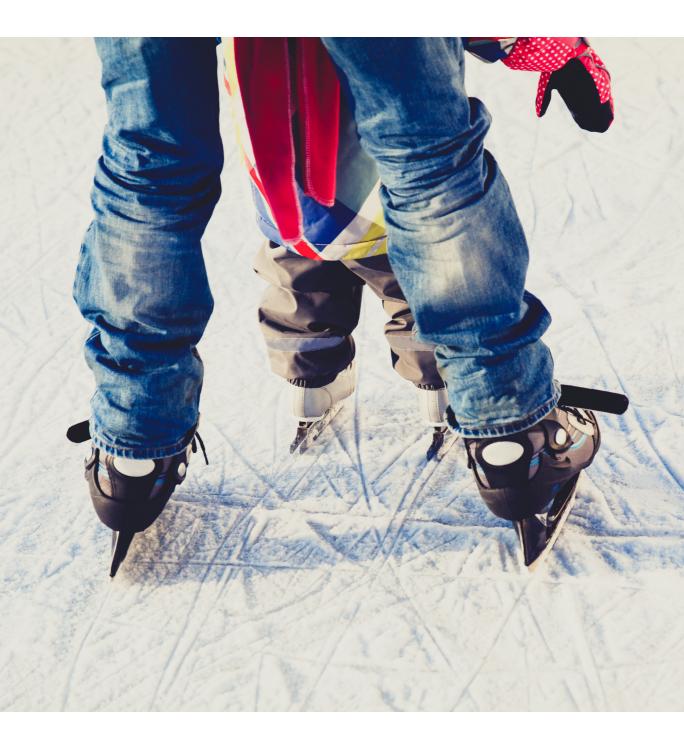


local LIVING

THE BRANTFORD ISSUE



Explore our master-planned community in Brantford, Empire Wyndfield. Featuring a collection of town and detached, 3 and 4 bedroom homes to choose from, your dream home awaits.





WELCOME TO BRANTFORD ↑

A small town with rich history, Brantford is a great place to call home, and could be the right community for you and your family.



From their morning coffee to fun with the kids, to date night, this is where Brantford locals go.





CANADA'S #1 PLACE ↑ TO BUY REAL ESTATE

Find out why MoneySense magazine's highly anticipated list of best places to buy real estate in Canada put Brantford at number one.



Community events, local sports and volunteer opportunities are just a few of the things this community has to offer.



what's inside

A NEW COMMUNITY TO CALL HOME

RURAL RENAISSANCE

WELCOME TO BRANTFORD

WHERE THE LOCALS...

CANADA'S #1 PLACE TO BUY REAL ESTATE

ON THE GO

SMALL TOWN, BIG BRAGGING RIGHTS

SCHOOL REPORT

DISCOVER BRANTFORD'S HEARTBEAT











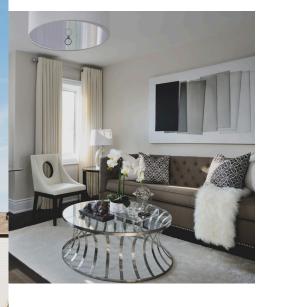
Community to Call Home



WELCOME TO EMPIRE WYNDFIELD

Greet your neighbours as you stroll along charming streetscapes adorned with old-fashioned street lamps, heritage street signs, schools and parks. At Wyndfield, the simple moments are made extraordinary.

Wyndfield's distinct town and detached home plans with 3 and 4 bedroom designs and unique floorplans will appeal to the diverse needs of your family.





