

## BIG NEW YEAR

At NSMV

As we welcome in another new year at NSMV, the snow glistens and construction progress continues to shine along with it.

2006 has brought an EPIC amount of snowfall to the Kimberley area, and a great ski season at The Kimberley Alpine Resort. Downhill and cross country skiers, boarders, snowshoers, and dog-sledders alike are enjoying the kind of fresh powder that makes Kimberley such an extraordinary winter vacation destination.

Northstar itself has enjoyed over two feet of fluffy white snow around the resort, and much more is accumulating at higher elevations. This only adds to the base that was already packed and in place, ensuring not only excellent current conditions but a very good spring season ahead.

Although snow is welcomed with BIG open arms, it must be removed from the building zone in order to access the new Valleyview Townhome sites. Fortunately, occupancy for buildings H and I have remained on target while some adjustment of scheduling has been necessary surrounding construction of the upcoming J and K townhome buildings.

We are pleased to report that sales have continued to be steady as the new year unfolds. The dream sampler program has been tremendously successful, whereby interested prospective purchasers are invited to stay at Northstar and experience the product and lifestyle firsthand. This program offering, along with a number of owner referrals, and the fact that February is a historically busy month indicates that the few remaining condos will not last long.



THE EARTH DOES NOT  
BELONG TO MAN...  
MAN BELONGS TO  
THE EARTH.  
-CHIEF SEATTLE

## BIG NEWS

What's Happening at the Kimberley Alpine Resort?

It's worthwhile adding [www.skircr.com](http://www.skircr.com) to your list of favourite websites. The site offers all kinds of great information about what's going on at the Kimberley Alpine Resort.

This year, RCR offered the "Grade 2 Funpass" on their website, entitling all kids in grade 2 (or born in 1998), to an RCR Superpass – good for season ski pass privileges to Lake Louise, Fernie, Kimberley, and Nakiska.

You may also want to check out the very comprehensive 2005/2006 calendar of events, featured on the Resorts of the Canadian Rockies website. In the mean time, here are a few key dates to keep in mind:

### Feb 18-19 Kimberley Winterfest

Platzl Bocce, Kid & Mutt Dogsled races, Platzl hockey, on mountain events

### Mar 6-8 FIS World Cup Telemark Race

Top telemark racers in the world compete here

### Mar 25 Bavarian Iron Legs Quadrathlon

Enter a team and find out if you're really in shape!

### Apr 1-2 Spring Splash

Wrap up weekend party, events, live music

### Apr 2 Closing Day

Final day of skiing

Don't forget about live music every weekend at the Stemwinder – the new après-ski hangout at the base of the Kimberley Alpine Resort, and only minutes from Northstar.



OH HOW THE  
MOUNTAINS MAKE  
LIFE SO SWEET.

-AUTHOR  
UNKNOWN



## UPDATE ON CRANBROOK AIRPORT

A new name for the Cranbrook Airport has been introduced. "The Canadian Rockies International Airport" represents its location and symbolizes its intended future - 100,000 extra passengers are expected to pass through the airport annually, nine years into expansion. Local government predicts "unprecedented tourism growth in SE BC" as a result of this initiative.

We are also pleased to relay that the renovated air terminal building and new runway design continue to progress in anticipation of the scheduled spring 2007 completion date.

Pretty exciting news for the area!

## BUYER TRENDS

We've Come A Long Way Baby!

When NSMV was originally launched, fractional ownership was a relatively new concept to the average real estate buyer. Today, most people know what it is all about and recognize the benefits. When considering the expense of time and money, it just makes so much sense to buy what one needs and can use rather than investing in a whole vacation home.

Now, another trend is emerging. We call it the "bundling of buyers". Friends, family members, and co-workers are getting together to purchase all 4 quarters of a full unit, to tailor their circumstances with their travel habits.

For example, when you purchase as a bundle, it simplifies the ability to book back to back weeks in the summer, or over the holidays, while still enjoying the overwhelming benefits of owning a quarter share. It's also a great alternative to owning "the family cottage". The benefits are the same, but an ownership structure is already in place to avoid all of the typical hassles. The Northstar Hospitality Company is in place to handle all of the details, maintenance, and day-to-day operations of your vacation home for you.

For more information on this growing trend, contact your Mountain Home Specialist. Call 1.877.233.3307 or e-mail us at [sales@northstarmountainvillage.com](mailto:sales@northstarmountainvillage.com)

## REAL ESTATE AND CONSTRUCTION ACTION AROUND TOWN

2005 was a busy year for Kimberley in new construction and real estate sales. Here are some interesting stats to be aware of:

Building permits, 2004	168
Total project values, 2004	\$13,287,878

Building permits, 2005	209
Total project values, 2005	\$39,334,000

No. of residential real estate sales, Jan 2005 – Feb 2006	186
Average price	\$146,265
Average days on market	71
Average % of list price	95%

*\*Statistics supplied by Royal LePage, East Kootenay Realty.*



## IRVINE INTERVIEW

### BIG Owner Testimonial

As a matter of practice, we like to include an interview with an existing owner in every issue of the NSMV newsletter. It is always interesting to find out why others like us choose Northstar over all the other vacation properties in the area and on the market today.

