

# LIBERTY DEVELOPMENT HEARS MARKET CALL FOR SMALLER SUITES, EFFICIENT DESIGN AND AFFORDABLE PRICING... AND LISTENS



Canopy Towers - North Building & South Buildings - Exterior Rendering Dusk View by Liberty Development

## Upcoming Launch of Canopy Towers 2 Sees A Customer-centric Approach

### Help Guide Development Decisions

While most successful real estate developers will tell you that its their ability to see the future is the key to long-term, sustained success. But, if you ask Liberty Development the secret of their success the developer will say that its not just (fore) sight that has helped them succeed, but the ability to listen that has made the biggest difference.

“We think about the future with every community we build,” says Liberty’s Shawn Richardson, Director of Sales and Marketing. “But its what we hear

from the market that has the biggest impact on our approach.”

That’s never been truer than with Liberty’s strategy for the launch of Canopy Towers 2, in Mississauga.

Determined to ensure that the follow up phase to its successful Canopy Towers community was a success, the developer used much of last year to hone the details and deliver a development opportunity that was ideally designed, efficiently laid out, and accurately priced.

“We used last year to reach out to purchasers and industry influencers, intent on listening before bringing Canopy Towers 2 to market,” says Shawn Richardson. “This period allowed us to ‘pressure test’ various aspects of the project. That input has

resulted in the launch of Canopy Towers 2 this quarter, and the introduction of the most efficiently designed suites on the market. At a very attainable price point.”

Canopy Towers 2 will see approximately 25% of its unit mix priced around \$400,000, with the remaining suites all designed to meet buyer demand (for less than \$700,000).

With suite size and price dominating the minds of most buyers, Liberty reimagined the suite mix and its efficiencies. “We worked to ensure architects at Dialog and our interior designers with Tanner Hill, along with our sales brokers, Oracle Group Realty looked at the project with market sentiment in mind,” says Shawn Richardson.

The result are suites that boast an enviable mix of standard features and finishes in a smaller, yet smartly designed space.

Suites at Canopy Towers 2 will see quartz countertops, stainless steel appliances and European-style cabinetry in the kitchens, while the bathrooms will feature quartz countertops, modern white bathroom fixtures, porcelain surrounds, single lever faucets and a deep white acrylic soaker tub.

The living spaces will be defined by its rich laminate flooring throughout the unit, contemporary doors with brushed nickel hardware, four-inch baseboards and mirrored sliding closet doors in the foyer (where applicable).

Of course, Liberty believes that the key to maximizing purchaser satisfaction of a small residence is to ensure a large amenity program,

“We think our buyers will be very happy with the full range of amenities being offered, as well as the live, work and play opportunities of our location in downtown Mississauga,” says Richardson pointing to the long list of amenities at Canopy Towers 2 which, includes the ‘wish list’ shared with the developer as part of their engagement process last year.

“We heard buyers asking for a yoga studio, fitness centre, golf simulator, pet wash, children’s play space and a half-size basketball court, and more,” says Richardson. “And we delivered. But we also heard the call for a competitive price point and an efficient design... and there again, Liberty is listening.”

**For your chance to be heard, visit [canopytowers.com/lib](http://canopytowers.com/lib) and register for early access to Canopy Towers 2.**