

FAIRMONT'S NEWEST 50+ COMMUNITY; THE GRAND

ADVERTORIAL By: Kristina Wilkinson



the deck and a well-kept common area. A prestigious, breathe of fresh-air for mature home buyers in the Lethbridge area; offering maintenance free living year round. To-date eight purchasers have taken advantage of pre-construction pricing at Fairmont Grand. Trisha Eras, sales representative for Fairmont Landing and Fairmont Grand, says interest

in the community has been very high since construction has started. Eras commented that she expects to see more purchasers sign on as construction progresses and while the \$10,000 pre-construction pricing remains available. "Lethbridge has a demand for high quality adult living and being able to show client's the construction progress of their new home is essential in the sales process. We are developing The Grand in one of Lethbridge's most sought after neighbourhoods, the location is a great point of interest for clients. Surrounded by Fairmont Lake Park and Fairmont Garden Park, with well kept walking paths and a short distance to shopping centers; the location is very good, being on the south side." she said, adding "It's close to Mayor Magrath Drive, where a lot of the shopping is."

The development is also within walking distance of an assisted-living facility, which Eras commented on, saying, "Having the assisted-living facility so close is perfect for the mature community, who have older parents and family in the facility to live close by. That's important to people, therefore it's important to us." Current availability, floorplans, along with preliminary renderings are available online at www.fairmontgrand.com. The public is also welcome to view our current show home, located at 153 Fairmont Boulevard. Open Monday-Thursday, Saturday and Sunday, from 1-4 p.m. For any additional information or to set up a private viewing contact Trisha, 403-331-5042.

"[Fairmont Landing] was one of our fastest selling adult communities. The feedback from purchasers continues to be resounding positives and that's something we take pride in." said Kris Trail, Creative Director of Marketing & Advertising for NewRock; noting 98% of the units sold within a year.

Right now Fairmont Grand is still offering their pre-construction pricing for a limited time, which could save \$10,000. Construction officially started on the site in November, keeping the development on schedule with framing beginning this month and possession dates expected for this fall. The development will feature 38 units, differentiated by 11 spacious floor plans, ranging from 739 to 1,369 square feet. All plans offer open-concept living, spacious bedrooms and come complete with 6 appliances. Purchasers have the option to choose from six unique colour packages and various upgrade options. Every home includes NewRock's luxury standard features such as granite counter tops throughout, designer cabinets including maple, oak and alder wood and tile backsplash in both the kitchen and bathroom(s). Almost all plans feature a walk-in closet and full ensuite off of the master bedroom, and a few select plans even offer duel sinks in the master bedroom ensuite. Features such as in-suite laundry and ample closet space throughout these homes are just some examples of how well these floor plans have been designed. Each home will have one designated parking stall (with underground parking for almost all units), a gas line hook-up for a BBQ on

Lethbridge residents in search of the luxury of quiet adult living will soon have a new community to call home, thanks to NewRock Developments. The Award-Winning Canadian development company continues to expand, with construction under way at the Fairmont Grand; a 50 plus adult community nestled along the bend of Fairmont Boulevard. A peaceful neighbourhood, connected to one of the city's prized green spaces, Fairmont Lake Park.

The location for Fairmont Grand was highly sought after by NewRock Developments when the decision had been made to go forward with another adult community. While reviewing plans and market history for the project in Lethbridge, priority was placed on building quality that purchasers could trust in today's market. The land for the project had been previously owned by another development company, once it became available it wasn't a hard sell for NewRock Developments.

"We were pleased with the opportunity to develop this project in such great location. Being able to expand in this neighbourhood is very exciting; there's definitely a demand here in Lethbridge for quality, adult living. Pride in home ownership is an important part of our projects; Fairmont offers this naturally." said Cam Ens, President of NewRock while discussing the launch of construction on the project.

Fairmont Grand is the second development designed and built by NewRock in Lethbridge. Being renowned for luxury features coming standard in their homes, the quality in their first development spoke for itself. The company constructed Fairmont Landing, a fast selling and highly reviewed 40 plus community right next to the Fairmont Grand development. Naturally, a 50 plus community was the next logical step.

NEW 50+ ADULT COMMUNITY NOW SELLING



CONDOMINIUMS STARTING FROM \$180,000-\$345,000

ONLY 38 HOMES ARE AVAILABLE. 11 DIFFERENT PLANS TO CHOOSE FROM SUCH AS...

PLAN A

1,369 SQ. FT.
2 BED, 2 BATH

ONLY 3 AVAILABLE

PRECONSTRUCTION PRICING ENDING SOON!

BUY NOW & SAVE \$10,000

PLAN G

1,045 SQ. FT.
2 BED, 2 BATH

ONLY 5 AVAILABLE



"THE GRAND" SALES OFFICE NOW OPEN
#153 FAIRMONT BLVD. MON-THURS 1-4PM SATURDAY-SUNDAY 1-4PM OR BY APPT

SALES: (403) 331-5042 | FOR MORE INFORMATION VISIT US AT: www.FAIRMONTGRAND.com

Material is an artist rendering based on current development concepts, which are subject to change without notice. NO guarantee is made that the facilities depicted will be built, or if built, will be of the same type, size, or nature, as depicted.