

THE
BRAND
REAL ESTATE GROUP
PRESENTS

The *Luxury*
Lookbook

A modern balcony with a view of a city and mountains at dusk. The balcony features a dark wooden table, two wicker chairs, and a dark sofa. The view includes a large body of water, a city skyline, and mountains in the distance. The sky is a mix of blue and orange, indicating twilight. The balcony is part of a building with large glass windows and a curved facade. The interior of the building is visible through the glass, showing a modern living space with a chandelier and a sofa.

DISCOVER WHY THE BRAND IS TRUSTED TO SELL
REAL ESTATE GROUP
MORE LUXURY CONDOS IN COAL HARBOUR
THAN ANYONE ELSE.

With a stunning 15% of the market sold in 2024 and a prime waterfront office at the heart of it all, your real estate dreams deserve nothing less than the best.

AWARD WINNING REALTORS

Chantal Vignola & Tyler MacDonald – co-founders of The BRAND Real Estate Group



CASCINA

LISTED WITH THE BRAND

2400 – 590 Nicola St

3 Bed + Office | 4 Bath

3,979 SF

2,077 SF WRAP AROUND TERRACE

\$8,198,000



CALLISTO

PURCHASED WITH THE BRAND

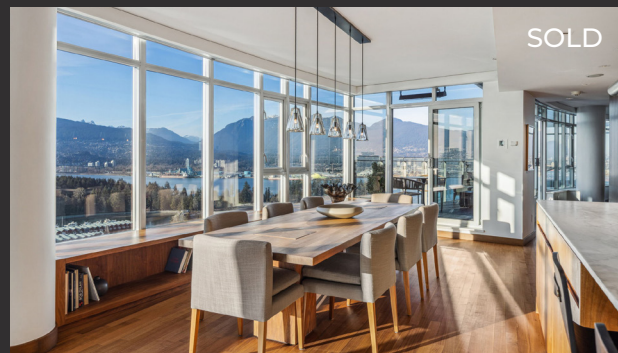
PH3501 – 1281 W Cordova St

4 Bed | 5 Bath

5,354 SF

4 PATIOS

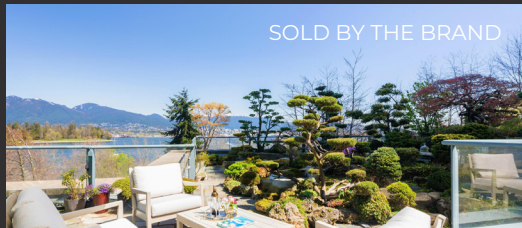
\$11,150,000



ONE HARBOUR GREEN

ESCALA

HIGHEST PPSF FOR 2024 IN COAL HARBOUR



802 – 1169 W Cordova St \$5,868,000
1 Bed | 3 Bath
2,259 SF | 222 SF Patio

302 – 323 Jervis St \$3,400,000
3 Bed | 3 Bath
1,731 SF | 1,703 SF Patio



803 – 1169 W Cordova St \$2,998,000
2 Bed | 2 Bath
1,706 SF | 385 SF Patio

1603 – 323 Jervis St \$1,990,000
2 Bed | 2 Bath
1,116 SF | 85 SF Patio

BRAND SALE

BRAND SALE

BRAND SALE

| MLS# | ADDRESS | PRICE | BEDS | BATHS | TOTAL SF | PRICE/SF |
|----------|----------------------------|--------------|------|-------|----------|----------|
| R2895059 | 3407 - 1011 W Cordova St | \$6,888,000 | 2 | 3 | 2,667 | \$2,583 |
| R2872162 | 2701 - 323 Jervis St | \$9,966,300 | 4 | 5 | 3,948 | \$2,524 |
| R2861936 | 403 - 1169 W Cordova St | \$3,800,000 | 2 | 2 | 1,700 | \$2,235 |
| R2900770 | PH3501 - 1281 W Cordova St | \$11,150,000 | 4 | 5 | 5,354 | \$2,082 |
| R2879595 | 601 - 323 Jervis St | \$3,880,000 | 2 | 2 | 1,752 | \$2,214 |
| R2935696 | 2400 - 590 Nicola St | \$8,100,000 | 3 | 4 | 3,979 | \$2,035 |
| R2892749 | 3606 - 1011 W Cordova St | \$4,790,000 | 2 | 3 | 2,356 | \$2,033 |
| R2852565 | 607 - 323 Jervis St | \$2,500,000 | 2 | 2 | 1,235 | \$2,024 |
| R2850997 | 302 - 323 Jervis St | \$3,400,000 | 3 | 3 | 1,731 | \$1,964 |
| R2848537 | 4405 - 1011 W Cordova St | \$3,500,000 | 2 | 3 | 1,819 | \$1,924 |

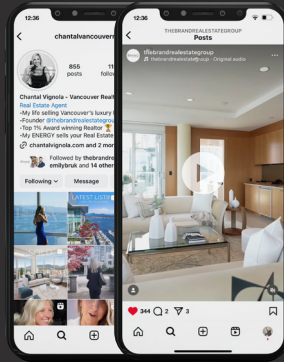
The BRAND can help you achieve the highest PPSF for your property



MARKETING YOUR PROPERTY

The BRAND will transform your property with sophisticated staging, meticulous cleaning, and flawless presentation, ensuring it outshines the competition in class and style!

- Luxury lifestyle marketing
- Professional Photo / Video content
- Strong social media presence
- Full Local + Global Exposure through Century21
- Print and online interactive virtual listing brochures
- Property display boards outside of our Yaletown and Coal Harbour Offices
- Custom Marketing Materials



LOOKING INTO 2025

The Downtown Vancouver real estate market is set for a promising 2025. With the Bank of Canada lowering interest rates and likely more cuts ahead, borrowing will become easier, attracting new and returning buyers. New federal policies, including extended 30-year amortizations and a higher insured mortgage cap of \$1.5 million, will further increase buyer flexibility, especially in high-value areas like Vancouver.

While affordability remains a challenge, buyers can expect stable prices and less intense bidding wars. Vancouver's lifestyle appeal and growing demand for urban living will keep the downtown market attractive. Although supply issues persist, government efforts to streamline development may ease pressures, making 2025 a favorable time for strategic real estate moves.



What's Next?

Are you looking to sell in Coal Harbour?
We would love to hear about your Real Estate goals!

Stop by our office on the Seawall in the Escala building or
visit us at [TheBrandRealEstateGroup.com](https://www.TheBrandRealEstateGroup.com)

Contact **Chantal Vignola** or **Tyler MacDonald**

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