

EST MMXIV

V. 2021

**C V R E**

CONDOVILLE REAL ESTATE

**DEVELOPMENT**

Dynamic Pricing Strategy  
Sales Strategy  
Floor Plan Consultation  
Equity Raise  
Grant Application  
Municipality Services  
Project Analysis  
Pro Forma & Budgeting

**DESIGN**

Naming  
Branding + Visual Identity  
Signage + Wayfinding  
Brochure Design  
Advertising  
Web + Digital Design  
Integrated Campaigns  
3D Renderings

**CLIENT SERVICES**

Dynamic Pricing Strategy  
Sales Strategy  
Administrative Support  
Lead Intake  
Client Care  
Agreement of Purchase &  
Sale Preparation  
Event Planning  
CRM Management  
Reports & Sales Analytics

**DIGITAL**

Web Development  
Digital Marketing Strategy  
Display Ad, PPC + Google  
Ads Campaigns  
Search Engine Optimization  
(SEO)  
Analytics + Reports  
Email Marketing  
Content Marketing

**BRAND MANAGEMENT**

Project Management  
In-depth Research +  
Competitive Audits  
Strategy + Positioning  
Budgeting + Reporting

*IN AN INDUSTRY  
FULL OF GIANTS,*

**WE STAND TALL.**



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DEVELOPMENT SERVICES  
BY THE NUMBERS

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BY THE NUMBERS

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CASE STUDIES

## LOCATIONS

*Strategically located throughout the GTA for your ease & convenience. Appointments available at all locations.*

CONDOVILLE REALTY INC.

**BROKERAGE  
SERVICES**

4550 Hwy 7  
Suite 135

Vaughan, Ontario  
L4L 4Y7

CONDOVILLE INC. (HQ)

**REAL ESTATE  
DEVELOPMENT**

5000 Yonge Street  
Suite 1901

Toronto, Ontario  
M2N 7E9

CONDOVILLE INC. (WEST)

**NEW HOMES &  
CONDOS GALLERY**

341 Parkhurst Sq  
Unit 5

Brampton, Ontario  
L6T 5H5



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# WELCOME TO CONDOVILLE

C V R E



## MISSION

*We stand to protect our client's endeavours while simultaneously improving the well-being of our current communities for future generations.*

C L I E N T E L E

Condoville strives to maximize financial return and build a lasting legacy for our clients.

C O M M U N I T Y

Condoville supports the ongoing revitalization by encouraging improvements of the town core.



OUR VALUES

L O C A L  
R E S I D E N T S

Condoville aspires to protect the integrity of local residents, businesses, and town charm.

F U T U R E  
G E N E R A T I O N S

Condoville reimagines and develops existing sites to offer housing to future generations.



# COMPANY

Condoville continues its evolution in the real estate industry by forming strategic partnerships with land owners, developers and builders. Clients can take comfort in CVRE's experience and wealth of contacts to offer services ranging from initial capital raises, to bid & tender process for preliminary design to assisting with marketing and selling the site. CVRE effectively streamlines tasks throughout the development's life to become an extension of the client's operations.



# DEVELOPMENT SERVICES

*CVRE offers services to maximize project potential. Work with our team of experienced specialists to plan your next project. With over 25 years of collective new development experience, Condoville associates offer consulting services specific to land owners and developers.*

## I.

### PROJECT ANALYSIS

Clients gain access to a team of professionals that are actively involved in ensuring all communication by other parties is accurate, informative, and documented. Also CVRE offers contract management tasks that include contract creation, execution, analysis of terms and conditions, etc. Moreover, CVRE advises clients during negotiations and 'bid and tender' opportunities to maximize position and minimize exposure.

## II.

### MUNICIPALITY SERVICES

With extensive knowledge and understanding of planning policies, regulations, technical and financial realities of the land development process, CVRE explores and creates beneficial solutions that minimizes project timelines and costs. Alongside professional engineering and architectural consultants, our team to maximize development potential and navigate the complicated and uncertain development process.

