

INNOVATIVE MARKETING HELPS WIN SILVER TOMMIE

Company is created to focus solely on new developments

KELOWNA — Fortune Marketing recently won the 2016 Canadian Home Builders' Association Tommie Award for 'Excellence in Marketing' underscoring the Kelowna-based firm's unique approach and success at selling homes.

Its innovative strategy has the company working exclusively for the developer to create and implement a complete marketing and sales strategy from brand and webpage to close of sales.

"The company was formed because there was no one focusing solely on new developments," said Don Warkentin, managing partner. "The developer does what they do best - build the property - and we do everything else."

Warkentin has put together a strong team of marketing professionals able to collaborate on picking a name, designing a logo and strategizing over the best way to connect the right homebuyers with the development.

"We take care of every aspect of marketing the property including signage, social media, renderings, floor plans, site maps, feature sheets and brochures."



Fortune creates the complete marketing package including renderings

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He said Fortune's job is to help the homebuyers picture themselves in the development, as in many cases there are no show homes to view.

"With a presell, buyers get a better deal. We make it as easy as possible to make a decision to buy."

It's a format that's working. Gellatly Place has a total of three phases of condo buildings. The first, which is currently under construction, is already 60 per cent sold. The Grove, a townhome complex in North Glenmore, was sold out in six months before the ground was even broken, and Lakeview Terrace, another development in West Kelowna, has only one unit left.

"The original sales team of Lakeview wasn't having success in selling the property so the developer hired us to take over," Warkentin said. "There were 40 units already built so they were easier to sell."

Winner of the Tommie 'Excellence in Townhome Development', Lakeview Terrace at Peak Point is made up of semi-detached homes with stunning views. Each unit has a rooftop terrace that according to Warkentin makes you feel like you're



The Fortune team at Global TV donating to the local SPCA with office mascot, Dexter

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in your own little world.

"Because we work for the developers, if a client doesn't buy, we don't show them other developments. Our focus is on bringing the right buyers to the development and keeping them there."

Currently, Fortune is putting together the marketing strategy for Haven Villas, a gated community of townhomes overlooking Shannon Lake Golf

Course. Warkentin feels that sales of the 12 units, anticipated to begin in August, should be brisk as these are luxury homes starting at an affordable \$500,000.

"Sticks & Stones of Kelowna designed the interior and exterior and put in all the bells and whistles. These are millionaire homes with exceptional views from the inside living area and

rooftop terraces."

He said the real estate industry has changed over the past few years, especially when it comes to the buyers.

"Around 2008 it was investors who were buying property so homes weren't in solid hands. Today, it is real people buying units they will be living in or using as a holiday home while they live elsewhere."

Warkentin said that buyers in the region run the gamut of ages, from the middle aged looking to downsize within town to those looking to retire to Kelowna from Alberta or elsewhere. It also includes young people looking for a smaller community to raise a family.

However, he noted, there is also a new demographic of people with the common motivation to move from the expensive Vancouver market and find a reasonably priced home in a city with amenities and a small town feel.

"We see people who bought a house in Vancouver for say \$350,000 in 1990, who can now sell it for \$2 million. They can bring that money to Kelowna, buy a luxury home for \$500,000 and live quite nicely on the rest. Some of that demographic is also looking for a home that serves as a retreat from the hustle and bustle of the big city."

He pointed out that when supply is low and demand high, the price of homes goes up, and currently in Kelowna there is a lot of building activity and growth.

The appeal of the region is a huge draw, he added, not just for great house prices but also because it has the amenities people are looking for, including an international airport, large hospital, university and rich arts and culture scene.

"People have to live somewhere; why not where they can get a nice piece of real estate at great mortgage rates in a city where it takes about ten minutes to get downtown."

The Fortune Marketing Real Estate Gallery is at 305 Lawrence Avenue in Kelowna www.fortunemarketing.ca

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Mortgage Broker

D: 250.864.6536

E: kris.gibbs@dominionlending.ca



Andrew Macrae
Mortgage Broker

D: 250.878.8609

E: amacrae@dominionlending.ca

Kelowna Office: 101-591 Bernard Avenue (downtown)