

# **EMBLEM**

**The Mark of Exceptional Design.**

## **Who We Are**

EMBLEM Developments is one of the fastest growing real estate development companies in Canada with a focus on developing high-rise residential buildings. EMBLEM Developments' current development portfolio consists of over 4,300 residences representing \$3.3 billion of development value.

EMBLEM Developments is the private equity arm of a leading Canadian investment management firm, First Avenue Investment Counsel Inc. First Avenue manages \$1.0 billion dollars for affluent Canadian families and delivers deep financial backing to EMBLEM, enabling it to have the resources to execute successfully. The EMBLEM team is led by founder and Canadian businessman, Kash Pashootan, and comprises experienced professionals in Construction, Development, Finance, Marketing, and Customer Care who are able to execute the EMBLEM vision from theory to final product.

## **What We Do**

Design is in EMBLEM's DNA. There is no substitute for great design. It is the single most important factor in how we feel about our home; it determines how we live our lives, how we interact with our loved ones, and how we rejuvenate. Great design creates a feeling of connection to one's space — an intangible feeling that is the most significant achievement a developer can deliver to their buyer.

Our team imagines living in your future home before we have even built it, obsessing about the design of every space from the inside to the outside. Great design is the difference between a space that feels right and one that provides no connection. We understand this and obsess about design from the inside to the outside on every project. Our sophisticated spaces are based on simple, timeless design — the key ingredient of a home and a successful investment.