## III.

### APPLICATION & GRANTS

CVRE professionals have the experience and knowledge to assist clients with obtaining Government Community Improvement Grants and Development Rebates. In conformity with the Community Improvement Plan, CVRE will assist with the preparation and processing of related applications to successfully receive government grants or loans.

## IV.

### EQUITY RAISE

Condoville associates understands the unique challenges associated with arranging capital solutions for the early stages of real estate development. Our team works diligently in collaboration with our network to raise private capital for concept design, zoning, marketing and construction. CVRE secures tailored capital alternatives that mutually benefit our clients and investors to ensure the project's success.



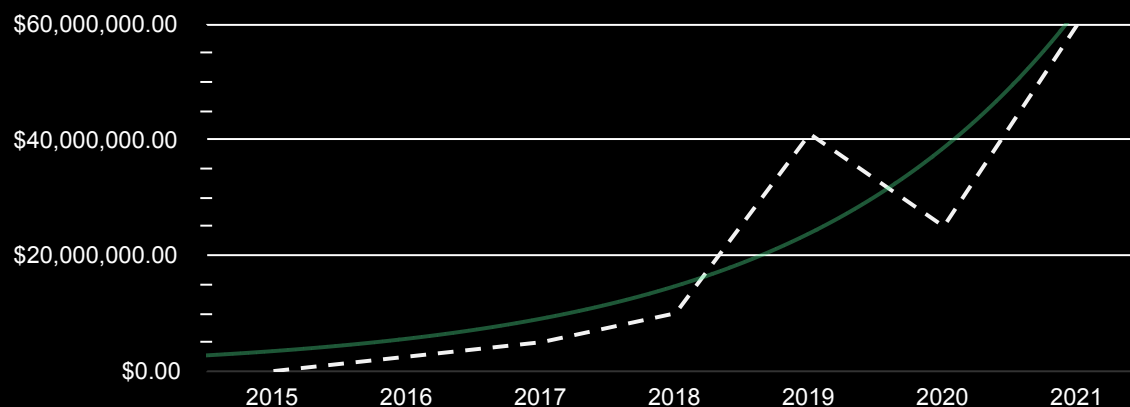


REVENUE  
**\$40m+**  
2019 - 2020

**20+**  
PROJECTS  
WORKED ON

**\$150m+**  
DEVELOPMENT  
PIPELINE

SALES REVENUE



*Year over year, Condoville Real Estate continues to grow at a tremendous pace. Despite a dip in sales from 2019 to 2020 due to the COVID-19 Pandemic, CVRE utilized technology to continue business as usual and minimize potential loss. With 5 developments in the pipeline, CVRE forecasts continued growth for years to come.*

BY THE NUMBERS

# MARKETING SERVICES

*CVRE's monitors new and existing development sites across the country to generate market analytics. By understanding the current and future competition, CVRE assesses the marketplace dynamics to guide the strategy, design and implementation of the development.*

## I.

### MARKET STRATEGY

CVRE understands people. With specialized knowledge of market trends and consumer behaviour, Developers can feel confident their building will be in high demand. Marketing Services will work closely with our Developers to create a marketing strategy that is designed for the development's target marketing.

## II.

### MARKET DESIGN

Creating a design that allows others to gravitate and feel the value of a brand is a concept we deem immeasurable. Focused on providing depth, purpose and direction you can feel confident knowing that our branding & design team determine the most effective way to do just that. CVRE will encompass everything from floor plans, logo design, implementation of a full-service website and social media, digital and print newsletter and brochures.

## III.

### MARKET IMPLEMENTATION

CVRE effectively utilizes all channels of communication to build a strong relationship between brands and people to achieve optimal results. Condoville offers alternative promotional strategies and event launches that focus on the Development's target market. Throughout our design implementation, CVRE will continuously monitor performance metrics and adapt the strategy to eliminate performance gaps.



