

Press

Waterfront West Press Kit In the News Historic Deerlepe House Listed for Sale June 4, 2008 - Times Colonist, Victoria Video: Waterfront West on CBC Newsworld & Calgary News at Six (must have Quicktime to View) Aug 8 & 9, 2007 Waterfront Property in B.C. Still Lures Americans Comox Valley Record, Septemebr 13th, 2006 Albertans Snap Up B.C. Vacation Properties Edmonton Journal, Times Colonist, Sunday, Aug 22, 2006 Pender Harbour Waterfront Home Sells for \$1.75 Million The property was bought by an Alberta businessman as a gift to his wife Vancouver Sun, Friday, August 18th Albertans Drive up B.C. Real Estate Prices Vancouver Sun, Wednesday, May 17th Waterfront West Press Releases August 02, 2007 FOR IMMEDIATE RELEASE ALBERTAN DEVELOPERS SNAPPING UP BC WATERFRONT PROPERTIES WaterfrontWest.com traffic indicates more choice real estate to become resorts

Last summer Alberta buyers flocked to British Columbia's shores to buy homes, but during Summer 2007 the Albertan real estate investment companies are the ones to watch. Large tracts of choice water view and waterfront real estate is being earmarked for luxury resorts, hotels and condominium projects.

Traffic, as well as advertising on WaterfrontWest.com, a web site devoted specifically to waterfront buyers and sellers, has begun to pick up among Albertan commercial developers and real estate investment firms, said WaterfrontWest.com President Sharleen K. Whiteside. "Several groups of Albertan commercial real estate developers are planning large-scale projects, especially in southern B.C.," she said. "It's not just individuals looking for lake- and ocean-front homes anymore."

"The real estate market for waterfront property in BC has been hot over the last few years, especially with the Albertan market," Whiteside said. "There's no doubt that prices will continue to go up now that investors are buying up large tracts of land."

Calgary-based Shire International Real Estate Investments has sold out of investments shares in two B.C. waterfront projects, according to the firm's web site, www.shireinvestments.com. The Chemainus Quay & Marina in Vancouver project will include condominiums, restaurants, shops and a marina. A second project in Okanagan Falls, Skaha Falls, will develop 60 lakefront condominiums on Skaha Lake. "These Okanagan condos aren't even built and there is already a waiting list for buyers," Whiteside said.

Island Coastal Resorts, also based in Alberta, plans the first of three resort projects in the Campbell River/Comox Valley area on Vancouver Island, according to its web site, www.coastinvest.ca. Grand Coastal Resort and Spa offers fractional shares sales of units as well as full purchases. Another firm, Arrow Lakes Developments, Ltd. is developing a 131-acre master-planned community, Galena Shores, on the Upper Arrow Lake in Galena Bay. Investors get first choice of lakeside home sites. The community will include a waterfront park and natural forest preserve, according to the developer's web site, www.aldl.ca.

"Buyers who have been on the fence will need to act fast if they plan to secure their waterfront getaway," Whiteside said. "The choicest areas are going fast despite the rising sales prices."

May 24, 2007

FOR IMMEDIATE RELEASE

NEW WATERFRONTWEST.COM INCENTIVE PLAN SET TO LURE HOME BUYERS TO B.C.
Vacation property web site, luxury resorts team up to offer deals for real estate visitors.

Now potential vacation home buyers have another reason to make British Columbia their home away from home. WaterfrontWest.com, a web site that showcases luxury waterfront properties across B.C., has kicked off a new incentive program, "Best of the West," which provides buyers with western hospitality before they even move into their new home.

The new program gives hotel and resort discounts to visiting buyers working with real estate agents or sellers with properties on WaterfrontWest.com. Eight of B.C.'s finest hotels and resorts are currently part of the program. Although each accommodations package is slightly different for each hotel or resort, the program is set up to provide discounted or free lodging, spa services or meals. Future incentives are expected to include other tourism partners, including golf courses and sellers of upscale gifts for new home buyers, says Sharleen Whiteside, president of

WaterfrontWest.com.

"We think this program will be a great incentive for real estate agents or property owners to entice potential buyers to the most scenic spots in Canada," says Sharleen Whiteside, president of WaterfrontWest.com. "It's a great way to showcase the hospitality of the region, which can be a huge factor, especially when buyers are considering a vacation home in several parts of the country or even the world."

