

## MODERN LIVING

# Break out of cookie-cutter communities

Gone are the days when retirement living and downsizing meant selling all your worldly possessions and moving into a cramped one-bedroom apartment or a townhome identical to those of all your neighbours.

Today's new "active lifestyle communities" are dynamic, luxurious developments aimed at the powerful baby boomer demographic. Reports predict that boomers will drive three-quarters of Canada's housing growth over the next decade.

Sophie's Landing, Orillia's gated waterfront lifestyle community, enjoys a rare and enviable reputation in the active adult retirement housing market. Recently ranked as the #1 Waterfront Lifestyle Community in Ontario, it has evolved into one of the most successful 55+ communities in Ontario.

As one of the leaders providing lifestyle opportunities the group of mature, retired, and semi-retired buyers expected to drive Canada's Housing growth over the next decade, (Canadian Business Magazine July 17- August 13, 2006 issue), the Sophie's Landing concept has obviously found the right formula.

Sophie's Landing not only offers homes with design flair; it delivers value for its purchasers. Property values in Phase 1 have appreciated as much as \$100,000 in just 3 years.

Consumer response to the newly released Phase II is evidenced by brisk sales, with 52% of Phase II selling out within 5 months of its release. These sales figures are unheard of in the Simcoe North region.

The developer, Signature Carleton, has for 25 years led the way and set the standard in developing highly desirable hotel, resort, and lifestyle communities. With a portfolio that includes thriving resorts in Florida and the superb Sun Peaks lifestyle community in British Columbia, where property values have doubled in 5 years, they have nurtured a formula for building luxurious recreational properties.

Their success story can be traced to their diverse background in resort and custom home building, as well as their corporate philosophy. The president, Eric Kerzner, has nurtured his trademark passionate 'hands-on' approach to development into an equally energetic in-house team of designers and planners who recognize that the homeowners are really the hearts of their appealing lifestyle communities.

These mature homebuyers want nothing but the best, are very discerning, and can take a long time before settling on a home. At Sophie's Landing, the developer offers customization options – and buyers are taking full advantage. Kerzner's talented team



patiently develops long-term relationships with purchasers in personalizing their homes, built to fit their comfort level. Buyers are upgrading with the likes of soaring lofts, gourmet kitchens and home theatres, proving that downsizing doesn't mean a loss in luxury.

"We wanted the homes to be all different, for the place to be more like a French Village than a subdivision," Kerzner adds. The high quality, stylish and affordable homes are carefully set into a friendly, intimate neighborhood – creating a highly desirable

lifestyle for active adults with a wide variety of recreational and cultural and opportunities.

As the developer, Kerzner recognizes that how the homeowners feel about their communities will dictate their success of the communities, and will become their strongest promoters. At Sophie's Landing, its sales agents are also owners in Phase II! "What buyers are telling us is that Sophie's Landing is indeed a dream come true," Kerzner notes.

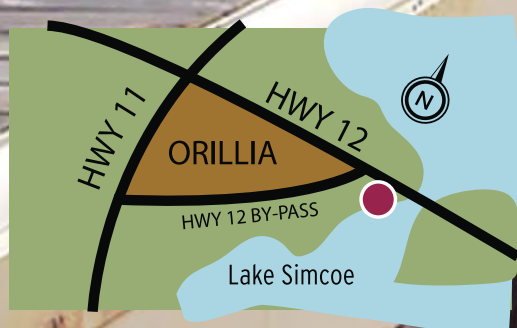
"And that of course is exactly what we wanted to create."

# 60% SOLD

- Private Marina
- Pool & BBQ
- Fireside Espresso Lounge
- Fitness and Spa
- Nature Trails
- Waterside Patios

Detached bungalows with lofts,  
full basement and attached garage  
**from the Mid \$300,000's**

# Be Here!



## WEEKEND RETREAT

Living in Toronto and being avid boaters, we have been docking our boat in the Orillia area for many years, often passing by the vacant land, which today is Sophie's Landing. We love our waterfront condo in the city and now to own a waterfront vacation home close to our boat is a dream come true! Another thing that attracted us to this community was that it is definitely not a typical cookie-cutter development, but more like a laid-back holiday place. It's the perfect size neighbourhood with a great mixture of like-minded, easy-going people, lots of outdoor activities keep us busy and entertained and all the conveniences of Orillia. It's our home away from home and our future retirement retreat. We love it!

Signature



Carleton

(705) 329-7710  
[www.sophieslanding.ca](http://www.sophieslanding.ca)

# SOPHIE'S LANDING

ORILLIA'S PREMIER WATERFRONT ADDRESS



Sophie's Landing Phase II is the final release of 36 bungalow villas with optional lofts at Sophie's Landing Lakeside Club. Sophie's Landing is a high end lifestyle recreational gated community on the north shores of Lake Simcoe, just west of the Narrows in Orillia. Onsite club amenities include pools, spa, fireside lounge, gazebos, private marina, nature trails and more. Casino Rama, golfing, skiing, historical downtown, and a 65 acre park lie just outside the gates of Sophie's Landing.



Sophie's Landing Lakeside Club is an architectural award winning resort community featuring Muskoka and French Country elevations, with dramatic interior and exterior details. Signature Carleton, developer of this planned community, offers customization to ensure no 2 homes are alike.

For more information visit

www.sophieslanding.ca or call (705) 329-7710