



This is Tridel.

Canada's leading condominium developer.

TRIDEL[®]

TRIDEL[®]

Welcome, bonjour, néih hóu, hola, shalom, nín hâu,
wítamy, chào mung, khosh âmadíd,
tuloy po kayo, sat srí akal, nam askar,
yín dee torn lap, namaste,
annyyong hashimníkka, guten tag,
konníchí wa, zdravstvuite,
bem vîndo, buon gíorno.



From every walk in life,
we welcome you.

We're not sure how you got here, but we're glad you're here. You've all come to us from different places and spaces but that does not matter because from the moment you think Tridel we consider you part of the family. We want you to feel welcome, so allow us to introduce ourselves and help you get to know us. After all, the best decision is an informed decision. Our story is a bit long, seventy years in the making actually. But for you we've made it a 10 minute read. So sit back, relax and enjoy. We think you'll be glad to know us.

We're delighted to meet you.

This is Tridel.

TRIDEL®



Remember
where you
came from.

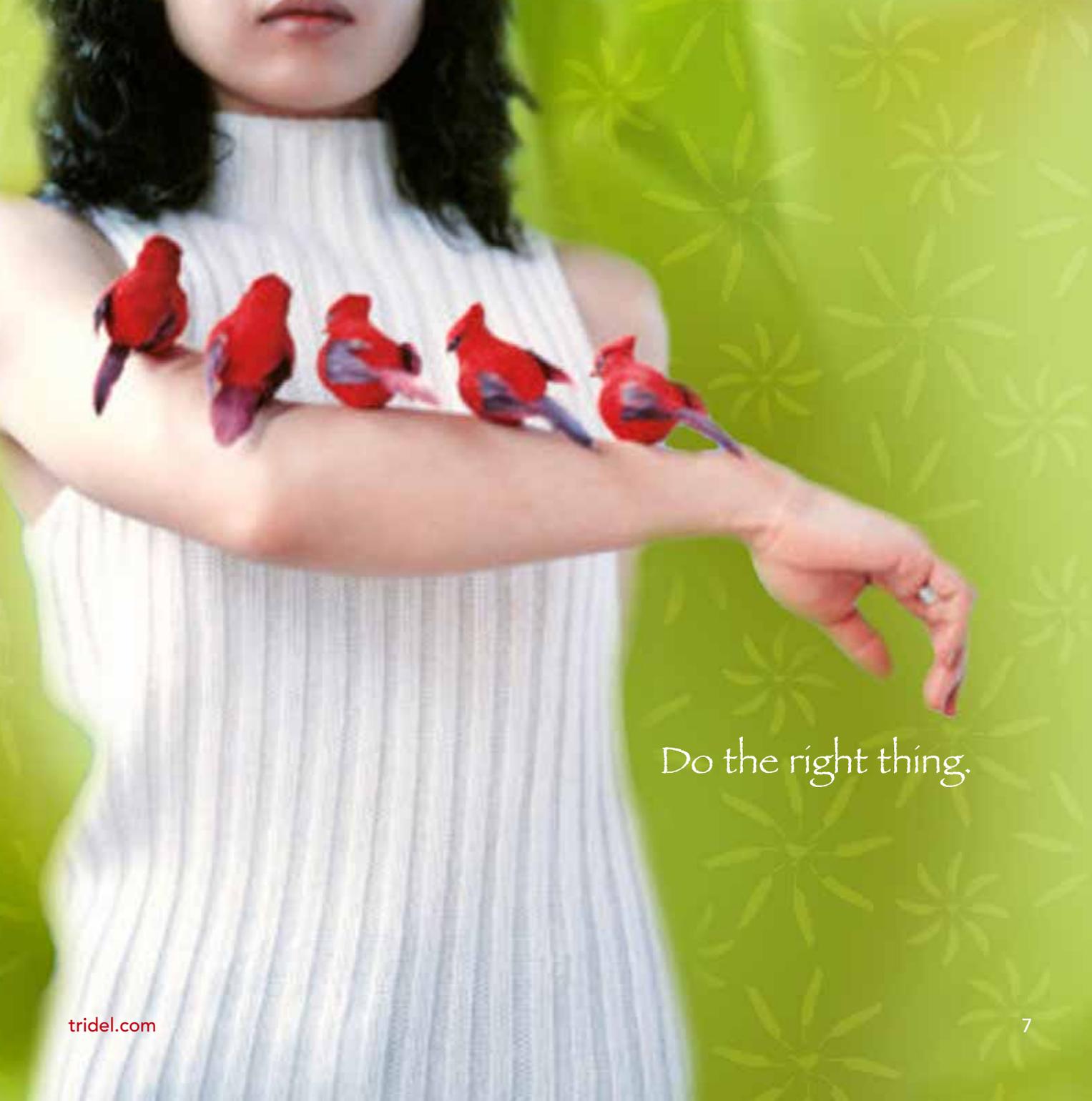
Time honoured values. Strong roots.