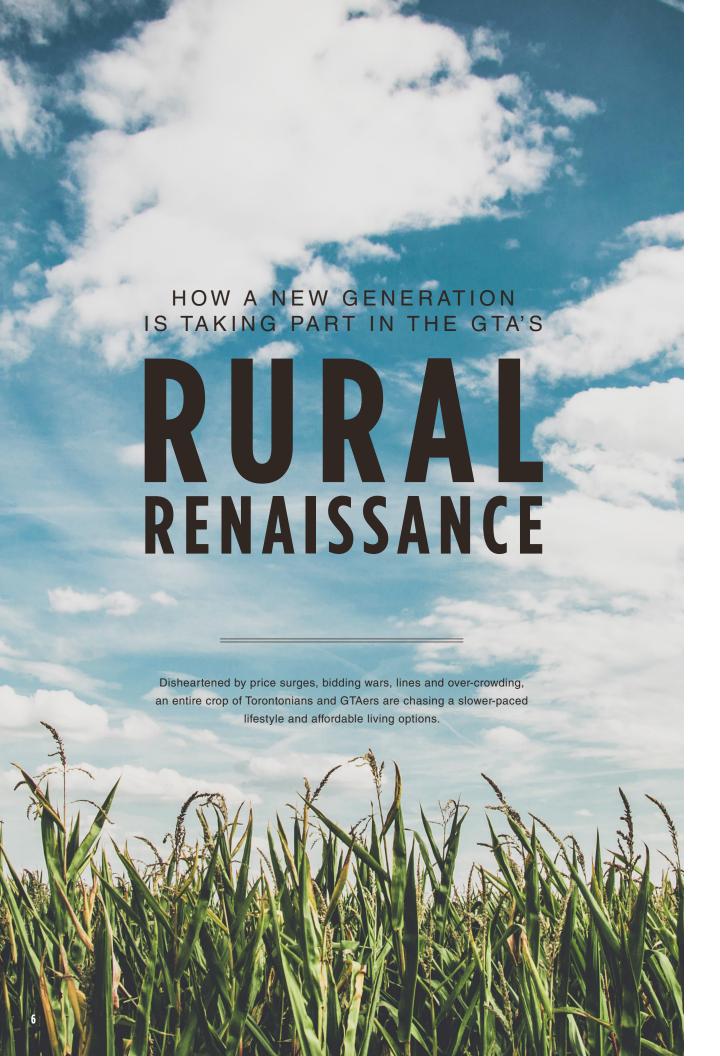
AN ESTABLISHED MASTER-PLANNED COMMUNITY

Over ten years in the making, Wyndfield is Empire's most established master-planned communities. Wyndfield represents the very best of what a modern neighbourhood has to offer. Family-friendly streetscapes, on-site schools, community amenities and scenic trails, creeks and parks are waiting for you and your family to enjoy.

YOUR DREAM HOME AWAITS

Empire is proud to offer a collection of modern homes at Wyndfield that will fit the lifestyle of your unique family. Ranging from 1,345-2,533 sq.ft., Wyndfield can accommodate whichever life stage you find yourself in, from moving-up to moving-down or finding your first dream home.





It's a reality most GTA dwellers can relate to. A bright eyed youngster sets out for the big city, maybe for school or their first job, or just after a little independence. Taking advantage of every party, networking event and restaurant opening in town, the GTA offers an endless array of opportunities just waiting to be explored. And with their two roommates and maybe a little help from mom and dad; they got this.

Fast forward ten years later, and life has gotten real.
Lingering student debt persists, marriage and kids come into play and the realities of the 50-hour work week have them living for the weekend, yet struggling to be able to afford anything. They're trying to save to buy a house for their growing lives.

There has to be an easier way. After all, it seems ridiculous that a dual income household with steady salaries should have to worry about how to pay rent and bills, and maybe go out to dinner here and there. This isn't what they had in mind back when they assumed the suburban life their parents had would never be for them.

Suddenly, even the die hard urbanites are understanding the appeal of moving out of the GTA to a place where the problems of the city won't follow. The small town revival is real, and it is their key to true independence, the type they found in the city ten years ago and which they can barely remember now. A chance for them to stop surviving and start thriving. With the average home price a cool \$100k+ less, these small, under-populated towns give families a chance to invest, to travel, to try new things and most importantly to get out and live, with about half the financial stresses of their big city cohorts.

And it's not quite the death to their social life one might expect either. Cities like Hamilton and regions like Niagara are more populated than ever with young GTA transplants breathing new life into the once sleepy communities, and giving rise to trendy restaurants, artisan coffee shops, recreational opportunities and nightlife. The best part is, these places don't come with a line-up, a cover, or a crowd.

Now, this might be a stark contrast from what the experts tell us - the hordes of magazines, news stories and sound bites we hear proclaiming that millennials are rejecting their parent's lives. They say they hate the suburbs and want walkable neighbourhoods, more density, the most density in fact. Urban sprawl is the enemy. They don't care about children or owning property, they want liberal, shared space policies. That is, until they don't. Until they settle down, have a family and finally realize what they really wanted was freedom to actually live their lives, carve their path and choose their lifestyle.

