

The new look of

# LIFESTYLE COMMUNITIES

Gone are the days when retirement living and downsizing meant selling all your worldly possessions and moving into a cramped apartment building or subdivisions for seniors.

Today's new "active lifestyle communities" are dynamic, luxurious developments aimed at the powerful baby boomer demographic, which is expected to drive 75% of Canada's housing growth over the next decade.

Sophie's Landing, Orillia's only gated community, is a leader in the lifestyle community market. Located on Lake Simcoe, Sophie's Landing has evolved into an award-winning 4 season pedestrian-scale French Country Resort, catering to buyers in their 40's, 50's and 60's who are choosing Sophie's for their cottage, summer home or retirement.

Inside the security of swing gates and majestic cedars, residents of Sophie's Landing Phase 1 (sold-out) enjoy their private clubhouse, espresso fireside lounge, fitness, spa, pool, nature trails, waterside BBQ's, canoe launch, private marina, floating gazebo and more.

The developer, Signature Carleton Inc. is armed with a rare background in 5 star resorts, hotels & million dollar homes across North America. After building their award-winning Cabins at Sun Peaks Resort in British Columbia, Signature Carleton is betting on their latest brand, Sophie's Landing which is aimed directly at the baby boomer bulge who are getting set to retire.

Gerry Jones, a Phase 1 resident who fell in love with the concept, is now selling for the developer. "I did a lot of homework before my decision to buy in Sophie's Landing. This is an excellent investment and we love our new life here" says Jones. "Phase 1 values are up 25% already and sales in Phase 2 are on fire" he adds.

"Purchasers look though the model homes, but at the end of the day it the lifestyle, the amenities and strong sense of community they are buying" says Eric Kerzner, president of Signature Carleton.

Kerzner has developed a unique "cost + 20%" formula for customization, and encourages purchasers to get involved. And his buyers are taking full advantage by upgrading with the likes of expanded lofts, main floor bump-outs, finished basements, gourmet kitchens, home theaters, proving that downsizing doesn't mean a loss in luxury.

"We maintain architectural control for quality purposes and we will not build 2 homes alike" says Kerzner.

Sophie's Landing Phase 2 is a gated waterfront community of just 35 bungalows with lofts, full basements and attached garages starting from \$329,900 and can be finished with up to 3,000 sq ft of living space.

Phase 2 will be completed in 2009.



Sophies Landng Phase 1 collection of unique homes.