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Marketing Strategy & Writing

SUN TOWERS BROCHURE COPY

THE CENTRE OF IT ALL

ALL LIFE REVOLVES AROUND THE SUN

The sun is the energy source that powers our world; it creates and sustains life. We raise our face to it and thrive in its golden rays. It is the very centre of our existence. The sun is warmth, it is security, it is comfort.

Sun Towers is an expression of the sun's gravitational pull. Put yourself at the centre, where the best of daily life is within easy reach and a world of possibility revolves around you. In the heart of Metrotown, Sun Towers is a beacon of cosmopolitan sophistication; the crowning glory of Metrotown's "Golden Row" of luxury condominium towers.

"Turn Your Face to The Sun and The Shadows Fall Behind You"

THE BENEFITS OF BEING AT THE CENTRE

Burnaby, British Columbia's 3rd largest city, sits at the geographical centre of it all in Metro Vancouver. Burnaby offers a phenomenal level of convenient access to surrounding areas. It's the perfect place for people who like to get out, do things and go places.

Majestic evergreen trees and stunning mountain views await, and with 25% of the city's space dedicated to parks there is plenty to enjoy. A fantastic urban and diverse community, Burnaby offers a world of cultures, cuisines, and opportunities. All easily accessible.

A NEW METROTOWN. A NEW DOWNTOWN.

Metrotown is the official downtown of Burnaby and is recognized as the second most significant downtown core in Metro Vancouver. Defined by a great urban cluster of shopping, services, gathering places, parks and community, Metrotown is a place where people live, work and thrive.

At Metrotown's core sit Metropolis Mall (BC's largest), Metrotower Office Complex, Metrotown Skytrain Station, and a mix of residential condominium towers. This concentration of human activity combines to produce a vibrant social energy that makes Metrotown one of Canada's great urban centres.

TIME LOST CAN NEVER BE FOUND AGAIN

A great urban core like Metrotown puts the needs of modern life close at hand. Here the car is hardly your only option. Walking, cycling and transit are quick, convenient choices. Avoid traffic, live healthier, and save time all while getting to know the neighbours in the safety of your community. Luxury is having options.

PARKS AND RECREATION

Central Park, Deer Lake Park and Burnaby Lake Park are a trio of spectacular recreational parks within easy reach of Sun Towers. Offering an abundance of activities, including numerous walking trails, playgrounds, pitch & putt golf, outdoor swimming, boating, birdwatching, horseback riding, lawn bowling, picnics, tennis, concerts in the park and so much more. A backyard beyond truly beyond compare.

BERESFORD STREET

Beresford Street is the focal street in Metrotown. This traffic-calmed, pedestrian focused stretch highlights the very best of this exciting neighbourhood. Wide, beautifully landscaped sidewalks are adorned with boutique shops, dining, and display of public art by world-renowned artists. Vibrant, alive, and beautiful.

SUN TOWERS

Standing taller than any other on Beresford Street, Sun Towers will be a neighbourhood focal point – a gravitational pull. Elegant terra cotta band climb the building's façade and call out with a distinctive voice that says, "come home to something special".

THE CHERISHED MOMENT OF ARRIVING HOME

The simple experiences elevate daily life. A familiar face. A beautiful fragrance. A friendly smile. We created Sun Towers to be your sanctuary. A simple place, yet elegantly complex and sophisticated. A welcoming lobby full of space and light, adorned with natural woods and brilliant stone.

FIRST SERVICE RESIDENTIAL

North America's largest manager of residential communities, and Metro Vancouver's most trusted concierge and strata management provider delivering services to some of Metro Vancouver's most beautiful communities. With deep industry experience, local market expertise and personalized attention, First Service Residential delivers exceptional service that adds value, enhances lifestyles and makes a difference every day, for every resident.

Sun Towers concierge service has been modelled after the finest resorts, treating residents like true VIPs. Service programs have been designed to enhance lifestyle and provide a level of quality and service that is second to none.