As you drive through the small towns of Southwestern Ontario, freedom is something that you're barely even conscious of, and yet it's unmistakably there. Country roads that take you through undisturbed green pastures, downtown blocks of historical buildings occupied by one of everything you may need; a grocery store, a hardware shop, a bank

and a medical office. Isn't this the true representation of the growing minimal movement that's starting to take hold? Where neighbours are there for each other, not battling over parking spaces. Where you can still find that artisan cup of coffee or craft beer, and know the person pouring it for you, or believe it or not, the farmer who grew the raw ingredients.

Small towns seem to be the only place left where GTAers stand a chance at starting something that's all their own, maybe even with a little extra money to invest, explore and live a full life.

CANADIAN HOSPITALITY AND GRACE REIGN TRUE IN THESE TOWNS IN A WAY THAT WE'RE SELDOM ACCUSTOMED TO IN TORONTO

And while these small town transplants may think they'll be shunned by the locals, just one more hipster driving up the demand for new housing and overpriced coffee, Canadian hospitality and grace reign true in these towns in a way that we're seldom accustomed to in Toronto. Sure, you may hear the occasional grumble, but it'll pale in comparison to those you heard all day, every day on subway platforms and in traffic jams. Especially when you start to realize the ones grumbling are becoming familiar faces at your local pub and you can now greet them by name.

It's not just families seeing the appeal either. Business, both startups and large organizations, are making the move (think Amazon considering Kitchener-Waterloo over Toronto's downtown) for the same reason the average Joe is. Lower cost of operation, more room to grow.

When we think back to what experts say about millennials looking for walkable, urban environments, we can't help thinking how that model has proven unsustainable time and time again, in some of the most popular metropolis in the world. As we crawl across the inner city highways, we're seeing communities so dense that neighbours could high five from their balconies (although they mostly just ignore each other) and we can't help but wonder if this is the freedom millennials were really after, or if the neighbourhood they imagined actually looks very different.

Perhaps a place where they can recreate the very best parts of what they've been after, for about half the price and half the hassle. A distilled version; leaving only the stuff they love, like authentic interactions and more face time, a space of their very own and a chance to build something real and lasting. Maybe the small towns of Southwestern Ontario are the place they were really looking for. \Diamond

welcome to BRANTFORD

Named the best place to buy real estate last year by MoneySense magazine, Brantford has found itself in the spotlight for homebuyers looking to move west. With a strong economy that's more diverse than your average small town, great post-secondary education and a ton of amenities to take advantage of, it's not surprising Brantford earned the #1 spot.



// LOCALS LOVE

The safety, community vibe, multiculturalism and relatively low housing costs. Despite growing to have a number of amenities, services and job opportunities, the city has managed to maintain its cozy, tight-knit feel that makes it perfect for families.

LOCALS COMPLAIN

With the increased popularity and development, the town is experiencing the beginnings of a housing boom. Although this bodes well for residents already in the market or those looking to invest soon, it can lead to increased housing prices in the coming years.

good vibes TOWN VIBES BY THE NUMBERS

43%

FAMILY-ORIENTED

36%

OUTDOORSY

11%

FOODIE

10%

//

CONVENIENT

you should

live here

f



With some of the most robust community programming around, Brantford residents will never find themselves without something to do. Enjoy the year-round events and festivals at the famous Harmony Square, sporting events at Wayne Gretzky Sports Centre or explore Brantford's rich arts and culture scene.







With the Grand River winding its way through the town, Brantford enjoys a connectedness to nature right in its backyard. With 70 km of trails, 90 species of fish and wildlife and some of Ontario's mildest winters, enjoying outdoor time is a year round event in this town.



With a ton of community events and programming, Brantford offers something to get involved in all year long. A hockey town that doesn't shy away from winter fun, as well as mastering the annual summer festivals, there is never a shortage of things to do.



where the Cals...



ON THE LAM

This hidden gem offers fine dining with a cozy and intimate atmosphere. With amazing service and even better food (especially the mussels), it's the perfect spot for a romantic dinner. Pro tip: Make a reservation as seating is limited.

9 MINS FROM EMPIRE WYNDFIELD



HARMONY SQUARE

A year-round community gathering spot, Brantford's Harmony Square is right in the heart of the historic downtown core and offers constant events, programming and family fun no matter the season or weather.

10 MINS FROM EMPIRE WYNDFIELD



STARBUCKS

They say when you get a Starbucks, you've made it. Empire Wyndfield residents enjoy a 4-minute drive to their local Starbucks in the morning where they'll meet the familiar faces of local commuters and go-getters.