Making an investment in real estate is usually more than just purchasing bricks and mortar. It's about feeling good about the product and choosing a lifestyle that best suits your style. Colleen Irvine was kind enough to share what most informed her purchasing decision, and motivated her family to become owners not once, but twice, at Northstar.

**NSMV:** First of all, thanks Colleen, for participating in this interview. I understand you're from Calgary, and have kids.

**IRVINE:** Yes, I have two boys, ages 16 and 14.

**NSMV:** How did you first hear about NSMV?

**IRVINE:** I heard about NSMV by talking with people. We were looking in the area, Windermere, Invermere, Fernie, and felt that most of these markets were way over priced. Kimberley is the "diamond in the rough", still relatively undiscovered.

**NSMV:** Once you narrowed in on Kimberley, what made you choose Northstar over other vacation properties in and around town?

**IRVINE:** It was what you get at Northstar, when you compare dollar for dollar: the ski-in/ski-out location, the quality workmanship, the access to hiking, biking, ATVing, white water rafting, and of course the hot tub overlooking the forest and mountains doesn't hurt either!

**NSMV:** I understand that you purchased a condo in the Panoramic Phase almost exactly 1 year ago, and subsequently purchased a second townhome in the new Valleyview Phase. Why two properties?

**IRVINE:** Retirement planning is a key component of our rationale. Although we hope to keep both, and enjoy the lifestyle that ownership offers, from an investment standpoint, we always have options. Although our original goal is to will a quarter to each of our children, we still have the ability to keep one, and sell one at a later date.

There are all kinds of reasons that make real estate in Kimberley a good investment: the expansion of the Cranbrook Airport, the Paralympic facilities, and now the recent talk surrounding Ft. McMurray.

**NSMV:** The Ft. McMurray issue is an interesting one. What have you heard about it?

**IRVINE:** There have been some recent articles in the newspaper that a certain firm is thinking of flying in workers from Kimberley, rather than using Fort McMurray as a hub community for its employees working in the Alberta oilsands. They're looking towards Kimberley because it is such a nice place to raise families. It's a real mountain style town, with the infrastructure to support local housing and tourist activity.

**NSMV:** It's really interesting to learn that Kimberley is on the radar for those looking for quality of lifestyle. Obviously something that has made your family pretty enthusiastic about the area too.

Will you use both of your properties personally?

**IRVINE:** Yes, for now we intend to. We'll spend two weeks at Northstar every summer, and of course spend some time over the winter skiing. In fact, we're heading to Northstar this weekend.

**NSMV:** Do you prefer one of the product styles over the other?

**IRVINE:** At this point, I can't say. The configuration of the Townhome plans is brilliant. There is an entry level where the early birds can get up in the morning, get ready for an early tee time, and not disturb the rest of the family. On the other hand, the loft in the Panoramic Phase is drop dead gorgeous, and certainly makes enough space for everyone. We recently had a family of 4 stay with us in our condo overlooking the ski-hill, and with eight guests, nobody felt like they were stepping in each others space.

Really, the reason we purchased both condos is how classy they are. They both truly feel like 5-star accommodations. And, the Northstar Hospitality Management team handles all of the operations surrounding the rental of our condos when we're not using them. This takes the pressure off. We don't have to worry about collecting rental fees from guests, or scheduling the exchange of our weeks. They handle everything for us.

**NSMV:** If you were to refer a friend or family member to NSMV, who might that be?

**IRVINE:** Well, I've actually already made a number of referrals to Northstar and some have already purchased units. Northstar can accommodate a wide range of interests. Whether you are looking for investment property, planning for retirement, like an active recreational lifestyle, or just need a quiet retreat.

**NSMV:** Colleen, thanks so much for sharing all of this insight with me. The team at Northstar has so enjoyed working with you, and having the opportunity to get to know you too. Hope you have a great time at Northstar this weekend!

## BIG APPEAL

### Alpine Club Amenities

For owners, guests, and the visionaries behind the NSMV dream, the upcoming Alpine Club is believed to be one of the greatest features of the resort. With all of the excitement and hype surrounding this important amenity, we've asked Pat Elynuik, the managing partner at NSMV a few key questions on our minds!

