

# Main Street | 70 Unit Alteration

Brampton



**Property Type:** 7-Storey, 70-Unit Apartment Building

## **Project Overview:**

This existing **70-unit, 7-storey apartment building in Brampton** offered tremendous upside—but needed the right vision to unlock it. That’s where our team came in.

The investor’s goal was clear: improve **tenant experience**, increase **rental income**, and reposition the asset for long-term value. Our strategy? A full **cosmetic interior upgrade of all 70 units**, paired with a **complete renovation of the main entrance lobby**—bringing new life to both the private and shared areas of the building.

## **Scope & Strategy:**

- Interior renovations of **all 70 units**, including updated flooring, kitchens, bathrooms, lighting, and finishes
- Design-led **lobby transformation** to modernize the first impression and improve resident satisfaction
- Common area upgrades designed to reflect the refreshed unit interiors and enhance overall building appeal
- Phased execution plan to minimize tenant disruption and maximize operational continuity

## **Challenges Solved:**

- Coordinated upgrades in a fully occupied mid-rise building with limited downtime
- Aligned cosmetic design with durability and low-maintenance materials to balance cost and performance
- Elevated the brand and marketability of the building without structural changes

**Investor Benefits:**

- Increased rental value across all 70 units through cosmetic enhancements
- Improved tenant retention and lease-up potential with a modernized lobby and common areas
- Boosted asset valuation through higher NOI and upgraded tenant profile

**Current Status:**

Interior unit renovations underway. Lobby design finalized—construction to follow.