



Photo by GRAHAM PAINE

Cars lined both sides of Derry Road between Fourth Line and Fifth Line as about 2,000 people flocked to a sneak preview of the Mattamy Homes sales pavilion over the weekend.

Interested buyers flock to Mattamy Homes preview

By IRENE GENTLE
The Champion

A hush-hush preview held over the weekend at the sales offices of Mattamy Homes likely provided a glimpse of things to come.

About 2,000 flocked to the invitation-only event, held on Derry Road, just east of Fourth Line.

What the weekend throng received was a sneak preview of the homes that seem poised to sell like hot cakes.

Invites were extended to those who had contacted the sales office in the past with a keen interest in 4,500 Mattamy homes scheduled to rise in the area beginning this year.

"We really hadn't wanted to make a big splash," said Mattamy's marketing director

Laura Brohman. "It was just for people who had contacted us and had expressed a lot of interest."

All told, about 1,600 invitations were sent out, and just shy of 2,000 potential purchasers arrived for a first hand look at the sales pavilion.

"Each person came with their mother or father or spouse," said Ms Brohman. "There's a lot of people who want to live in Milton."

Each potential purchaser had the opportunity to sit down with a sales agent over the weekend and 80 sales were made.

"We're pleased with the success," said Ms Brohman. "We had a really good crowd, especially Saturday."

To keep would-be buyers entertained while they waited for their turn in the pavilion, Mattamy provided a swing band, clowns and

big screen TVs.

"We didn't want to rush purchasers by letting 500 people in at a time," said Ms Brohman.

And even bigger crowds are expected at Mattamy's official grand opening scheduled for Saturday at their Derry Road sales office.

The Mattamy subdivisions will begin to rise on the grounds the sales office sits on, as well as areas north and south of Derry Road.

All Mattamy property is bordered by a white fence.

Construction is set to begin in October.

"It does depend on sales, naturally, but things are going well," said Ms Brohman.

"I do think we'll be able to stick to our date."

Occupancy could begin as early as next April.

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