



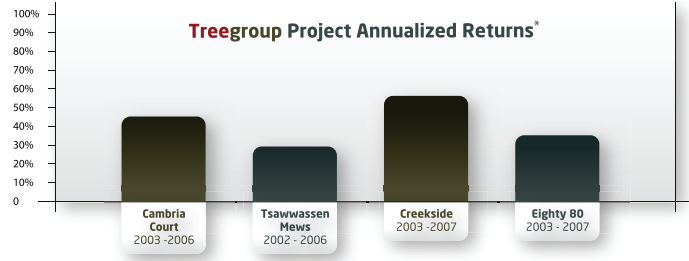
# PHASE 3 2000's

## The treegroup™ way



### Who are you??

In our third decade we definitively answered the age old question, Who are you? Treegroup. Our two companies became one, our third founding partner and Executive Vice President, Bruce Martinuik, went from working with the team to working on the team and brought his thirty plus years of experience in Real Estate structure and finance to our rapidly maturing enterprise. With our people, principles and process firmly in place we entered, what the finance folks call, our hockey stick phase: A period of exponential, sustainable growth.



### We have to see it, to believe it

The Treegroup Way begins with being in places where people want to be, and be there in a hurry. Twenty years of travel between projects, primarily in Richmond BC and Bellingham, Washington gave us front row seats to one of the greatest development opportunities in Canadian Real Estate history: The development of picturesque, environmentally sensitive and downright cool South Surrey/White Rock. Between wind surfing, golf and oceanside cafés with double extra whip vanilla Lattes, this place said like no other: Build it, they're coming.



### All of us are in this together

Imagine you're a painter who's been given the opportunity to enhance Michelangelo's Sistine Chapel, or a producer asked to work with The Beatles master tapes. For a community builder like Treegroup developing a Master Plan for a large portion of the community of South Surrey/White Rock is like that. Our Master Plan for Grandview Heights involves over 300 acres near the Morgan Creek Golf Course. The Master Plan includes a wonderful array of land uses, innovative housing forms, and engineering and financial strategies. The project incorporates sustainable development features and alternative drainage and road standards. Socially and environmentally conscious, it's what building communities people want is all about.



### Keep it real

Utilize a good deal of our own capital and combine it with the hard earned savings of our family of investors is core to what we do. Between 2000 to 2010 we guided numerous projects and community enhancements. Altogether for the decade the combined annualized return of our projects was 40%. Our investors missed the collapse of the dot com bubble in 2000 and the complete collapse of global markets due to the Great Credit Crisis from 2007 to 2009. Deliver something real that people can count on.



### Give them something to talk about

Phase Three will always be considered the period of time when the Treegroup Way came together. The proven success of our process of innovative development, construction and use of capital, proved that a positive human footprint is possible. Start with value, enhance a place where people want to be, understand the community, meet its needs, connect the needs of buyers and investors and let people know, by every means possible, that you have a quality project for targeted homebuyers. Everybody Wins.

\* The graph shows an annualized simple return for Treegroup projects which were developed, constructed, marketed and sold within the past 10 years. Landbanking and development deals that did not have a full project lifecycle have been excluded. Past performance of these other Treegroup projects is not indicative of future performance.





**NORTH AMERICA'S LEADING  
COMMUNITY BUILDER**

## The treegroup™ way

### INVESTMENT PRINCIPLES

Wise use of capital is critical to the success of any project. We have earned a reputation as prudent managers of capital.

Always mindful of the responsibility of being entrusted with another's capital we have a defined set of principles for every project:

#### Deeply Committed

Projects are always funded with a large portion of our own capital.

#### Clear Objective

Provide attractive total return through income and growth of capital, with a focus on sustainable distribution and downside protection.

#### Attractive Income

Every basis point counts, our income oriented investments strive to provide highly competitive distributions.

#### Thoughtful Risk

Relentless due diligence, third party governance, modest use of debt, full disclosure, value development, momentum construction and predetermined action plans to navigate uncertain environments.

#### Investor Priority

Whether it is return of capital, income or client interest, our investors always come first.

#### Flexible Structure

Investments most often eligible under all usual statutes including RRSPs, TSFAs, RRIFs, DPSPs and RESPs.

#### Competitive Growth

Above average returns versus our peers, without sacrificing security.

#### Proven Strategy

Projects are process driven utilizing Treegroup's time tested, land development and construction process that blends environmental and social awareness with financial acumen.

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*everybody wins*

