

CONSTRUCTION BEGINS ON SOLD OUT TOWNHOMES

Value and quality are high points for a diverse pool of buyers looking to make the Grove in North Glenmore home

KELOWNA - The Grove Townhomes in Kelowna's desirable North Glenmore area sold out in just under six months before ground was even broken, said marketing agent **Don Warkentin**.

Offering seven design plans and three light-to-dark colour palettes, the units are thoughtfully designed and carefully planned to appeal to any age.

Developer **Geven Opal**, owner of **Ocorp Development Ltd.**, said that she wanted to create a project with high end details at affordable prices.

"We build communities and neighbourhoods," she said. "There is no compromise in our developments; we build solid, strong homes that are ahead of the trends because first of all I have to feel like I want to live there."

Opal, who comes from an iconic BC lumber and construction family which over the past ten years has branched into developing quality homes, added that with two daughters, a son and three grandchildren, she understands the need to create homes that people can be proud to own.

"The esthetics have to be right," she said. "I designed each plan myself, choosing the colours and appliances."

Her desire for happy homeowners led her to use contemporary and quality finishings in each design plan with quartz counter tops, wood flooring and stainless appliances.

Terry Volden, manager, **Trail Appliances Kelowna**, said that Opal went above entry level quality by choosing Whirlpool's larger capacity French door fridge, café style electric range, and hidden controls dishwasher in matching stainless steel finish and the same



Insulated Concrete Forms were used in the foundation and walls

CREDIT: FORTUNE MARKETING

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GEVEN OPAL
OWNER, OCORP DEVELOPMENTS LTD.

brand for a high capacity front loading washer and dryer.

"We've been working with the company for five years," he added. "They really look after the interests of the people they are buying for, not looking at bare bones value, but upgrading and choosing a higher level of appliance."

Opal has been developing quality homes for the last ten years. Today, her children also participate in the growth and expansion of her properties and projects, helping out with marketing from Los Angeles and the day to day running and management in Kelowna by **Sammy Sandhu**.

Choosing Kelowna wasn't a hard decision, especially after buying a vacation home in the city and experiencing the weather,

hospitality and amenities of the Okanagan Valley. When 10 acres of bare land came available behind the Glenmore mall, Opal saw it as an opportunity. Later, she sold the front portion of the property, but kept two and a half acres with the idea to build much needed affordable townhomes.

"This is the perfect location for a starter home or vacation or retirement home," she said. "It's close to all shopping and schools and only seven minutes from downtown."

Glen Park Village Shopping Centre and other retail and restaurant outlets are within easy walking distance, including **IGA marketplace**, a new **Save On Foods**, **Shoppers Drug Mart**, **Tim Hortons**, and **Starbucks** with health and

professional services close by as well.

Warkentin, partner in **Fortune Marketing Inc.** the company responsible for the sales and marketing of the Grove Townhome project, said that the rapid sale of the 52 units was fueled not only by market demand but also because of the quality of the project, the quiet location and the incredible value.

"For just under \$400,000 homebuyers can purchase a property with high end finishings that include central vacuum and air conditioning. Compared to the average market price in Kelowna that's a fraction of the cost," he said.

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Geven Opal designed and decorated each floor plan

CREDIT: LING STUDIOS



Each unit has a private yard and access to community park and green space

CREDIT: LING STUDIOS

OCORP DEVELOPMENT

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A diverse group of investors has scooped up the units. Warkentin said that the upside of the oil and gas industry downturn in Alberta is the return of young families and workers to the region. He also added that retirees from the oil patch and those giving up the city for a quieter, smaller community were also part of the buyer pool.

“We’ve got young people moving here for work after leaving Alberta, the 50 plus age bracket retiring to Kelowna to enjoy the weather, food and culture and the 20-30 year-olds moving up from Vancouver looking either to work remotely from home or to establish their own businesses.”

Kelowna, with its international airport, long summers, and free leisure at its door step, is attracting a savvy buyer and OCORP wanted to create the home that was done right for the emerging demographic migrating to the city.

“The streets are wide with well maintained boulevards and mountain views,” said Warkentin, adding that the developer could have added more units, up to 6 more, but chose instead to create more green space for the residents; each home includes either a private yard or courtyard and access to a communal green space.

Floor space ranges from just over 2000 sq. ft. to just under 1400 sq. ft. with most plans boasting a two car garage. Three levels include an unfinished basement plumbed for a bathroom if the homeowner chooses, a walk up living area and upstairs bedrooms with cushioned underlay carpet and cable access points in both the living area and master bedroom.

All four of the floor plans have a full ensuite, full main bathroom and a powder room, as well as, an open concept with a distinctive flow to the design, large bedrooms and walk in closets.

Plan G with 2018 sq. ft. provides a kitchen nook, large courtyard, foyer and flex room, while the two-bedroom plan B with 1363 sq. ft.

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Congratulations to Ocorp Development on another successful project.

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Clean simple lines highlight the Grove's design

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provides two decks for outdoor enjoyment. Exteriors are comprised

of stone pillars and HardiPlank siding for a natural, organic feel.

The foundation and walls of the complex is made of high performance insulated concrete forms (ICF), a new technology that is more energy efficient and environmentally friendly than traditional foundation and wall systems. A new advancement for foundation work, OCorp is one of the first developers in the area to use it.

Warkentin, whose company was hired to conduct the sales and marketing for the project, said that Fortune Marketing took care of advertising, conveyance, and development reporting.

"Basically we allowed the developer and builders to focus on the building itself and we did everything else, making sure to follow up with interested buyers, answering questions and providing any needed information about the community and

project."

He wasn't surprised that the Grove homes sold out so quickly; as he said there are only a few idyllic lifestyle communities in Canada and Kelowna has been consistently ranked at the top of the list. He said that the Grove townhomes provide undeniable value in a much desired region of the province and country.

"We have a large general hospital and trauma center, international airport, summer and winter recreation and a thriving art and food culture. But we also have an existing and similar complex beside the Grove to use as a demonstration of the quality and appeal of the new build."

Mosaic, another completed and sold out condominium project built by Ocorp 10 years ago, sits beside the new Grove project. It also blends fine materials and style with quality throughout its homes, including high ceilings,

granite counter tops and ceramic tile. It has distinctive wood framing, timber and HardiPlank siding and Ocorp's signature cedar shake accent siding.

Opal said residents so loved the quality of construction, layouts and refined finishings of Mosaic that they referred family and friends when sales for the Grove were initially announced. Warkentin agreed, pointing out that many of the sales for the units came directly from referrals.

Ground breaking for the project began in the spring, with footings laid in February and March. The first 18 homes are scheduled for completion in August of this year with other units slated for occupancy in fall and winter.

With more land available to develop, however, and seeing the success of the Grove, Opal plans to ramp up building-out another parcel of the remaining property. Her desire is to create

the same quality of homes that fit the current design and flow of both Mosaic and the Grove and to fulfill Ocorp's vision of building family-based communities while ensuring it constructs not just a house, but a home its clients will enjoy for many years.

Past projects of Ocorp Development in Kelowna include Mosaic Kelowna in Glenmore and The Ridge at McKenzie in East Kelowna.

Fortune Marketing specializes in consulting, branding, marketing and sales for new construction of residential developments in the Okanagan. The team at Fortune designs implements and manages the entire marketing and sales program necessary for the success of a real estate project.

The Grove Townhomes is at 300 Drysdale Boulevard in Kelowna www.thegrovekelowna.ca

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