

April 20th, 2018

As a developer, I am writing to recommend the services of Fortune Marketing Inc. We had the pleasure of working with the Fortune team on our first residential multi-family project in Kelowna, The Stockwell Downtown. Unfortunately, we made a mistake and we did not hire Fortune from the start of the sales program. The sales team we initially hired were not new development sales and marketing specialists and as a result they did not perform, and sales did not materialize as expected. Fortunately, Don and Holly agreed to take on our 32-unit condominium development and proceed with a new marketing program and they re-launched the sales in late October 2016. Fortune professionally and seamlessly took over the project and they worked diligently through the winter and spring, to sell out the project by May of 2017.

The entire Fortune team worked in sync to ensure no detail or step in the sales process was overlooked. They truly understand the Kelowna market and how to effectively and efficiently attract qualified buyers, while staying on schedule and budget. Their local knowledge and reputation as a new development marketing and sales leader provided our buyers with great comfort in our project and provided us great confidence through their performance.

Fortune became a true extension of our company and added value for the execution of the marketing, advertising and sales of our homes. The on-site sales team knew how to communicate and sell to new condominium purchasers. We all worked effectively through the sales process and Fortune maintained contact through the construction phase and assisted us to provide a hands-on approach to the turn-over of the homes to the new home owners. At all times, we felt our development and company was professionally represented.

We continue to work closely with Fortune in relation to new sites and opportunities. Their insight and advice has proven to be very resourceful and assist us in confirming the viability of future projects. Due to the success of The Stockwell Downtown development and Fortune's specialty, focus and ability to deliver new development sales we did not want to make the same mistake twice. This time we started with and we are very happy to be working with the entire Fortune Marketing Inc. team on another project, "St. Paul".

We are excited to continue building a positive partnership with Fortune in Kelowna, and we would highly recommend their unique value-added services to any developer.

Paul Pasutto, B.A., CCIM
President

INNOCEPT
DEVELOPMENT & REAL ESTATE OUTSOURCING
#200, [3505 - 14 Street SW](#)
[Calgary, AB T2T 3W2](#)
Direct: 403-540-3463
ppasutto@innocept.ca
www.innocept.ca