

FOR IMMEDIATE RELEASE

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PROVEN REIT unveils Urban Living Redefined with VIA at Braemar

PROVEN REIT launched its latest development VIA at Braemar last night poolside at The AC Hotel. CEO Aisha Campbell said "the value and attractiveness of Real Estate are dependent on three variables LOCATION, LOCATION, LOCATION. Well VIA has all three, located in the urban centre of New Kingston yet tucked away just enough to give a sense and feel of not being in the middle of the bustling city. We have *redefined Urban Living.*"

PROVEN REIT recreated the look and feel of their Sky Terrace pool and bar at THE AC Hotel where guests mingled, were able to look at the property's amenities, layout and unit designs on tablets carried by the hostesses as well as hearing it first hand from DDandA's Chief Architect David Douglas who stated that he was inspired to design VIA by the lush outdoors which he brought inside "the idea was to elevate and bring the natural landscape into the building. All lounges are landscaped with grass and trees and provide natural sunlight and ventilation. We even designed a sunrise lounge so residents who want to do yoga or meditate with the sunrise have that option."

Chairman of PROVEN REIT and CEO of PROVEN Management Limited Chris Williams explained that they wanted to make this flagship development beautiful yet affordable and pointed out that with their VMBS partnership a mortgage for a unit was as low as \$130,000 a month "let me put that in perspective... that's 130 lattes he quipped." Williams came back to announce that all the 2 bedroom units including the penthouses had sold off within 30 minutes of the launch.

VIA at Braemar kept that Urban Living Redefines feel right down to the hoarding around the property with a lush tropical feel surrounding the construction site. They wanted the neighbourhood to understand they intend to stay true to the community with design and execution. "We believe in staying true to our surroundings," said Williams. VIA at Braemar is a 99 mixed unit development with 51 Studio Apts, 30 1 Bedroom/ 1 -1/2 Bathroom Apts and 18 2 Bedroom/ 2-1/2 Bathroom Apts with never before seen amenities in a development like this such as a reception area with



concierge, landscaped lounges within the building with north and south lookouts, a suspended rooftop pool that spans both sides of the building, a business and coffee centre within the building plus so much more that combined creates an urban oasis within 2 minutes of New Kingston. VIA is the latest flagship property for PROVEN REIT.

ABOUT PROVEN REIT

PROVEN REIT Limited (PREIT), a wholly-owned subsidiary of PROVEN Investments Limited (PIL), is the real estate investment and development arm of PIL focusing on both residential and commercial real estate locally and internationally.

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