



BUILDER: Classic Communities
AREA: High River
DIRECTIONS: Follow Deerfoot Tr. south to High River. Follow High River exit west and follow the signs to Sunrise Terrace.
HOURS: Monday, Wednesday and Friday, 8 a.m. to 5 p.m.; Tuesday and Thursday, 10 a.m. to 7 p.m.; weekends, 2 p.m. to 4 p.m.
PRICE: Homes from \$274,000, not including payment assistance.
CONTACT: Call 403-831-2270 or visit www.cclhomes.com

FAST FACTS

DUSTIN HOFFERT/DCPIX PHOTOGRAPHY

Classic homes affordable at Sunrise Terrace

In Sunrise Terrace, High River, townhomes boast gleaming granite countertops and custom wood cabinetry, along with open-concept floorplans, generous ensuites and oversized windows.

But despite the upscale atmosphere, these are homes that almost anybody could own.

"You can buy our homes if you're making just over \$30,000 a year," says Classic Communities co-owner Murray Prokosch.

"That's the big advantage. Our product is really nice, but this is what sets us apart."

In fact, where other builders focus on profits, Classic Communities focuses on attainability — even if it costs the company money.

According to Prokosch, CCL forgoes a portion of its profits, using money that would typically go into savings to assist purchasers with down payments and monthly funds.

In High River, this plan keeps homeowners' pockets padded, meaning each resident can rest easy knowing their home is well-built, comfortable and most of all, attainable.

"So often people confuse it and use the words 'affordable housing,'" Prokosch says.

"People think of poorly built homes and small square footages, but our homes are a very good size, and the quality is the same as we'd put into our high-end product.



"Any cutting you do in construction quality will come back to haunt you, so what makes our homes affordable is financial engineering.

"We've gotten creative, along with the CMHC who insures these mortgages, and we've put together a program that helps peo-

ple buy houses."

Sunrise Terrace buyers, for example, receive \$10,000 towards their down payment, while \$57,000 further goes towards their monthly payments over the next decade — and this isn't money that has to be repaid.

"We find there's an incredible need for affordable housing," says creative director Kris Trail.

"Murray Prokosch believes everyone should have the opportunity to own their own home, and what he's done is developed an affordable housing model that helps people get into housing."

The concept has proven so popular that CCL has expanded from Medicine Hat to High River and Canmore in only five years, and each one of their projects has sold out.

Sunrise Terrace has only 30 stacked townhomes and bungalow units left, and they're expected to sell quickly.

"People really like them," Prokosch says.

"There's a mix of two-bedroom bungalows, two-bedroom two-storeys and three-bedroom two-storeys all ranging from about 1,080 square feet to 1,180 square feet."

Homes also come with five appliances and window coverings, but more than that, offer residents peace of mind and freedom from rent.

"Why do we do what we do?" Prokosch asks.

"When I was 23 years old, I listened to a motivational speaker named Zig Ziglar and he said 'you can have anything in life you want if you help other people get what they want.' That's what we're doing, and it really works. We've built our company on it."