



SOTHEBY'S LAUNCHES OKANAGAN COLLECTION

Kelowna, B.C., October 9, 2008 — This weekend Sotheby's International Realty Canada launches its Okanagan Collection of signature estates reflecting the best of the region's geographic and cultural appeal. The portfolio includes 45 properties ranging from \$1.5 to \$8.9 million.



San Marc Pagan Villa, Kelowna

"The Okanagan Collection is a response to the rise in worldwide demand for luxury real estate in the Okanagan area," says Sotheby's representative Christa Frosch, a leading luxury realtor. "We have been getting inquiries from European clients attracted by the Okanagan's reputation as a wine destination, as well as Americans looking for large estates that they see as safe havens and Metro

Vancouverites interested in vineyard properties as second homes."

The Okanagan Collection will be introduced on October 11th at Penticton's Soaring Eagle Winery to coincide with the release of Kettle Ridge Estates' Phase II properties. A development of west-facing single family estate lots on Naramata Bench in the heart of wine country, Kettle Ridge sold out its 19 Phase I properties in June, the only Okanagan project to sell out in 2008. Phase II consists of 25 lots starting at \$379,900.

People are drawn to the Okanagan lifestyle and living on or near a vineyard, says Christa Frosch. "We're experiencing increasing interest from homebuyers who want to own a villa on a vineyard. The trend now is to buy land from a vineyard, build a home on it, then lease the remaining property back to the vineyard for winemaking."



Ambridgefield, Kelowna

Okanagan Collection vineyard estates in Kelowna include a 7,400-square-foot Tuscan-style villa overlooking Mission Hill and Quails' Gate wineries for \$8.9 million, a 10,331-square-foot neoclassical villa on 14.5 acres overlooking Okanagan Lake near Tantalus Vineyards for \$6.5 million and a contemporary 7,400-square-foot home on 38 acres in Upper Mission near CedarCreek Estate Winery for \$8.7 million.



Palatial Grove, Kelowna

These and other Okanagan Collection properties representing all aspects of the Okanagan lifestyle from waterfront to mountain living will be presented at the Millionaire Fair in Moscow next month. Sotheby's International Realty Canada is the first Canadian enterprise to participate in the luxury event.

For more information, please visit www.okanagancollection.com or contact:

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