

# Distinction

1991



**TRIDEL**



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**T**ridel has been building quality residences in Canada for more than 50 years. From when it first introduced condominium lifestyles to Canada, Tridel established itself as the leader in building extraordinary condominiums. From the finest suite details to the extensively landscaped grounds, Tridel quality workmanship is always evident.

The key to Tridel's success lies in its attention to the whole package. Believing that it is never sufficient to simply provide the basics, Tridel has always made that extra effort, taken that extra step. And, 50 years later, that attitude is still making the difference. Tridel listens to what its customers want in their communities and takes every opportunity to understand their needs exactly, incorporating those needs into each design feature to provide the necessities of a quality lifestyle.

The Tridel philosophy has always been to anticipate and meet its customers' expectations for their total satisfaction. Tridel's success is based upon its commitment to that simple philosophy.

Tridel takes control of its projects from the curb inward to create the lifestyle and living environment that you need, that you want. Innovative design is carefully balanced with cost efficiency to offer condominiums in most price ranges. The Tridel name has become synonymous with distinctive adult lifestyle condominiums. Incorporating the most tasteful of details, state-of-the-art household services and remarkable recreational facilities, Tridel has become the industry benchmark for adult lifestyle condominium living.

Tridel is so advanced, it has become an industry forerunner in construction technology. Today, through Aluma Systems Corp., a member of the Tridel group of companies, its construction techniques and systems are in use throughout the world.

Tridel understands the complexities of the condominium market and will help you in every way by explaining the process, the locations, the product, and the options. No matter which Tridel condominium project you may go to, your Tridel sales representative will help you find the suite and the project that best reflects your personal tastes and needs.

From your first telephone call to a Tridel professional, or your first visit to a Tridel model suite, you will see that the commitment to your satisfaction is reflected in everything Tridel does. Tridel's staff is courteous and knowledgeable, its construction technology is world class, and its residences, exceptional.

You are invited to discover in the following pages how the Tridel Distinction is distinctively you. ▲



# DISTINCTIVE *Characteristics*

**N**ow more than ever before, it makes sense to find out as much as you can about a product's value, its practicality and its versatility. You have to make every effort to get the best product for the best possible price. Your home is probably the most important purchase you will make; certainly, in most cases, it is your largest investment. But you have to know what to look for, what to ask about, what the critical points are.

*Tridel has learned a lot about building adult lifestyle condominiums over the years. That knowledge has come from extensive customer research conducted to better satisfy its customers' needs. Now, Tridel is sharing that knowledge to help its customers. Not only will you know what to look for, but also how every building Tridel constructs today shows the results of that knowledge, with characteristic qualities that are part of the Tridel Distinction.*



## LOCATION

The location of your home is undoubtedly the most important factor you consider.

Tridel is proud of having built its adult lifestyle condominiums in some of Toronto's most vibrant neighbourhoods. Yet no matter where Tridel

builds, the site always offers residents the intrinsic value of living in a prime location.

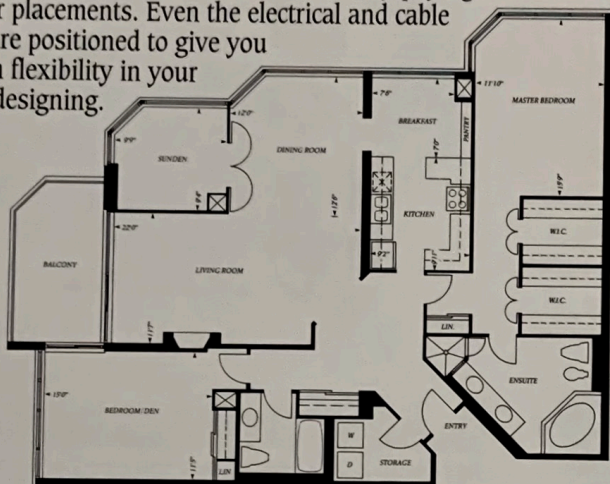
And for the convenience of getting to work, shopping centres, and beyond, Tridel projects are always situated to provide easy public or private access to major transportation corridors.



## SPACIOUS DESIGN

No matter where you live, your home must satisfy your requirements for the right number of rooms and ample space for your current and future needs.

