Developer's Vision + Mediterranean Design + Desired Lifestyle = Beta

The Censorio Group of Companies has accomplished something of a rarity in today's world...selling floor plans never before seen in the marketplace... to buyers who haven't made a change in their living arrangements in decades.

It's compelling how powerful a vision can be in business, and how it can change lives.

Three years ago, in 2012, when Peter Censorio acquired property in the 4700 block of Hastings Street in Burnaby, a vision emerged of what could be...

A long-time resident of Burnaby Heights, Censorio recognized a growing need for the community... to create new homes for residents who wished to move out of the houses they've lived in for decades.

Many owners want to stay in the area, but without the challenges and expenses of single family home maintenance. As well, they would need a home design that would give them the feeling and comfort of their current residences.

When looking at the homes surrounding the site, and with an understanding of what was important to these buyers, Censorio created floor plans which modeled the top floor of those same single family homes... re-creating the same living space as his buyers were currently living in, but without the ongoing upkeep.

This was a perfect offering for the marketplace, as many clients, from seeing the building get under way, expressed their interest. These clients were those experienced homeowners in the ages of 55+, looking for their next stage in living, looking for a high standard of finishing.

The Censorio group and designers created a vision and level of finishing which has not been seen before in the Burnaby marketplace, as many elements of Mediterranean ambiance were included as standard finishings in each and every suite.

The marketing of the project and the eventual pace of sales was a pleasure to be a part of, says Troy Steine, who is part of the Censorio team for project marketing and sales.

As in most projects being offered for sale, it takes a certain amount of people to visit the site / sales center before sales are achieved, a ratio of so many people visiting per sale.

However, for Beta, not only was there not a sales center, and not a display suite, but the word of mouth presence with only a small handful of interested parties generated a sell out of the building before construction was finished.

Spending time with each client, following up to personally take care of their questions, concerns, and demonstrating one-on-one how different this building, the floor plans and finishing was in the market, enabled each of Beta's new home owners to make an easy and confident decision.

Even though they were coming out of somewhere where they'd lived for so long, they knew in their hearts that they had found their new home.

Censorio so believes in the Beta building and the North Burnaby community, that they've also located their new office within Beta, on a separate floor from the residents.

The Company recognizes the vitality and many opportunities for growth within the Burnaby Heights areas, and is proud to be part of it moving forward.

The Censorio group has some significant and exciting opportunities coming up in the future, and is creating the elements for what will sure to be more success stories for the community and it's future homeowners.

To be among the first to hear about new opportunities for new home living, in both Burnaby Heights and surrounding communities, we encourage you to visit **Censorio.com** and register for upcoming updates.