralized location, outstanding indoor and outdoor amenities, upscale interior finishes, and well-planned layouts, backed by a developer with a solid track record and reputation."

Contributing to the vibrancy of Calgary's Beltline, the uniquely designed high-rise tower offers an active and carefree lifestyle within the rapidly evolving City Centre. Located across from Central Memorial Park on 12th Avenue and 2nd Street S.W. in a diverse urban community, residents will enjoy views of the revitalized historic park, the Rocky Mountains, and the striking downtown skyline. Buyers can choose between one, two and three bedroom condos, street-level live-work townhomes and penthouses. Prices for one-bedroom condos start from the \$250,000s.



HOUSING STARTS FALL IN MARCH

Housing starts in the Calgary Census Metropolitan Area (CMA) markedly fell in March, as the market continues to reel from the effects of a slumping economy.

In March, actual single-family home construction starts fell 47 per cent to 217 units compared to 411 a year ago; while all other housing types including condos and townhomes, suffered an 84 per cent decrease to 194 units actually started compared to 1,228 in March 2015.

"Total housing starts trended lower in March as the pace in single-detached and multiple construction declined compared to the previous month," says Richard Cho, CMHC Principal Market Analyst for Calgary. "Total new home inventories have increased this year while the number of units under construction have been elevated, contributing to the decline in new home starts." CL

A Magazine in support of Wellspring Calgary

LivingWell

Living Well is a magazine in support of Wellspring Calgary.

Through your advertising you can support all those diagnosed with cancer and their families and caregivers.

Wellspring Calgary brings countless life-altering moments and events for the people who receive the diagnosis and for those who love them. It exists to inform, support, and empower those diagnosed, families and caregivers by helping them to address the fear, isolation, disruption and practical problems which cancer can bring to their lives. All of the programs, services and resources are offered free of charge and without referral.



The event this year is: **2016 Tour Du Cancervive**, A five-day ride (September 7-11) which starts and ends in Calgary. Riders will ride for 100 to 160 kilometres each day, but only ride as much as they want. There is no obligation to complete the entire distance. Total distance will be around 600 kilometres. Stops will be made in High River, Pincher Creek, Lethbridge and Brooks. Last day will be a shorter ride (mostly on the bike path) from Chestermere to Wellspring Calgary's Carma House.

Living Well is inserted in 25,000 copies of NEW HOME LIVING magazine in Calgary, reaching more than 50,000 engaged readers. 1,000 copies will also be distributed to various cancer support agencies and handed out by the riders at stops along their journey.

Ad booking:
Tuesday, August 2

Ad material:
Monday, August 8

September issue Distribution
Thursday, August 25

IN SUPPORT OF



**wellspring
Calgary**

A Lifeline to Cancer Support

To take part in this journey call 403.532.3101 or email advertising@sourcemediagroup.ca