Years of experience and research have lead Tridel to produce condominium suites that are both spacious and efficient in design. Windows are carefully placed to provide the most natural lighting and as many unobstructed views as possible. New construction technologies maximize not only the interior suite space by avoiding concrete columns or end walls, but allow even the balconies to become realistically useable living space. Wall space is maximized too, by paying attention to window and door placements. Even the electrical and cable outlets are positioned to give you optimum flexibility in your interior designing.



## QUALITY CONSTRUCTION



Buildings that are going to last a lifetime and longer require the most advanced innovations in construction technology.

Tridel suites are constructed using a post-tensioning system so that floors and ceiling are level and fit properly. You'll notice the difference because tubs and sinks will drain efficiently, doors will hang without binding, and windows will fit tightly.

And speaking of windows, during construction of each Tridel building, one suite is selected at random for special window testing. An independent engineering consultant simulates extreme weather conditions in a specially manufactured environment to test the wind and water integrity of the windows. If any deficiency exists, Tridel issues an installation code revision to address the identified problem. No one else in the residential condominium field takes this kind of care.

## First and Still Leading

According to a 1988 Canadian Mortgage and Housing Corporation (CMHC) report on the housing industry in Canada from 1973 to 1986, Tridel and three other builders accounted for 49% of the condominiums built in Toronto in 1975. Many of the builders studied have left the residential condominium market; other new builders have entered, especially during the recent boom period.

But, according to this CMHC study, of the top condominiums builders from 1975, Tridel is the only company still building condominiums in 1991. Tridel has been building condominiums since the concept began; no other high-rise residential builder has Tridel's experience. Tridel's commitment to providing the best in adult lifestyle condominiums is now a matter of public record.



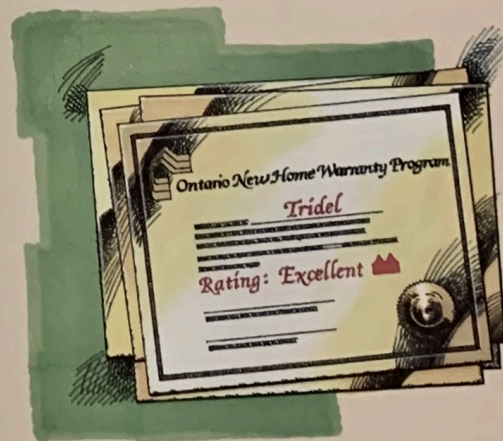
## Another Record for Tridel

The Ontario New Home Warranty Program (ONHWP) has given Tridel the rating of EXCELLENT in its 1991 publication of "The Home Buyer's Guide to After Sales Service".

ONHWP administers the Ontario New Home Warranties Plan Act, the only mandatory new home warranty program in Canada. When a homeowner and builder disagree on the responsibility for repairs under

warranty, ONHWP can intervene. If the builder is found to be at fault, repairs are ordered at the builder's expense and the builder is assessed with a "chargeable conciliation."

From 1988 to 1990, Tridel was the largest producer of condominiums with 3,918 new units. Yet, during this same period, Tridel had absolutely no chargeable conciliations - a clean record. Providing excellent after-sales service is yet another facet of the Tridel Distinction.







# THE HUNT CLUB

**W**ith a style characteristic of Tridel, *The Hunt Club* blends both past and present. The attractive exterior design is contemporary and urbane, while the interior of this exemplary condominium

residence reflects the classic grace of a stately English manor.

The subtle and quiet elegance of *The Hunt Club* complements its picturesque setting overlooking Walden Pond at Bullock Drive and Highway 7.



Unionville. Tridel knew, from its experience with the adjoining community of Walden Pond, that this site provided a wondrous opportunity for one of the most distinctive, most prestigious adult lifestyle condominiums in Tridel's ensemble.

To heighten the drama of the setting, historic Unionville with its quaint shops and scenic parkland is only moments away. Within the heart of Markham, all the benefits of a complete, established community are conveniently at hand. Just minutes away from major highways, *The Hunt Club*'s convenient location provides you with a quick route to downtown Toronto or easy access to vacation areas to the north and east.

Meticulous attention has been applied to every detail of *The Hunt Club*'s development to ensure the most graceful, mature residential ambience, and the result is quite amazing. Wrought iron perimeter fencing and brick

pillars with distinctive cast stone stag heads provide a stately entrance from Bullock Drive. Set back from the streets, *The Hunt Club* with its Y shape emphasizes privacy and provides outstanding views to the south and west to two-thirds of the suites. Tridel even introduced landscaping to the terraced upper floors for a pleasing visual balance with the grounds below.