Begin at the beginning and always remember where you came from; it keeps you humble and keeps you strong. We've come a long way since Jack DelZotto, the founder of our company built our first home in 1934.

We think it's important we introduce you to Jack because his strong belief in family values is the bedrock for our entire organization. Our guiding principles are: honesty, integrity, reliability, respect, professionalism and teamwork. Values that are just as important today as they were yesterday; and while Tridel may have grown, we maintain strong ties to the values, pride and craftsmanship that went into the original family business years ago.

Jack was also ahead of his time in a lot of things — construction, customer care and urban living. He was an innovator who built the first apartment complex in 1961, which featured twin towers with 260 suites each and a recreational centre which included a swimming pool, fountains and landscaped grounds. This complex was the forerunner of the luxury condominium lifestyle which has become the hallmark of every Tridel community.

Innovation and family values are the principles that guide us everyday. They give a voice to our commitments that are second nature to us, defining where we came from, who we are and where we're going. This is our culture. This is who we are, with Jack in heart and mind.



Do the right thing.

Build trust. Build for life.

We build trust literally one storey, one home at a time. In building a new home, our customers have given us a tremendous responsibility, one that we take very seriously. We recognize that our past, current and future success is because of all the people who made that leap of faith and decided to call Tridel “home” and who trusted us with a very important part of their future.

It is because of that TRUST every employee of our Company understands that there is no finish line when it comes to offering outstanding customer service. At Tridel, Customer Care is not just a priority, it’s an obsession. Our culture of personalized care is deeply instilled in our employees — people who share this single focus and are inspired to offer you great service — every time.

Our Promise to You, is a simple but powerful reflection of our trademark, Built for Life. This means building for today’s *lifestyles* with an array of leisure and entertainment amenities so you can enjoy carefree condominium living to the fullest; building *healthy sustainable communities* so you can have superior performance, comfort and quality all while doing your part by making a healthy environmental choice; and building homes of *enduring, lasting value*.

Our homeowner’s trust is the mainstay of our organization and we value that trust in everything that we do.

Of all the things we’ve built, your trust is valued the most.



Do well by doing good.

By giving, we grow.

Our communities have grown and so have we. In fact sometimes it's a bit hard to tell where we end and our communities begin because we think it's important to maintain strong ties to the people who have made us so successful.

It is about giving back. It is about doing our part. It is about doing more. Through our Tridel in the Community initiatives we are active in literally 100's of charities and community events. We align ourselves with a realm of organizations that focus on important cultural, social, environmental and health concerns and with them work to help our children, our seniors, ourselves and our planet.

We are proud to support agencies like the Children's Wish Foundation and the Chum City Christmas Wish in support of making children's dreams come true. We contribute to the future housing needs of our senior's through foundations like the Yee Hong Wellness Foundation and Copernicus Lodge.

Every year we work to raise everyone's awareness of their health by participating in the Canadian Cardiac Rehabilitation Foundation's Walk of Life. Sustainability and the environment are also close to our hearts and you can expect to see teams of Tridel employees at events like Earth Day, where we join in with our families to plant the small trees of tomorrow's strong forest.

At Tridel we understand that the smart thing to do business-wise is often the right thing to do people-wise. More than the material things it is about giving your time, effort, attention and simple genuine caring. There is an old saying about making sure you leave things better than how you found them. We believe in that.

Live in agreement with nature.



Build up – not out.

Mother Nature is our greatest ally. She has never failed to deliver and she has often served as our greatest teacher for design. Creating homes and communities that are in agreement with their surroundings and that respect the environment is not a new concept, it is good old fashioned common sense.

The high-rise condominium lifestyle by definition offers a more sustainable, more efficient model of new housing development. It requires less transportation, fewer sewer lines, fewer power lines, fewer roads, and higher structural mass per square foot of land, which in and of itself is more energy efficient.

However, the need for housing will continue to increase over the years. What is doubtful is whether or not the earth can continue to supply the bounty of lumber, bricks and insulation: land, energy and water that goes into the construction of today's homes. Change is needed and as a market leader, change is exactly what we are good at.

*“We have not inherited the world from our forefathers –
we have borrowed it from our children.”* - ANONYMOUS PROVERB

At Tridel, we're planning right and building right. Tridel's communities are as we like to say, built naturally better to provide healthier places to live while saving money on energy and water usage. Our communities are specifically designed to have the lowest possible environmental impact.

