

Feature Community of the Week

CASEL

ADVERTISING FEATURE:

\$100,000 Luxury Life Style giveaway to open Casel doors for one lucky winner

Niklas Group wants you to move into your very own Casel, and they want to help foot the bill.

The group is offering interested contenders the chance to compete to become Casel's ambassador. In return, the developer will award the lucky winner a \$100,000 life style package that includes down payment, his or her monthly mortgage and condo payments for one year, \$20,000 in free upgrades — and they'll throw in a Toyota Matrix to boot.

All you have to do is create an online profile explaining why you'd like to live at Casel, and why you are the ideal person to represent Niklas Group's innovative new development.

The building — located at 17th Avenue and 24th Street in Richmond, which borders Killarney and Shaganappi — will consist of a first-floor retail space, a second-floor commercial area and seven floors of condos. There will also be three floors of

titled, underground parking — the first for office/retail.

The inclusion of retail and commercial services will ensure owners never have to travel far from home.

"You've got everything at your fingertips," says Joel Goralski, president of Niklas Group.

Among other 'value-added' services, Casel will likely be home to a bistro/specialty market, coffee shop and specialty wine store. Situated just minutes from the Beltline, Casel is in close proximity to the paths system and will soon benefit from the West LRT extension, which will eventually run along Bow Trail to 17th Avenue. Located on a hill overlooking the Bow River Valley, Casel suites offer unparalleled views of the cityscape and the Rockies.

"It's close enough to downtown, without actually having to live downtown," says Goralski.

Unsurprisingly, Casel is proving popular with

people of all ages, and approximately 40 per cent of the 56 condos have already been sold.

First-time buyers — mostly young professionals in their mid-20s to mid-30s — make up a substantial portion of Casel's demographic, but the development also offers a convenient option for aspiring retirees.

"We're finding a mix of early-aging boomers who are just scaling down their primary residences because they have second properties," says Goralski. "They might have a property in Phoenix, or they have something in Mexico, and when they're living in Calgary over the summer, they just want simplicity. They're looking for location, and something that doesn't take a lot of work to maintain. They don't want the 4,000-square-foot house anymore, but they want something that's high-end."

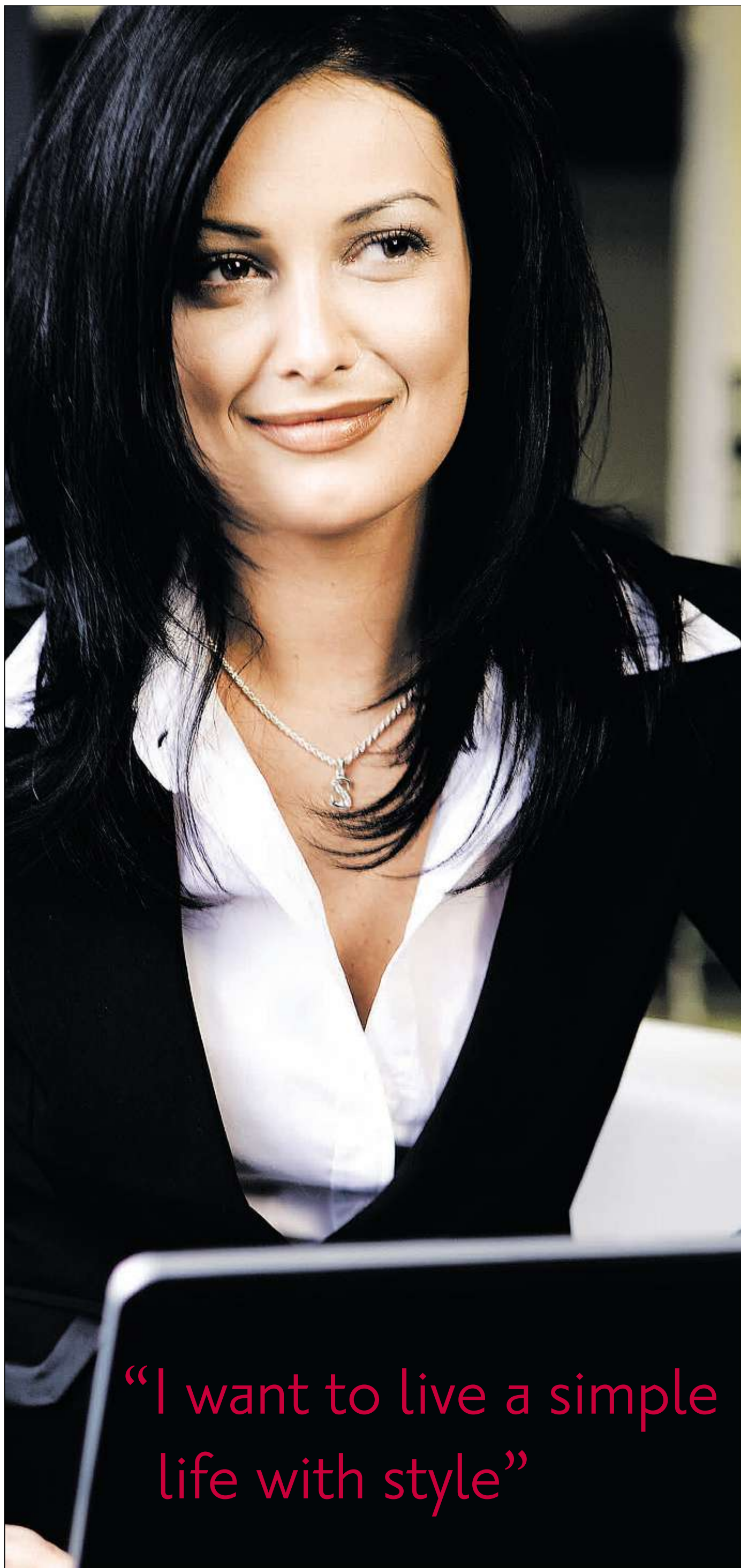
And luxury is a Casel specialty. Each unit comes equipped with nine-foot ceilings, floor-to-ceiling

windows, walnut flooring, Corian or Quartz countertops and European stainless-steel appliances, including a wall oven, refrigerator, dishwasher and microwave. A washer and dryer, Cascade plumbing fixtures and contemporary lighting package are also included with each condo.

Buyers also have the luxury of customizing their Casel. Eight floor plans are available and sizes range from 676 or 765 square feet for the one-bedroom, one-bathroom units, to 914 to 1,243 square feet for the two-bedroom, two-bathroom models. New owners may also choose from three different contemporary design schemes.

Casel condos are priced from the low \$300,000s to \$800,000, plus tax. Construction will begin this June with completion projected for late 2009.

For more information on how you can win your down payment and more with Niklas Group's Ambassador Campaign, visit www.mycasel.com.



"I want to live a simple life with style"

CASEL 24 St & 17 Ave SW



Tell us why you want to live at CASEL and become our Ambassador!

WIN \$100,000
LIFESTYLE PACKAGE

- FREE \$30,000 Down Payment*
- ZERO Mortgage Payments ♦ 1 yr*
- ZERO Condo fees ♦ 2 yrs*
- TOYOTA Matrix ♦ 2 yr lease*
- FREE \$20,000 in Upgrades*



ENTER NOW!
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* For full contest details visit www.mycasel.com; some conditions apply; details are subject to change without notice