

# Luxurious to the core



**Numerous multifamily residential developments** offer the promise of luxury, aiming to awe and dazzle potential buyers with shiny show suites. The promise of luxury, however, ultimately proves empty when it doesn't have the quality to back it up.

ProCura marketing manager, Robert Moroto, understands the fact all too well. "A lot of the times, buyers base their purchases on interior finishes like floors, cabinets and appliances which are worth just 10 percent of the value of the home," he tells Condo Guide. "They may look nice but ultimately that's only the surface."

Just like buying a luxury vehicle without checking under the hood, the promise of luxury is often ephemeral. "How can you call it a luxury vehicle if all you look at is the exterior? The same goes for condos, how you call it luxury if you don't know what goes into the construction of the building or understand the quality of the products used?"

ProCura's latest project, the Montana, is indeed revolutionary when it comes to what it offers, luxury that isn't just skin deep but goes to its very core. "Luxury is a state of being where everything works, is comfortable, and pleasing to the senses – it affords you the time to relax and

to enjoy your home, and your time there. Luxury is not just defined by any set of tangible attributes, like hardwood flooring, granite countertops or stainless steel appliances," Moroto says.

"When you talk about luxury condos, it means you don't hear noise from the outside of the building nor from the hallways, you don't see owners bringing their garbage down the elevators, you don't see big moving vans parked out front, your in suite climate is constant, and the level of service from developer and the concierge is impeccable. At Montana we take into account all these considerations and more to build what we would like to think is the city's first true luxury condo."

The 27-floor, 189-unit high-rise will be a new city landmark with its urban elegance and contemporary class that will appeal not only to the young professional crowd, but to a whole range of inner-city dwellers who are looking for a luxurious, maintenance-free residential alternative.


The reinforced concrete building itself is built with residents' comfort in mind, and features 9-inch concrete floors, a full inch thicker than industry standards. "The extra inch of thickness in the concrete provides more stability and reduces noise transfer to the barest minimum," Moroto says.

The VisionWall® floor-to-ceiling windows that the Montana uses are three inches thick that not only allows residents to enjoy the panoramic cityscape, which Montana would now be part of, but also mutes out virtually all outside noise. "VisionWall has been used in high noise areas such as airports, busy downtown office buildings, convention centres, luxury hotels and even museums and art galleries," says Moroto, "We chose it because of its strong ability to eliminate sound, but as well because of its incredibly high insulation factor, making it a perfect product for our cold winters – go ahead, stand by the windows when it's -30, you won't even notice."

The Montana will also have three high speed elevators to service 27 floors, making long waits in hallways a thing of the past. "There is also one oversized elevator which allows owners to bring in large furniture with ease, and a loading dock at the back allows easy access without disturbing the other owners."

The Montana also provides a full time concierge for owners to use, for hard to get tickets, vacation planning, accepting of deliveries and more. "The concierge is there to be your personal

assistant – they know the city and know how to get you what you need now," says Moroto, "The idea is to have a service that can get you anything. If you need your plants watered while you're away, planning for an anniversary dinner, or even doing your holiday shopping – the concierge is there for you."

With possessions slated by fall next year, the Montana is selling at a rapid pace with only 45 units left open. "People recognize the value the Montana offers, value that withstands even a slow market, after all Montana personifies luxury." 

## THE MONTANA

### Address

Discovery Sales Centre  
803 15th Avenue SW

### Website

[www.themontana.ca](http://www.themontana.ca)