People shopping for a B.C. waterfront home can sign up for the program simply by visiting www.WaterfrontWest.com and completing a form. Current participants that are part of "Best of the West" include: Wickaninnish Inn, Tofino; Grand Okanagan Resort and Conference Centre, Kelowna; Tuwanek Hotel, Sechelt; Poets Cove Resort and Spa, South Pender Island; King Pacific Lodge, Princess Royal Island; Wedgewood Hotel and Spa, Vancouver; South Thompson Inn and Conference Centre, Kamloops; and The Dean on Nimpo, Nimpo Lake.

In addition to showcasing waterfront homes, WaterfrontWest.com's internet traffic has provided statistical data that gives a snapshot of the B.C. waterfront real estate market. Twenty percent of site's "unique visitors" are Albertans, Whiteside says. A significant number of people visit the site from the United States, the United Kingdom, Germany and Switzerland.

Waterfront West is the first and only marketplace dedicated exclusively to buyers and sellers of waterfront and water view properties in British Columbia. With a wide array of informative resources and search criteria designed specifically for our audience, it is the number one resource for the BC waterfront buying community.

MAY 16, 2006 New Site Highlights B.C. Waterfront, Water View Real Estate Feature-Rich Waterfrontwest.ca Fills Hot Niche (COURTENAY, B.C.) — With the launch of Waterfront West (www.waterfrontwest.ca), Sharleen Whiteside has combined her real estate obsession with her passion for aquatic vistas. Her pioneering real estate website exclusively promotes waterfront and water view properties in British Columbia. "We have properties from every corner of the province, including those on islands, those near the ocean, and those near rivers and lakes," says Whiteside.

Waterfront West fills an underserved niche in several markets. "These properties are attractive to U.S. investors, who view British Columbia waterfront and water view properties as undervalued in comparison to those in the States," says Whiteside. Property affordability is also a factor in luring international investors from places like the U.K., Germany, and Australia to British Columbia.

Closer to home, retirees from the Prairie Provinces are flocking to B.C., embracing the warmer coastal climate and the province's recreational opportunities. In fact, it was Whiteside's father, a native Albertan and soon-to-retire physician and University of British Columbia professor, who prompted Whiteside's new business venture. "I came up with this idea because my dad kept asking me to look at waterfront properties on behalf of his friends and colleagues who live in the bigger cities," says Whiteside. "They would jump from website to website trying to find waterfront properties, but had a difficult time finding these gems among the advertisements for other properties."

Whiteside's idea to centralize waterfront properties on one site also sprang from her recognition of an existing demand. "I kept seeing ads in newspapers from people wanting waterfront or water view properties. It was a perfect opportunity, since there's no other site catering exclusively to buyers and sellers of waterfront and water view properties in B.C."

Waterfront West offers numerous features for both property buyers and sellers that traditional real estate venues cannot. Waterfront West's proprietary search system is a windfall to those in the market for a waterfront or water view home. Not only can buyers search by region and type of waterfront property — ocean, lake, river, or nature reserve — but they can also select from among special features — such as "southern exposure" or "moorage possible" — and facilities like "guest cottage" or "boat house." Says Whiteside, "Buyers deserve to find a home that fits their dreams and lifestyle. Our advanced search helps them find exactly what they are looking for."

Buyers, particularly those who have never owned a waterfront or water view property, quickly discover that Waterfront West also offers a wealth of information and advice. From purchasing tips to information about erosion, buffer zones, septic systems, and wells, the site provides a comprehensive buyer's guide to waterfront and water view properties. "It's important to me that buyers have reliable information about all aspects of owning a

waterfront property," says Whiteside. "I'm happy to provide all of the support and assistance I can."

Waterfront West's complimentary Buyers' Club offers even more extras. "The Buyers' Club is a way for buyers to get more information," says Whiteside. "They receive newsletters that cover specific cities and issues relating to waterfront real estate, as well as average sales prices, vacation rental statistics, and the 'Pick of the Week' – a property that I think is an especially good value." Buyers' Club members can also sign up for an RSS feed for updates on the most current listings.

On the seller's side, advertisers wanting to promote individual properties can choose from one of three packages at \$29, \$39, or \$49 per month. Developers, Real Estate Agents, and private sellers with multiple properties can purchase ongoing subscriptions to the site. Private sellers who choose a six-month listing are guaranteed that, if the house doesn't sell and the seller then selects a Realtor affiliated with Waterfront West, their advertising fee will be refunded by the Realtor upon the sale of their home. "It's a win-win situation for everyone involved," says Whiteside, who also offers additional resources to sellers, including articles and a seller's newsletter.

With Whiteside's energy, enthusiasm, and passion for real estate, both buyers and sellers are certain to find that Waterfront West is the best place to navigate the real estate waters.

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