4 MINS FROM EMPIRE WYNDFIELD



BRANTFORD TWIN VALLEY ZOO

A charming local zoo featuring animals such as lions, monkeys, and many other exotic species with a small petting area, friendly knowledgeable staff and animals that aren't afraid to say hello, this educational and fun experience is the perfect family outing.

17 MINS FROM EMPIRE WYNDFIELD



BRANTFORD FARMERS' MARKET

Home to many farm to table shopping options, we love the Brantford Farmers' Market the most for its year-round array of products including fresh produce, meat and cheese as well as flowers, fresh baked goods and unique crafts.

7 MINS FROM EMPIRE WYNDFIELD



BRANT CONSERVATION AREA

Nestled in a bend of the Grand River, the Brant Conservation Area is a popular destination for local hikers, bikers and canoeists or for an afternoon of fun with the family in the 1.25 acre park, including a swimming pool and various picnic areas.

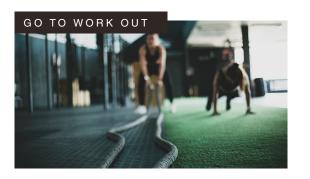
8 MINS FROM EMPIRE WYNDFIELD



GLENHYRST ART GALLERY OF BRANT

This beautiful gallery offers contemporary and historical exhibitions on a 16-acre riverside estate dating back to 1914 and will take your breath away. Enjoy guided tours, lectures and even the School Education Program at this historic gem.

12 MINS FROM EMPIRE WYNDFIELD



CROSSFIT DURST

Known for their friendly, welcoming environment that fits in perfectly with Brantford, CrossFit Durst offers community workout opportunities as well as personal training and nutrition programs to meet all your fitness goals in a welcoming

6 MINS FROM EMPIRE WYNDFIELD

out & about

RESTAURANTS

Big Box Pizza
Apnea Meats
Sammy's Rec Room
Mr Chips Fish Diner
Kingswood Restaurants

SHOPPING

Conklin Plaza
Brantford Artisan's Village
West Brant Plaza
Market Square Mall
Lynden Park Mall

RECREATION

Sanderson Centre
Brantford Golf & Country Club
Brant Skating Club
Harmony Square
Galaxy Cinemas Brantford

GROCERIES & DAILY ITEMS

Nutrition House Brantford No Frills Sobeys FreshCo Brant Food Centre

SERVICES

Midnight Body Spa Scape Spa House of Hair Conklin Family Dental Petro-Canada

AILY ITEMS PLACES OF WORSHIP

Farringdon Independent Church The Salvation Army Brantford New Life Pentecostal Assembly Brant Community Church Pleasant Valley Church

FITNESS

Movati Athletic Crunch Fitness CrossFit Durst Anytime Fitness Modo Yoga Brantford

PARKS & OUTDOOR SPACE

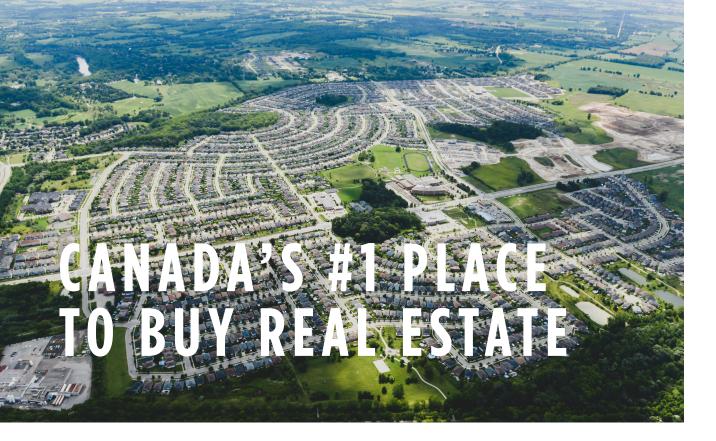
ndent Church Brant Conservation Area

/ Brantford Waterworks Park

tal Assembly D'Aubigny Creek Park

Church George Campbell Park

Lion's Park



SAFE GROWTH AHEAD \rightarrow

2018's number one city to buy real estate, Brantford is affordable with a strong economy, making it a safe bet for homeowners considering a move or investment opportunity.