Professional, attentive, and diligent, your concierge is more than just a familiar, welcoming face, they are a trusted member of your community – building connections, improving security and protecting your valuable investment. All the while ready to lend a helping hand when you need it.

THE SOLARIS CLUB

Spare moments are made gratifying at the exclusive Solaris Club. Complimentary membership gives you access to three levels of unmatched indoor/outdoor amenities that delivers a private club experience, elevating life at Sun Towers.

Enjoy exercise, entertainment, relaxation and rejuvenation amid a meticulously programmed and wi-fi enabled environment. The opportunity to feed mind, body and soul is never far away. At 24,000 sq.ft. there is plenty of space that it will never feel crowded

Relaxation and rejuvenation await in your 60-foot indoor swimming pool and adjacent hot tub. South-facing floor-to-ceiling windows allow warm light to bathe beautiful mosaic tile floors and marble patterned stone walls. Relaxation awaits off the pool deck with a European spa influenced sauna and steam.

Get the heart pumping, stretch yourself, or work on your flow. Racket sport enthusiasts will enjoy a regulation size badminton court with low-impact flooring while those wanting to grab a golf club can enjoy the indoor golf room featuring a multi-course simulator with swing analysis.

A spacious fitness and adjoining wellness room offer a refreshing cardio, stretching and strength conditioning space. Featuring an abundance of natural light, state-of-the-art equipment, modern, wide plank flooring, protective rubber mats, large windows and air conditioning,. It's the perfect space for toning the body ad refreshing the lungs.

The indoor social centre and gathering place of the Solaris Club is the beautifully adorned Private Member's Lounge. Here for members' pleasure is a tastefully furnished lounge area with large screen television and fireplace. A games area features a billiards table, while kitchen and communal style dining table are perfect for a private party.

The outdoor social centre and gathering place of the Solaris Club is the incredible Sky Garden. On the roof of the podium level, accessed off the tower's eight floor, this 6,700 sq.ft. space is fully programmed for enjoyment. Kids can enjoy the play area with soft fall flooring. Play a game of ping-pong, enjoy a meal with friends in the outdoor kitchen and dining area or find some quiet "alone time" in the sculpture garden. On a clear evening sip a glass of your favorite beverage while enjoying the warm evening glow emanating in the fire pit lounge area.

A MODERN INTERPRETATION ON THE CLASSIC

The distinct interiors of each home echo a modern elegance, with thoughtfully designed floorplans, sleek modern kitchens and sophisticated touches at every turn. Interior colours ae elegant and understated. Beautiful woods add warmth; classic marble and quartz bring sophistication.

A PREMIUM KITCHEN FOR THE HEART OF THE HOME

Sleek and beautifully designed kitchens are the pinnacle of cutting edge efficiency and technology. German-made Bosch appliances are seamlessly integrated with custom, German-made Nobilia cabinetry to provide ample preparation space with plenty of storage and world-leading quality. Quartz countertop and full marble slab backsplash adds a clean and sophisticated aesthetic.

The Nobilia cabinetry featured in the homes of Sun Towers is among the world's best. Kitchens are custom designed and manufactured with the utmost precision in Germany. Each cabinet is equipped with soft-close German Hettich hinges and tracks. Custom Nobilia cutlery drawer organizers in sophisticated wood are featured. The amazing iMove intelligent upper cabinet pull-down shelf system and under cabinet LED lighting improves functionality.

A SANCTUARY OF REST AND RELAXATION

The home is an island oasis in the sea of life's complexities. A great space promotes calm, rest, good sleep and overall rejuvenation and happiness.

Bathrooms pamper with a quiet, luxurious elegance featuring sleek, chic and stylish accents throughout/ The space is enveloped with oversized floor and wall tile in a timeless Carrera marble design. A beautiful floating Nobilia vanity and an under-mirror custom shelf complete a beautiful aesthetic.