# FROM CONCEPT TO DESIGN

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## DESIGN

Naming  
Branding + Visual Identity  
Signage + Wayfinding  
Brochure Design  
Advertising  
Web + Digital Design  
Integrated Campaigns  
3D Renderings

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## BRAND MANAGEMENT

Project Management  
In-depth Research +  
Competitive Audits  
Strategy + Positioning  
Budgeting + Reporting

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## DIGITAL

Web Development  
Digital Marketing Strategy  
Display Ad, PPC + Google  
Ads Campaigns  
Search Engine Optimization (SEO)  
Analytics + Reports  
Email Marketing  
Content Marketing



# FULL-SERVICE CREATIVE





# PORTFOLIO VINO CONDOS BRAND CONCEPT

## BROKERAGE SERVICES

*Condoville Realty is a real estate brokerage that specializes in exclusively selling pre-construction low-rise, mid-rise and high-rise sites in high growth areas across Canada. Collectively, Condoville has over 75 years of new construction sales management experience, which has created great working relationships with over 100 top producing Realtors that represent a vast range of cultural communities.*

### I.

#### SALES STRATEGY

CVRE designs sales strategies that are carefully selected for each individual project by utilizing our experience and network of professionals to deliver optimal results. Clients gain access to CVRE's internal database of qualified leads, multiple advertising channels, and Ontario's top producing Realtors. For every project we strive to develop a thorough, creative, and effective sales process to meet client objectives and exceed expectations.

### II.

#### ADMINISTRATIVE SUPPORT

Once CVRE is retained, all 'Agreement of Purchase and Sale' duties are streamlined to ensure a positive post-sale experience. Responsibilities include; liason between developer and lawyers, communication, occupancy and final closing, construction progress, lead intake, sales centre presence, and the drafting and executing of client documents with accuracy and precision.

### III.

#### CLIENT CARE

Our team understands the importance of client satisfaction and communication at all levels of a business. Whether it be the developer or purchaser, Condoville prides itself on making every interaction a positive experience with effective and timely communication throughout the entire process. To ensure a successful transaction, CVRE places an emphasis on expertise, efficiency and communication.



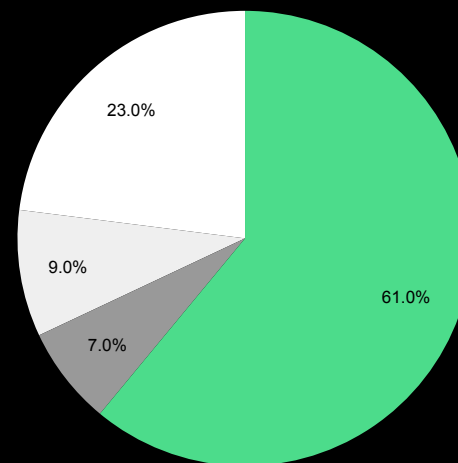
BY THE NUMBERS

UNITS SOLD  
**1,000+**  
2017 - 2020

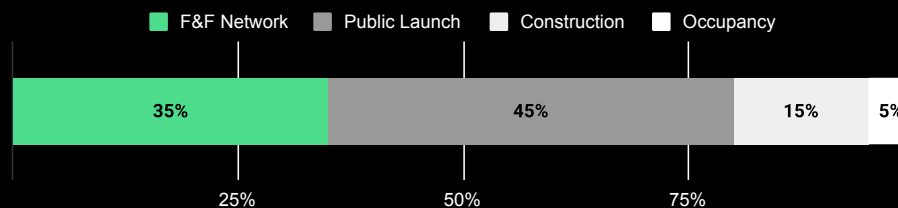
**75+**  
YEARS  
EXPERIENCE

**50k+**  
IMPRESSIONS  
ONLINE

- Online
- Print
- Radio
- MLS Listing



### SALES BREAKDOWN



*Condoville has been at the forefront of pre-construction sales for over a decade. This experience has provided a seamless turnover process from developer to consumer.*