A LOW UNEMPLOYMENT RATE, AFFORDABLE YET STEADILY RISING HOUSING PRICES AND A THRIVING ECONOMY MAKE BRANTFORD AN ATTRACTIVE PLACE TO LIVE.

ince MoneySense magazine's highly anticipated list of Where to Buy Real Estate placed the unassuming town as #1 last year, all eyes have been on Brantford, Ontario.

Home to Empire's most established community, Wyndfield, we believed in Brantford's potential long before the media took notice. Over the last decade, we've watched first-hand as the town grew from its small-town roots into a thriving city. Today, Brantford has achieved a very unique harmony between a small Southern Ontario town and a thriving community that has welcomed growth. Having kept a strong commitment to community involvement, historical preservation and remembering where it came from, the town doesn't feel quite like the traffic laden GTA suburbs of Brampton or Mississauga, but offers a strong variety of amenities and jobs to welcome new residents.

So how did Brantford make it to the very top of the list? Thanks to a low unemployment rate, affordable yet steadily rising housing prices and a thriving economy, all of which were the result of strategic investments in the town's future.

A DIVERSE ECONOMY

If your one of millions of Canadians who enjoy the delicious chocolaty spread Nutella, you have Brantford to thank. Nutella, Ferrero Rocher and Tic Tacs are all made in Brantford at the Ferrero plant, which has become such an integral part of the Brantford community that they host World Nutella Day every February. While many municipalities across Southwestern Ontario relying on manufacturing fell on tough times as the industry declined, Brantford was able to diversify, keeping its economy thriving and unemployment low while continuing to employ many at the Ferrero plant.

The opening of Brantford Campuses of Conestoga College and Wilfrid Laurier University gave the downtown a significant boost, while former Brantford mayor, Chris Friel, also made significant efforts to attract Japanese and European companies in the food processing and advanced manufacturing industries. The strong job market and affordable living costs is why Friel says Brantford has become an attractive option for homebuyers in the GTA. "You can sell your home in Mississauga for \$720,000 and buy the same home in Brantford for \$420,000," says Friel. "You have all the amenities you need, and yet you're only five minutes away from beautiful little towns and a rural area." All this while being able to put a little money in your pocket for investing, experiences or the future.

STRONG HOUSING MARKET

Of course a huge factor in MoneySense's annual analysis is the housing market in the town in question. To identify the value of a neighbourhood, they compare average housing prices provided by local real estate boards across the country. However, looking for



cheapest prices alone isn't everything. Low prices can be indicative of neighbourhoods with a lack of amenities or low appreciation. Instead, MoneySense looks for relative value compared to neighbouring communities among other factors. The top-ranked cities have strong economies, solid rental markets, great value and robust price appreciation.

Brantford may not have seen the skyrocketing property values of Toronto, but someone who bought in 2007 would have generated an annual rate of return of 8.5% over 10 years, better than the 7.1% generated by the average single-family home in the GTA.

LIFESTYLE

But of course strong housing and the job market still needs to be coupled with liveable amenities. Former mayor Chris Friel says that new Brantford residents are attracted by more than housing costs. Instead, they're looking for a place they can feel safe letting their children walk to school, enjoy a small town lifestyle while surrounded by amenities and putting a little extra money in their pocket. Brantford's strong community spirit, multiculturalism and vibrant downtown means residents can experience the very best of the in between; a community with amenities like a city and charm like a small town.

We're excited to continue to build new homes in Brantford as more homebuyers realize the benefits of this amazing town. ◊







HIGHWAYS



MINS TO HWY 403



MINS TO HWY 401



AIRPORTS



MINS TO JOHN C. MUNRO HAMILTON INTL. AIRPORT



HOUR + 6 MINS TO PEARSON INTL. AIRPORT



MALLS



MINS TO LYNDEN PARK MALL



MINS TO BRANTFORD COMMONS



PUBLIC TRANSIT



MINS TO THE BRANTFORD TRAIN STATION



MINS TO THE BRANTFORD BUS TERMINAL



NEIGHBOURING TOWNS



MINS TO HAMILTON



MINS TO KITCHENER



CROSS BOARDER FUN



HOUR + 44 MINS TO BUFFALO, NY



HOUR + 23 MINS TO RAINBOW BRIDGE TOLL GATE

BRANTFORD'S STAR POWER

Because of its old world charm and picturesque backdrop, Brantford is often used as a set for TV and film. Most notably are the popular Canadian CBC show Murdoch Mysteries, recent Golden Globe winning Handmaid's Tale and a number of Hallmark seasonal movies.