We are a company with a conscience and we work to ensure that our children inherit a better world. Seventy years after our brand was created, we continue to make the best homes we can for today and tomorrow.

The whole is greater than
the sum of its parts.

An experience of a lifetime.

Synergy usually happens when people with different, yet complementary skills combine. This is what we've achieved by creating sister companies that have evolved as a direct result of listening to our homeowners.

For example, while many builders believe their job is done after move-in, we believe that in many ways it has just begun. That is why we have always had our own award-winning professional condominium property management services provider Del Property Management. They are there with us to make your move and your transition into your new home seamless. After you move-in, Del Property Management continues to make sure you receive the special care you need. They are there taking care of you and your community so you can enjoy and get the most value out of your home for years to come.

Other members of the Tridel Group of Companies provide a range of services and products that can help you with investment property management, selling your home or even state-of-the-art home entertainment and technological solutions. We've also partnered with like-minded industry leaders to offer you what we like to call smart services all designed specifically to enhance your home buying experience.

At Tridel we are all about the experience. Your experience of a lifetime.



Surround yourself with good people.

The company you keep.

Most of us can remember our parents' advice to "choose our friends wisely." Suffice it to say, they were referring to the way in which others would judge us according to our friends. Well, we're proud to say we work with the "best of the best." We manage to create winning teams by surrounding ourselves with brilliant and creative minds. They are passionate and committed to what they do, delivering outstanding performance, not just some time but every time. They take us forward as a company, as an industry, as a society. They lead the way in achieving excellence and are the cornerstone of our success. Their ideas, commitment and connection to our customers are truly the essential elements in our ability to provide you with the ultimate Tridel experience.

We know that happy employees make happy homeowners. Our people believe in the value of their work and because of that, find fulfillment in what they do. They appreciate and celebrate each milestone in the construction of your new home.

At Tridel we believe that it is all about the people; our employees, our trades, our consultants, and yes, most importantly, YOU. Surround yourself with good people and you will do well, always.

If you want something done right, do it yourself.

Resource, not outsource.

Quality is never an accident. It is always the result of high intention, sincere effort, intelligent direction and skillful execution. It represents the wise choice of many alternatives.” ~ WILLIAM A. FOSTER.

We build our homes. This may seem a funny thing for us to say but many builders use outside contractors to build or sales companies to sell their homes. Some even outsource what we think is the best part, showing you your home for very the first time. At Tridel we believe that it takes a certain level of direct, personal, hands-on commitment to do the job right and to do the job well. That is why we invest in our own in-house construction, sales and customer care teams who have been with us for decades.

You can be sure that you have seasoned professionals that are focused on one thing, your ultimate Tridel new home experience. A five year employee with Tridel is still considered a “newbie” and it’s not uncommon for us to celebrate 10, 20 or even over 30 years of employee service. In a world where 50% of employees have been with their organization for less than five years, we know the power is in our people, people with experience. This often creates a very different approach, an approach that stems from a belief that the best homeowner is an informed homeowner. For example, our own in-house and experienced sales representatives are here to guide and service your needs...not just to sell you. That is why most of our time with you is spent in providing important lifestyle choices and information that will make sure you get the most out of your home.

You have given us a very serious responsibility, the construction of your new home and we would not trust someone else do the work. You’re too important for that.

Listen and learn.



Our best ideas come from you.

At Tridel, we believe that our success stems from clarity of shared purpose and that clarity comes from regular communication and good information. While some builders actually restrict how many times a homeowner can report warranty concerns or how the customer can communicate, we believe in the maxim “more is better”.

In fact we like to think we have some of the best resources available to our customers so they can connect with us when and how they want to. We have a 24-hour Call Centre and personal website (mytridelhome.com) just for you where you can log-on and learn. Of course, we love seeing you in person at our on-site presentation and customer care centres, or at our popular Homeowner Workshops where through variety of sessions you can learn about; what happens after you buy, how to make the best design and décor selections for your lifestyle or how to prepare for your Homeowner Orientation where you get to see your community and home for the first time and learn about maintenance tips and more!

Communication would not be complete unless it is two-way so as you get to know us you will find that your voice is heard through regular quick and easy surveys. Over our long history we have learned to listen. Listen to our customers. That is our secret and that is our success.

We can't take all the credit.

Don't rest on your laurels.



Adaptability through innovation.

It's important to allow events to change you. This is perhaps one of the hardest things a business can do, particularly if they're successful. Because you're expected to do what you've always done. But in order to grow, you sometimes have to change. It's the only path to discovery and to innovation. Sometimes that takes a bit of courage.

