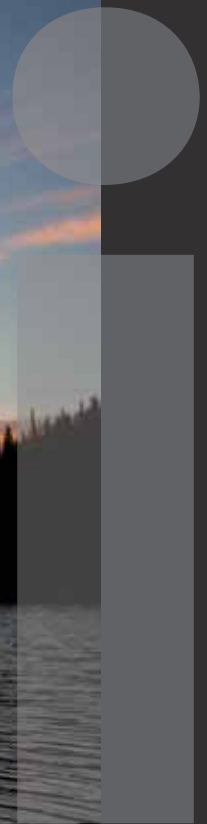




# the iconicCottage resort





# Iconic Cabins

# iconicCabins



## **The Iconic Cottage Resort**

Our vision is to facilitate the creation, building and operation of distinctive cottage-style resorts in unique destination areas. We will do this by acquiring property, then building and selling vacation property with our partners. The larger goal is to envision the lifestyle our purchasers are after and take into account how our environments can enhance how and where people want to vacation and live each day. This approach includes a concern for affordability, community, sustainability, and the inherent natural beauty around us.

Our mission is to pioneer cottage resort communities that fit seamlessly into larger resort destinations creating locations where people want to holiday or live for the rest of their lives.

Our philosophy is enjoyment of wonderful natural environments while leaving a small footprint. We accomplish this with the thoughtful spacing of each building location, the use of higher quality, longer lasting materials from local suppliers where possible, landscaping that's natural and indigenous to the area and through common spaces that build community interaction and enjoyment.

Our resort communities will all be unique and will be designed with a balance of private and common space. Each private space will provide intimate settings but also be part of the larger community.

We will develop affordable, connected, highly esthetic cottage resort communities that integrate into both the natural environment and our widely-recognized vacation destination locations.

Peaceful simplicity

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## Executive Summary

Iconic Hospitality has identified a major vacation and home ownership market trend towards thinking small. While the current real estate market has continued to be sluggish there have been some unique success stories where small, well-priced products in established and non-traditional vacation areas have moved very well.

As developers of leading edge products including resorts and innovators with our unique resort club concept, Iconic Hospitality is ideally suited to identify, promote and facilitate the development of new vacation ownership products such as cottage resorts.

Using the benefit of hindsight balanced with the current economic reality we have identified numerous opportunities for cottage resorts developments that we are currently moving forward. Our criteria for inclusion and some of the key success ingredients are:

- a. Landowners must either carry the land till product completion or enter into a joint venture. The cost of land and servicing cannot exceed \$50,000 per door. Zoning for our cottage resort concept must either be in place or readily achievable.
- b. The cost of construction is fixed and other than show homes and amenity spaces nothing is built until it has been sold.

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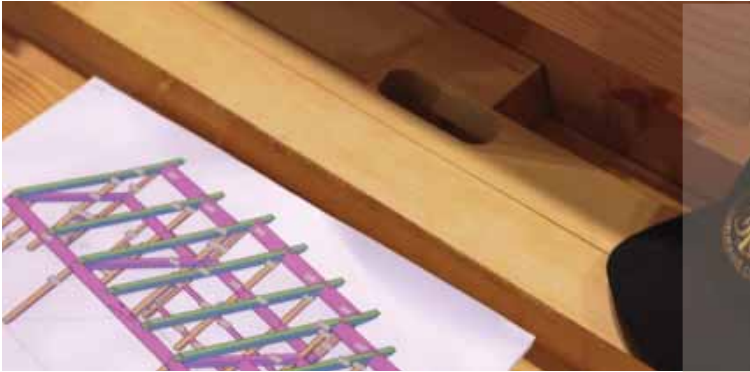


- c. Ownership of vacation property is whole ownership with no restrictions on usage. Iconic Hospitality will provide rental management for those owners who wish to rent their property and a Resort Club so owners can enjoy 2,700 other resorts through vacation exchange.
- d. Flexibility of product. There are numerous size options for each location and upgrades to kitchens and washrooms as desired. Different locations require different styles of architecture, design and construction.
- e. The locations will be unique, either near proven holiday destinations or in yet to be discovered natural environments. The theme and amenity areas will be differentiated at each resort but a balanced portfolio of products will assist each development achieve easy sales absorption.
- f. Pricing will be very affordable for a mainstream consumer.

We have identified and either secured or have expressions of interest from land owners in the following locations: Gabriola Island, Osoyoos, Invermere, Zeballos and the Fraser Canyon.

Iconic Hospitality is now looking for equity investments to develop our first cottage resort destinations. Given the unique nature of each location, the theme and amenity spaces proposed, the number of units, and the legal structure created to facilitate the development, the investment amounts will vary.

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## Key Selling Features

- Unique Lifestyle Location
- Attractive Design
- Environmentally Sensitive
- Great Common Amenities
- Affordable
- Opportunity For Rental Return and Vacation Exchange

Key Features





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*For More Information:*  
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Elegant simplicity