**Q:** What are the specific amenities included in the Alpine Club?

**A:** The Alpine Club will feature:

- Concierge services
- Great room
- Breakfast area
- Self-serve snack bar
- Tot lot
- BBQ area
- Fitness facilities
- Outdoor pool & hot tub
- Spa treatment area
- Storage arrangements

**Q:** What will the Alpine Club look like?

**A:** Architecturally, the look and feel of the building will be in keeping with the rest of the Northstar resort. That means incorporating natural materials like heavy timber, cedar shakes and trim, natural stone, river rock, and tile. The design will maintain the same chic mountain style décor and there will be a wood burning fireplace with a rock face and log mantle. We'll also include log furniture built by local artisans.

**Q:** What will the Alpine Club feel like?

**A:** The Alpine Club is what makes Northstar a "resort within a resort". For some, it will be a place to unwind, and soak sore muscles after a great day on the hill. For others, it will be a place to congregate with family, friends, and neighbours, perhaps in the meeting space, tot lot, or around the outdoor BBQ.

While the condos at NSMV form the physical makeup of the resort, the Alpine Club embodies its personality and forms the foundation of the Northstar brand – a place where privileged opportunities are offered, and an extraordinary guest experience is celebrated.

**Q:** What is the timing on construction of the Alpine Club?)

**A:** Our goal is to begin construction on the Alpine Club this spring, and be complete this year. Providing safety and logistics permit, owners will be granted access to certain amenities as they are constructed. We are extremely excited about launching this part of the project, and we want to deliver these services to our owners and guests as quickly as possible.

Architectural drawings are being finalized, and New Dawn Developments, our master builder, has been booked and is ready to proceed. It's been a real team effort, right from planning and design, to determining how it will finally look and feel to best meet the needs of our owners and guests.

**Q:** How will the Alpine Club affect the hospitality/rental division of NSMV?

**A:** The Alpine Club is designed to promote vacation appeal not only for owners, but for rental guests as well. No other real estate development in or around Kimberley offers the same types of services and facilities found here. When guests are choosing a place to stay in Kimberley, they'll pick Northstar over the others for plenty of reasons - quality, style, location, and of course, the extra resort amenities. We know that rental activity is important to our owners, and see a positive correlation in offering these types of benefits to the rental market.



## NSMV HOSPITALITY COMPANY INC.

The success of the hospitality division and rental program at NSMV is as important to our team as it is to our valued owners and guests. That's why we attempt to make the operation of it as transparent as possible. Ron Waldman, partner at NSMV says, "We are not the typical condo/hotel creating capacity to fulfill demand. Rather, it is our mandate to attract returning guests and deliver a superior vacation experience."

Ron explains that "only by understanding who our customers are and what kind of travel habits they share, can we structure the right people, organizations, partners, and wholesalers to deliver high on-going rental occupancies and happy owner referrals."

Some of the things we are currently doing to improve and expand the hospitality division are:

- Develop our on-going rental program through existing database, across Canada, the US, Australia, and the UK
- Actively seek new business by building relationships with wholesale providers, travel agencies, golf and ski clubs, etc.
- Identify opportunities to craft, cross-promote and sell ski and golf accommodation packages to individuals and groups

Beyond this, we will commence construction of the Alpine Club this spring, and will ensure that the right facility and amenities are in place in order to attract and serve our market niche.

Finally, we have searched long and hard for just the right person to manage all of these objectives for us over the long-term. We are thrilled to welcome the new General Manager of Northstar Hospitality Company, Inc., Mark Riegert, to our team!

It will be Mark's objective to build an ongoing base of returning guests that will nicely complement our existing owner and Interval use. We look forward to introducing Mark to you during your next stay at NSMV!



### All About Mark Riegert

- Born and raised in Saskatchewan
- Recently moved from Lake Louise where he has spent the past 23 years working at the Lake Louise Mountain Resort
- Years of sales & marketing experience in event management, group sales, promotions and public relations
- Involved in all levels of operations at Lake Louise from guest reception, to transportation, food and beverage and all other departments necessary to the daily operation of 620 full time staff
- 5 years experience as Director of Accommodations for the Lake Louise Division of R.C.R. Inc.
- Loves to ski & golf, bike and hike, chill and grill, etc.
- Moved to the East Kootenays for outdoor recreational lifestyle opportunities (and not a bad job offer to boot!)
- Internationally certified Level 3 ski instructor & club level race coach/carded member of the C.S.I.A & C.S.C.F.
- Will maintain and drive rental base with passion and grace
- Intends to meet and learn each and every owner's name by heart
- Plans to help deliver the best possible vacation experience across the valley!



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### SPECIAL NOTE TO OWNERS

Many of our owners have been keen to acquire some NSMV winter wear. In response, we've designed NSMV fleece vests. They are available to be purchased for \$65 plus tax.

Pick your size and colour combination from the following choices:

Small | Medium | Large | Extra large | Extra extra large  
Red & black | Grey & black | All black