The Great One, Wayne Gretzky was born and raised in Brantford; contributing to the town's well-known obsession with Canada's national sport.



Alexander Graham Bell discovered the idea for the telephone in Brantford earning it the nick-name "the telephone city."







WINTER COATS AWAY

Part of the 'Carolinian Canada' region, which has the longest frost-free seasons, Brantford enjoys the warmest average temperatures and mildest winters in Ontario. Perfect for taking advantage of its over 70 km of trails and preserved areas year-round.



CALLING ALL NATURE LOVERS

The region is home to one-third of the rare, threatened and endangered species found in all of Canada. In addition, American bald eagles, blue herons, red foxes, coyotes and over 90 species of fish can be found in the Grand & Nith Rivers and surrounding conservation areas.

Small Town, Big Bragging Rights

school R E P O R T











Schools play a major role in the growth of your family and are often one of the most important considerations when buying a new home. To help Wyndfield homeowners in the Brantford area navigate their way through their new school options, we've put together this guide on all things education.

Empire Wyndfield falls under the Grand Erie District School Board (GEDSB).

ELEMENTARY SCHOOL

WALTER GRETZKY ELEMENTARY

ADDRESS

365 Blackburn Drive, Brantford ON, N3 T0G5

GRADES:

JK-Grade 8

EXTRACURRICULARS INCLUDE:

Future Access, School Council, Track & Field, Math Club, Fun Fair, Ed Tech, Wellness Fair

SPORTS TEAMS:

Rugby, Badminton, Cross Country, Track and Field, Basketball, Hockey

1 MIN FROM EMPIRE WYNDFIELD

SECONDARY SCHOOL

BRANTFORD COLLEGIATE INSTITUTE

ADDRESS

120 Brant Ave, Brantford, ON N3T 3H3

GRADES:

Grade 9-12

EXTRACURRICULARS INCLUDE:

A/V, Chess, Debate, Eco Club, Geocaching, Link Crew, Sears Drama Festival, Student Council, Video Game Club

SPORTS TEAMS

Badminton, Baseball, Basketball, Cheerleading, Cross Country, Curling, Girls Fastball, Football, Golf, Hockey, Rugby, Soccer, Swimming, Tennis, Track and Field, Volleyball, Wrestling

8 MINS FROM EMPIRE WYNDFIELD

CATHOLIC SCHOOLS

The Catholic School system is also an option. Wyndfield is part of the Brant Haldimand Norfolk Catholic District School Board and has the following available options for Catholic School education.

LOCAL SCHOOLS INCLUDE:

St Basils Catholic Elementary School Assumption College School

OUT OF SCHOOL BOUNDARY EDUCATION

There are also several school options outside of Wyndfield's School Boundary. In order to enroll students in a school outside of your boundary you must gain approval from the Principal of their desired school. Please note that if students are approved for attendance, there is often no transportation provided.

Higher Learning With some of the best Universities and Colleges in the country,

Southwestern Ontario is a hotbed of post-secondary education options that make the region ripe for academic excellence.

CONESTOGA COLLEGE - BRANTFORD CAMPUS

10 MINS FROM EMPIRE WYNDFIELD

As the only provider of polytechnic education in the region, Conestoga holds a unique position in the education of Canadian graduates and plays a crucial role in local employment and the economic growth of Ontario, with a large percentage of their graduates living and working locally. Consistently ranked Ontario's #1 college and one of the fastest growing colleges in Ontario, Conestoga offers more than 200 career-focused programs, including accredited engineering degrees.





go here

WILFRID LAURIER UNIVERSITY - BRANTFORD CAMPUS 8 MINS FROM EMPIRE WYNDFIELD

patallita campus in Prantford mai

IF YOU LOVE TO GET INVOLVED



Opened in 1999, Laurier's satellite campus in Brantford maintains the same commitment to community involvement and innovative learning as the flagship campus in Waterloo. Laurier has over 200 student-led clubs, award-winning faculty, international education and scholarship opportunities and remains one of two universities in Canada to qualify for the Ashoka U designation, distinguishing global leaders in social entrepreneurship and social innovation education.