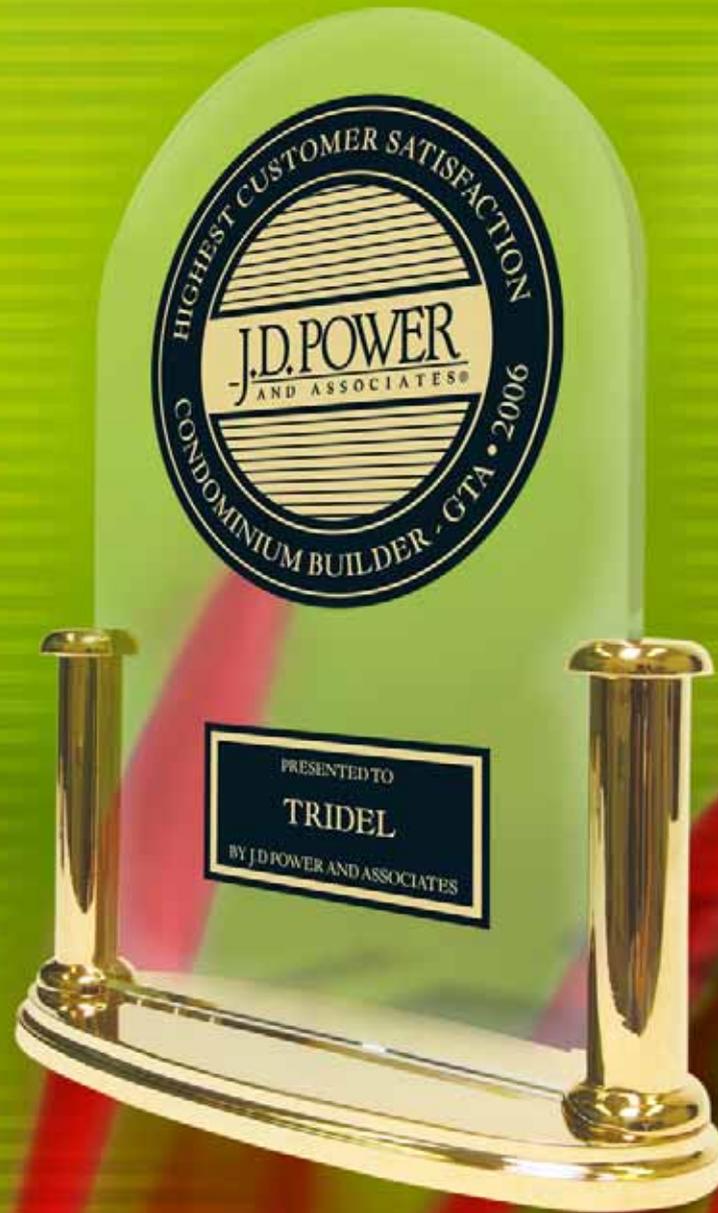
Did you know that the word courage comes straight from the heart? The French word for heart that is "coeur." Not all smart decisions stem from the brain. They come from a strong emotional commitment. When you run up against challenges but maintain your ideals and keep your commitment strong, you have courage. You'll see it's something the people who go down in history as great leaders always tend to have.

A leader strives to keep their edge. The danger is not to be so satisfied with your own achievements that you make no effort to improve. Through improvements in efficiency, productivity and quality we strive to bring innovation to everything that we do. The end result of course, is to deliver value to you.

We might not be changing the world at the speed of light, but we're doing what we can, one home at a time. We think that's a pretty good start. As we've said there is no finish line when it comes to growth and improvement and that is what keeps us strong. While holding steadfast in our beliefs and values, we remain open-minded and we always seek to improve.

Like we said, it takes courage.

Actions speak
louder than words.