# CASE STUDY

## I.

### BENCH CONDOS

*Total Sellout: \$13M | September 2019 | 32 Units*



#### EXECUTABLES

##### DEVELOPMENT

Adjust Pricing & Sales Strategy

##### DESIGN

Advertising

Integrated Campaigns

##### BRAND MANAGEMENT

Project Management

In-depth Research + Competitive Audits

Strategy + Positioning

Budgeting + Reporting

##### DIGITAL

Web Maintenance

Display Ad, PPC + Google Ads

Campaigns

Search Engine Optimization (SEO)

Analytics + Reports

Email Marketing

##### CLIENT SERVICES

Administrative Support

Lead Intake

Client Care

Agreement of Purchase &

Sale Preparation

Event Planning

CRM Management

Reports & Sales Analytics

Developer & Lawyer Liaison



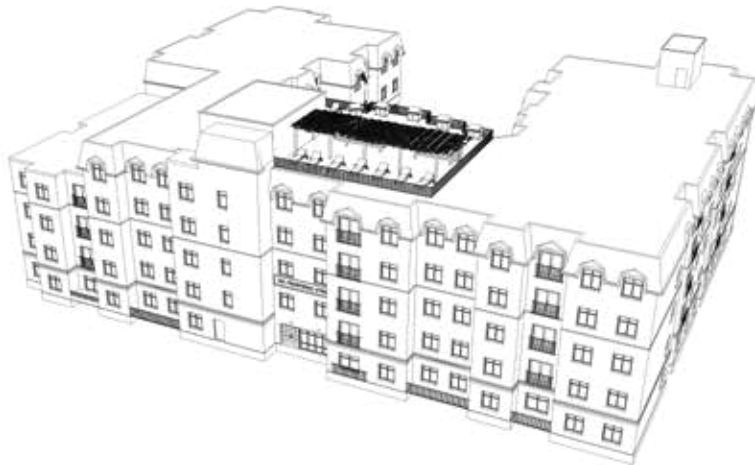


# CASE STUDY

## II.

### THE FRONTENAC CONDOS

*Total Sellout: \$40M | MAY 2019 | 99 Units*



#### EXECUTABLES

##### DEVELOPMENT

- Dynamic Pricing Strategy
- Sales Strategy

##### DESIGN

- Naming
- Branding + Visual Identity
- Signage + Wayfinding
- Brochure Design
- Advertising
- Web + Digital Design
- Integrated Campaigns
- 3D Renderings

##### BRAND MANAGEMENT

- Project Management
- In-depth Research + Competitive Audits
- Strategy + Positioning
- Budgeting + Reporting

##### DIGITAL

- Web Development
- Digital Marketing Strategy
- Display Ad, PPC + Google Ads Campaigns
- Search Engine Optimization (SEO)
- Analytics + Reports
- Email Marketing
- Content Marketing

##### CLIENT SERVICES

- Dynamic Pricing Strategy
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- Event Planning
- CRM Management
- Reports & Sales Analytics
- Developer & Lawyer Liaison

# CASE STUDY

## III.

### 6THIRTY PRIVATE RESIDENCES

*Total Sellout: \$14M | January 2018 | 31 Units*



#### EXECUTABLES

##### DEVELOPMENT

- Dynamic Pricing Strategy
- Sales Strategy

##### DESIGN

- Naming
- Branding + Visual Identity
- Signage + Wayfinding
- Brochure Design
- Advertising
- Web + Digital Design
- Integrated Campaigns
- 3D Renderings

##### BRAND MANAGEMENT

- Project Management
- In-depth Research + Competitive Audits
- Strategy + Positioning
- Budgeting + Reporting

##### DIGITAL

- Web Development
- Digital Marketing Strategy
- Display Ad, PPC + Google Ads Campaigns
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##### CLIENT SERVICES

- Dynamic Pricing Strategy
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# C V R E

Condoville Real Estate (CVRE) encompasses Condoville Realty Inc., Condoville Inc. Marketing & Condoville Developments. Our team of professionals serve Canadian real estate developers, builders & land owners in addition to consumers across the world.