

Bosa Properties

FIVE DECADES OF EXCELLENCE



The history of Bosa Properties is long and diverse, filled with homeowners who trust their reputation for exceptional quality and enduring value. Many homeowners love their homes so much that as they move through life's different phases — from first time buyer to active family with kids to downsizing to a luxurious lock'n'go lifestyle — they continue to purchase a new Bosa Properties home.

CEO of the Vancouver-based company, Colin Bosa proudly continues the family tradition of honesty and integrity. As a second generation Bosa, he's taken the company to new levels of innovation — designing and building award-winning homes in some of the Lower Mainland's most up and coming neighbourhoods.

"We have a history of going into areas that others stay away from — areas like Yaletown in the 1990s," Colin says. "If you're going into neighbourhoods like that you need to have a very strong brand, because buyers must have faith in you before they'll follow."

However, the results can be astonishing. "We've seen what happens in the world of social networking where every incremental user increases the overall value of the network..." Colin says. "I see the same thing happening in our cities. With every new building or amenity, the value and vibrancy goes up."

Redefining the City

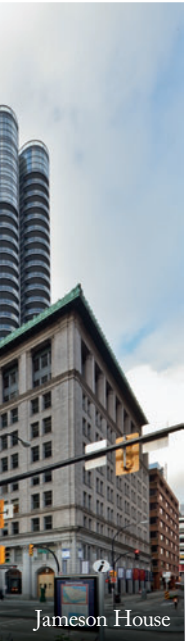
One of Bosa Properties' most recent and most spectacular success stories is Jameson House in the heart of downtown Vancouver. Reinventing the 37-storey tower was a daunting task from day one. "We acquired this property during the height of the 2008/2009

economic melt down," Colin explains. "The original developer had already dug the hole, some presales were in place, and we had to complete the building in just 22 months."

Adding further complexity was the fact that the building would have multiple uses — lower level retail, office space, and residential above. Jameson House also has a heritage restoration component and is home to North America's first automated car parkade, a feature which helped garner the project multiple awards including three prestigious Urban Development Institute Awards of Excellence.

"The most important thing to us was to ensure that our homeowners would be happy when they moved in," Colin says. "But they had pre-purchased at a price that was no longer in line with market conditions so we needed to find a solution that would work for us and for our homeowners."

A solution was realized by redesigning many of the suites for greater efficiencies. "We retained the exceptional level of



Jameson House



Colin Bosa, CEO



Lido, False Creek

finishings — limestone, glass backsplash and counters, custom reveals, and top-of-the-line appliances — but redesigning allowed us to reimburse approximately \$17 million to our early buyers who had purchased originally,” Colin says. “Did we have to refund the money? No. We just felt it was the right thing to do. In the end, our homeowners had homes that were more appropriately priced for the current market.”

Always Innovating

Bosa Properties is no stranger to firsts. It’s the company behind Westwood Village and HighGate Village, two multi-phase projects that introduced a new village-centric, pedestrian-friendly style of residential to South Burnaby and Coquitlam. Farther south, Miramar Village brought a contemporary urban aesthetic to White Rock’s Town Center neighbourhood.

Even in the already trend-setting Southeast False Creek, Bosa Properties is introducing change with Lido, a

landmark project that will include the city’s first private BosaVOLT charging stations for owners with electric vehicles. “We bought this land almost 10 years ago,” Colin says. “It’s a neighbourhood that’s remarkable today, but with every building it just gets better, and we’re delighted to be a part of that.”

Arguably the company’s most dramatic, recent success however was Sovereign which sold out all 202 residential units in barely six hours. “Sovereign represented the highest demand we’ve ever seen for a single project,” Colin says. When complete, the elegant tower will include 168 hotel rooms, 90,000 sq. ft. of retail space, plus 40,000 sq. ft. of hotel amenities.

Looking Ahead

For the coming year, Colin says there’s still plenty of innovation coming as the company continues construction on Promontory overlooking the Inner Harbour in Victoria. “Promontory will be the tallest building in BC’s capital and Victoria’s first point tower. I think people are going to be very surprised when they realize how much of an urban edge this architectural style going to bring to the city.”

He’s also excited to announce Bosa’s first venture into Surrey — a seven-building master planned community that will be located in the Central City neighbourhood and will take 10 years to build out. “We think Surrey’s time has come. It’s got all the amenities. It has strong civic governance, good job growth, Simon Fraser University, a great hospital, and hundreds of parks. There’s a momentum there that you can feel.”

For information on all Bosa Properties developments visit bosaproperties.com