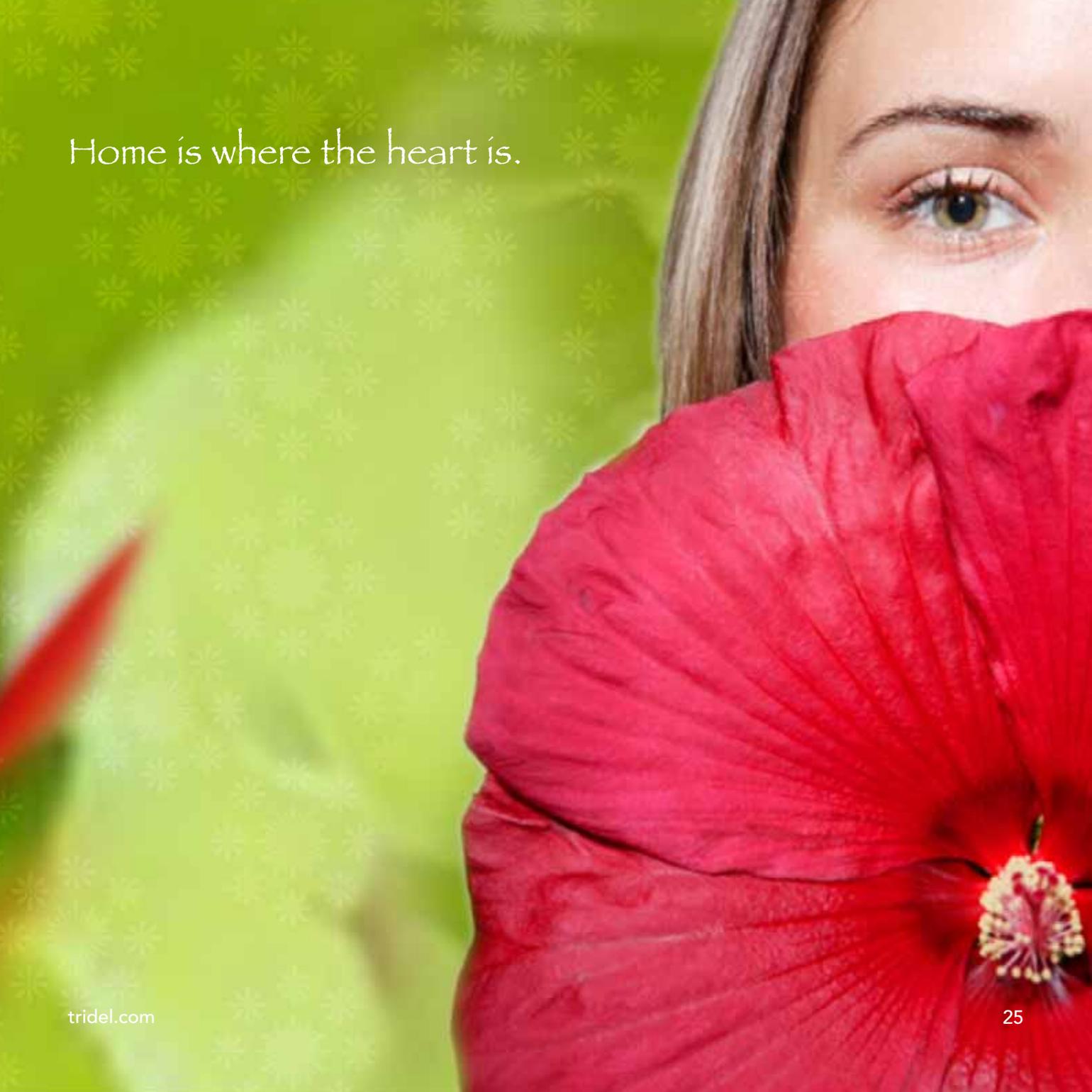


An award-winning tradition.

We are very proud to say that we have won virtually every industry award, more than once. Most recently we made history when we were first developer to be recognized by the Greater Toronto Homebuilder's Association as the 2007 Green High-Rise Builder of the Year. We were also the first to receive the "Highest in Customer Satisfaction with New Condominium Builders in the GTA" ranking by J.D. Power and Associates. This was a distinct honour as the J.D. Power and Associates ranking comes directly from the voice of our homeowners.

Whether for development planning, design, sustainability, sales, communication technology or customer service, we have been recognized as an industry leader and we are very proud of that.

While we cherish every award we believe some of the best awards don't come in the form of a trophy. They come from having customers who have bought their second, third and not so uncommon, their fourth Tridel home. This is our best kind of compliment and our ultimate recognition of a job well done.



Home is where the heart is.

Why would you ever leave home?

You know that feeling. No matter how great your holiday, it's the warm feeling you get when you return home and open your front door. We want you to have that feeling every day. For that reason alone, your home should be exactly where and what you want it to be. We are all for that burst of new home pride.

No other builder but Tridel has the selection of condominium homes and the variety of designs and amenities that are available. So what are you waiting for?

“Never doubt that a small group of committed people can change the world; indeed it is the only thing that ever has.” ~ MARGARET MEAD

At Tridel, we believe in looking back, respecting our past, while moving forward towards innovation. We like to say we're 70 years young and still growing. After 70,000 homes many things have changed since we founded our company — what has not wavered is our commitment to build quality and value into every home we build.

We hope you've enjoyed getting to know us. We hope we've inspired you to want to get to know us more.



We're ready when you are.

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