McMASTER UNIVERSITY

39 MINS FROM EMPIRE WYNDFIELD

Ranked in the top 100 in the world, McMaster is research focused, student-centred and dedicated to pursuing excellence in teaching and research. McMaster is best known for its medical school, but their innovative inquiry-based Arts and Sciences programs are also notable. In their Integrated Sciences program, a maximum of 60 students study science and mathematics in a project-based environment.

go here
IF YOUR PASSION IS IN

HEALTH OR SCIENCE



go here

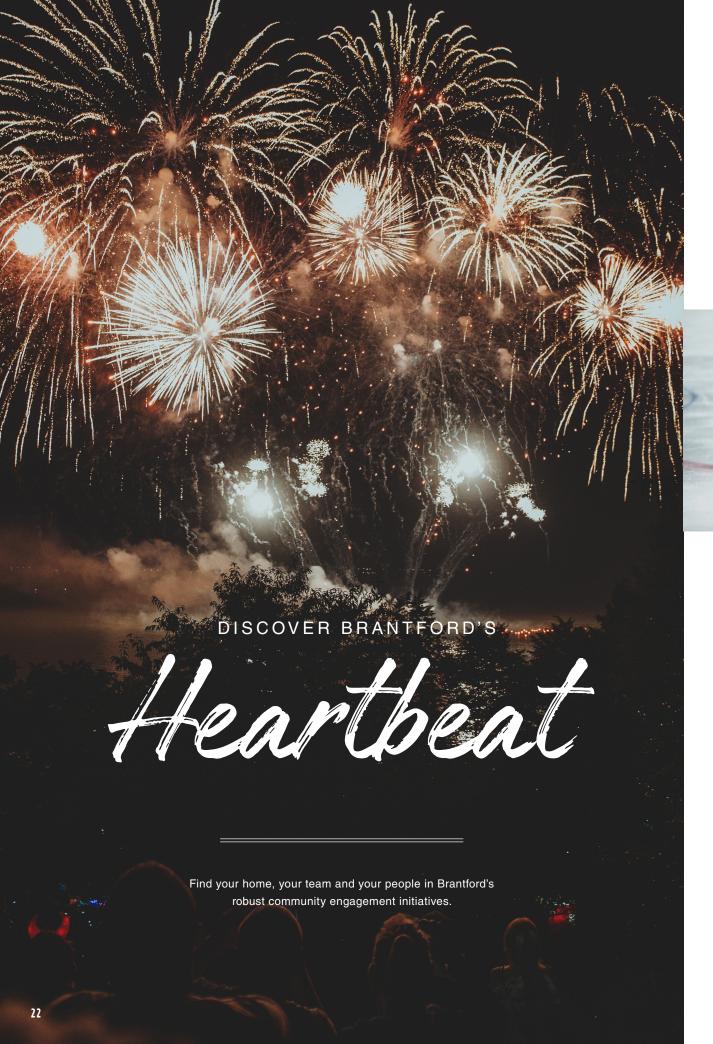
IF YOU'RE LOOKING FOR FLEXIBILITY



MOHAWK COLLEGE

40 MINS FROM EMPIRE WYNDFIELD

Renowned for its innovation and for skilled graduates, Mohawk College is student-focused and committed to community engagement, including working with local employers to ensuring graduate success. Mohawk also welcomes students of every variety, offering credential opportunities and a custom approach to learning, including blending learning opportunities online and on campus, co-op placements, clinical placements and labs. For continuing education, flexible opportunities or a return to learning, Mohawk is where you want to be.



GET INVOLVED

Since its official opening in 2008, Harmony Square has become a gathering spot for all of Brantford and beyond to enjoy. Serving as a mini oasis amongst the hustle and bustle of downtown Brantford, the square is used year-long for various events, including the Family Day Frosty Fest, Summer Jazz fest, Thanksgiving festivities and even a Santa Clause parade after party.



A town that lives and breathes hockey, the Wayne Gretzky Sports Centre is a central part of the Brantford community.

CHEER THEM ON

A hockey town to its very core, Brantford's Wayne Gretzky Sports Centre (named after it's most famous native) is just 10 minutes from Wyndfield. It's not just a hockey arena, but also a fitness and recreational centre, serving the entire growing community of Brantford. A part of the Brantford community for more than 39 years, Empire was proud to be involved in recent updates to this state-of-the-art facility.





ARTS & CULTURE

Brantford boasts a diverse range of cultural resources and a strong commitment to culture and heritage. Discover the array of performing, literary, and visual arts organizations, multicultural groups, libraries, a large performance venue, galleries and museums, and an extensive number of independent artists and craftspeople the city has to offer.



