

Tuesday, October 06, 2009

# Anthem Will Buy Home Buyers' Existing Homes



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CALGARY, ALBERTA, Oct 6, 2009 (Marketwire via COMTEX) ----Anthem Properties, developer of Waterfront, announced today that it will buy the existing home of anyone who purchases a selected Waterfront residence. "It's called the Anthem Safe Purchase Program," said Mr. Eric Carlson, CEO of Anthem Properties, "and it really shows our confidence in Calgary and the Calgary real estate market." Under the program, if someone hasn't sold their existing home by the time they move into Waterfront, then Anthem will buy it at a pre-agreed price.

Once again Anthem is demonstrating its confidence in Calgary. In June Anthem re-priced Waterfront homes to reflect the change in the marketplace and to pass on construction cost savings. Prices have been reduced by as much as \$170 thousand. Calgarians have realized the remarkable value of these residences on the Bow River purchasing 60 homes in 60 days making Waterfront Calgary's best selling development.

"We believe in Alberta where we own 5 shopping centres and are building 1000 homes" says Carlson. "We all recognize that the past year's economic nuclear winter has made many of us leery about future prospects. That's why we believe this bold demonstration of confidence in Calgary will encourage people to move forward with those home ownership changes they've been wanting to make. For many, that means selling a suburban house and moving into a high-design, urban condo at the most desirable downtown location in Calgary. And we want to help them do just that."

Anthem will launch a media campaign to promote the Anthem Safe Purchase Program which expires on December 15, 2009.

Located along the Bow River at Riverfront Avenue SW., the 10,000 square foot Sales Centre at the foot of 2nd Street SW at the River Pathway includes three fully-furnished show suites and is open seven days a week from 11:00am-5:00pm.

For further information about Waterfront and the Anthem Safe Purchase Program please visit our website at [www.waterfrontcalgary.com](http://www.waterfrontcalgary.com) or call the Waterfront Sales Centre at 403-536-8802.

About Anthem Properties: Anthem Properties is a Vancouver BC based real estate development, investment and management company adding value to multiple asset classes in multiple markets throughout Western North America. Please visit us at [www.anthemproperties.com](http://www.anthemproperties.com).

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