To create the grounds landscaping reminiscent of a grand estate, Tridel surpassed its own high standards of quality. Painstaking effort went into blending *The Hunt Club* with its natural surroundings. Mature trees, upwards of 40 years old, were carefully transplanted to give residents more privacy and seclusion. Fieldstone and quarry rock were imported from Bobcaygeon to create a natural transition from the pond to the building. Soft plantings and rolling berms were combined



(Opposite) The lobby provides a noble introduction.

(Above) Nearby Unionville offers many quaint shops.

(Left) The party room: fully furnished for entertaining.





# ON THE BUSINESS SIDE OF TRIDEL

*An Interview with Austin Page*

**T**he significant success that Tridel has enjoyed is largely attributable to its unerring respect for, and responsiveness to, the Tridel customer. Hand in hand with this responsiveness has been a strict adherence to a business acumen that stresses, above all, the need for control and responsibility in the marketplace.

The following excerpts of our discussions with Austin Page, Executive Vice President and Chief Financial Officer of the Tridel group of companies, shed some light on the business practices that have led Tridel to its notable achievements.

**Q:** In most cases, when Tridel's success is discussed, it's the distinctive characteristics, the special features that are singled out. What we would like to discuss with you is the other side of this story: the hidden efforts that are made to make any one of Tridel's many adult lifestyle condominiums so unique, so successful.

**AP:** First, we must look at how Tridel handles its business and how it manages so many concurrent projects.

Our activities, project by project, are reviewed as a whole, to ensure that each element of the organization is contributing the way it should to the design, marketing, financing, and construction of each condominium. If we are not efficient, we are not producing the product for a fair price and it will not be good value for our customers. We concern ourselves constantly with not only building the right product, but building it in the right location and at the right price.

The great danger in this business is that it is very cyclical. The residential real estate business tends to lead the economy. It also tends to



exaggerate it. In boom periods, it usually goes higher than any other industry, and in recessions, it goes lower. As you get involved in high-rise construction, such as condominiums, the effects of this exaggeration can be even more acute.

On the surface, the real estate business appears to be an easy business. When the consumer market takes off, there are people on the sidelines who

think that it's a simple business, easy to enter and easy to make all kinds of money. But these speculators are often the ones to exaggerate the market in terms of pricing and construction costs because they do not understand costs and value. They upset the industry significantly. That is why when the market goes up, it goes up too high, and when the speculators overextend themselves, it drops very suddenly.



# THE TRIDEL DISTINCTION STARTS & FINISHES WITH YOU

*Tridel knows and understands the intricacies of the condominium market. In an effort to take the mystery out of it for its buyers, Tridel has produced a number of printed materials that take you through the process of buying and living in an adult lifestyle condominium.*

## BEFORE

Thinking of buying a condominium but not sure of where to begin? Tridel has created a handy brochure called "CONDOMINIUMS Your Questions Answered". In it are simple, straight forward answers to a dozen questions most commonly asked by people who are considering purchasing a condominium for the first time. "Q&A", as this brochure has come to be called, explains just what a condominium is, how it is maintained, what expenses you may have, and more.



## DURING

Buying a home is complicated enough, but what more is there to buying a condominium? In "Your Guide to Purchasing A Condominium", Tridel takes you through the various stages and procedures that will occur, in the order they'll happen, in plain, everyday language. From the point that you sign the Agreement of Purchase and Sale right through to closing, you'll know what to expect every step of the way, so there will be less chance of last minute surprises and complications.



## AFTER

You have moved into your new Tridel condominium and are ready to enjoy your new lifestyle. It will be extra easy because Tridel is still there to help you. "Del Condominium Life" is published four times a year by Del Property Management Inc. for Tridel condominium owners to keep you up-to-date on arts & entertainment, trends, legal information, new Tridel projects and to report on various Del Cup Tournaments and other "Del Diversions". It's just one more way that Tridel continues its commitment to its customers.



*All of these materials are available to you free of charge from any Tridel Sales Centre or by calling the Tridel Priority Hotline (416) 661-9394. Or complete and mail the business-reply card at the back of this publication.*