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OLD SCHOOL - NEW CLASS

PURE International Offers a Unique Luxury Canadian Renovation - Project to UK Buyers

/24-7PressRelease/ - LONDON, UK, July 17, 2008 - Named by Rolling Stone magazine as "the coolest city in North America," the town of Fernie is nestled discreetly in the heart of British Columbia's Rocky Mountains. A well kept secret in the UK, this vibrant city offers a range of activities to send pulses to alpine heights or relaxing lows, both on and off the mountain and it is here that PURE International, the leading international property firm, has just launched a unique lifestyle and investment project. 901 Fernie, is the multi-million pound transformation of a 1908 school and grounds, offering a premium collection of just 44, one, two and three bedroom apartments and penthouses in the historic downtown area of Fernie.

Considered by many as the hidden gem of British Columbia, Fernie is encircled by the beautiful views of Mount Proctor, Mount Fernie and Mount Trinity, famously recognised as the Three Sisters mountain range. Aside from the enviable four season appeal this location provides, the impressive 360o scenery forms the backdrop and context for an ever growing outdoor adventure and tourism industry.

British Columbia Boom...

Global awareness of British Columbia has substantially increased over the last decade resulting in a positive impact on tourism, as well as real estate values. Travel to British Columbia from overseas markets climbed 20% during 2004 and 2005* and this has been underlined by room rental figures. Hotel revenues across the province increased 6.1% from 2004 figures, reaching \$1.7 billion in 2005; the highest level since 1995. With visitor levels and tourism increasing as a whole, the supply of vacation property has diminished, resulting in a constant demand for high quality rental property. Such factors have also caused capital appreciation in Fernie to increase 15% each year from 1993 to 2005.

Due in part to the booming oil and gas economy in Alberta, British Columbian property markets are also being boosted by internal migration levels with the highest ever amount of Canadians (370,000) migrating west in 2006.

Sean Collins, Managing Director of PURE International, comments: "With North America forming a significant portion of our business, we have always seen Fernie as an excellent opportunity for UK investors and have just been waiting for the right project. 901 Fernie represents a truly unique lifestyle and investment opportunity and I strongly believe Fernie now joins Tremblant when comparing its four season appeal to the UK market."

The project...

901 Fernie is a one of a kind luxury renovation project, which is steeped in history. The 44 units are spread out across four buildings, three of which are original school structures and one sensitively constructed new-build element. The first three phases of 901 Fernie have now been all but sold, with most buyers originating from the local vicinity as well as from further afield in North America.

Many of the original features have been carefully restored to their former glory by the Leblond Partnership architectural firm and as a result, the apartments have kept many of their unique qualities. High ceilings, original timbers and light-filled interiors are featured throughout and the interior spaces reach sizes of up to an impressive 185 sq m.

The layout of the apartments has been carefully designed in order to maximize the impressive views for the living spaces and ensure that every bedroom enjoys its own bathroom. The penthouses in the Main School Building, which is to be launched in September 2007, are guaranteed unrivalled panoramic views of the surrounding mountain scenery.

This luxury development features a world class spa and fitness facility, which is set to be the only destination spa of its kind in the East Kootenay region offering 650 sq m of intimate space it provides a year round outdoor heated mineral pool, gym, steam room, saunas and an inhalation room. Specialised treatment rooms are also available, offering a range of indulgences. 901 Fernie also benefits from a full-service concierge.

Purchasers at 901 Fernie can also make use of the Intrawest 'Resort to Resort' program. By letting their property through this innovative program, purchasers can earn 'Resort Credits' which enables them to gain access to the ever expanding Intrawest network of ski, golf and beach resorts as well as cruise destinations.**

The area...

With its roots planted in the coal mining industry, Fernie is now a four season paradise for the outdoor enthusiast. Reaching 1,925m the renowned Fernie Alpine ski resort, just a short drive from 901 Fernie, has 220kms of trails that traverse some of the steepest inbound terrain in North America. Whilst the area is home to 2,500 acres of deep powder, a half-pipe and a specialist jump park, there are also a wide variety of runs for beginners and intermediates.

Fernie is situated in the East Kootenay region of British Columbia, which is now home to 22 impressive golfing establishments, including the fantastic courses available around Fernie itself. British Columbia was voted by the International Association of Golf Tour Operators as 2007's North American Golf Destination of the Year, underlining the area's year round appeal.

Getting there...

There are daily, 9 hour flights available from London to Calgary International Airport, which is about a three hour drive from Fernie. Alternatively frequent connecting flights from Calgary to Cranbrook are available. Cranbrook is about a 60 minute drive away from Fernie.

Prices for the one, two and three bedroom apartments currently available at 901 Fernie range from 195,000 to 808,000. A possible priority reservation system is being created to facilitate the purchase of the penthouses. For further sales information please contact PURE International on Tel: 020 3031 2860 or email: contact@pureintl.com. Alternatively please visit www.pureintl.com.

Editors Notes:

*Source: British Columbia Ministry of Labour and Citizens services.

**For further information please visit www.resorttoresort.com

About PURE International

PURE International offers a range of specialist services for the sale and marketing of luxury property in recreational destinations worldwide. Since its inception in 2004 PURE has established wholly owned offices in the UK, Ireland, Canada and Switzerland, a partner office in Holland and has a growing database in excess of 20,000 people. The company has sold in excess of 600 residential real estate units with a value of 400 million and won several high profile awards including the Homes Overseas Gold Award for Best Estate Agency Marketing 2006. The current value of schemes offered by PURE is 3 billion.