

BUSINESS

Condo developer takes potential buyers to the drive-in



By **Tess Kalinowski** Real Estate Reporter
Wed., July 15, 2020 | 1 min. read



How do you safely launch a new condo and make it the hottest ticket in town in the midst of a global pandemic?

By taking the live launch event to one of the few acceptable gathering places — the drive-in.

CentreCourt and Parallax developments is launching their 199 Church Condominium project at the City View Drive-in at Polson Pier on Wednesday evening.

“(COVID-19) forced us to rethink the traditional condo launch model,” said CentreCourt president Shamez Virani.

“We’ve had to be creative in our headspace into how we bring the project to market and how we create awareness amongst both the (real estate) agent community and potential buyers,” he said.

The setting with the city skyline in the background is fitting for a downtown project and the response has been bigger than any in the company’s history, he said.

With room to park only 200 cars in front of the big screen, the event will also be streamed to small screens viewed by another 2,000 agents and past clients who registered for the invitation-only launch.

The typical condo launch involves a lot of power point presentations and still renderings. The drive-in event “will be more visually captivating,” said Virani.

The 39-storey condo will include a 5,000 sq. ft. gym and a similarly sized shared work space. Half of the 484 units will be priced below \$650,000.

The condo was ready for market in the spring but the developers put the launch on pause “until we felt the market was healthy and strong and resilient which we do now,” said Virani.

He says there will be more virtual events in the future just because it is so efficient.

“But I don’t think it’s going to be all virtual all the time. There’s a very human touch point element of real estate. It’s an emotional decision, it’s a big purchase,” said Virani.