

Becoming A Tenant At Sunset Town Centre

SUNSET TOWN CENTRE; MONTEGO BAY FIRST UP-SCALE PROFESSIONAL AND RETAIL SHOPPING CENTRE

The process unfolds in two fundamental stages;

- 1. The Purchasing of the lease option by prospective tenants.** The purchase lease option phase is when the entrepreneur decides he sees and understands the many advantages afforded to him or her under this plan. He completes the purchase by paying the agreed fees and signing the agreement. This gives the purchaser the long term right of control over this particular space for the life of the lease; here known as the lease period or term. He will have control unless he fails to sign and satisfy the lease terms and conditions at the presentation of the official lease for signing by the developer and or management or representatives of either. This time has been established as the minimum six month period prior to the official grand opening of the Sunset Town Centre in Fall 2011. Terms and conditions follow in subsections; more specifically, **Under Terms and condition for lease purchase option. The lease option can be resold with the approval of the management. A recording and documentation fee for any resale will be due to the landlord prior to final sale. This can be paid by either party; whether the seller or the buyer.**
- 2. The actual signing of the lease.** This will occur at least six months prior to grand opening. The owner of the lease option must now fulfill all the other terms; such as presentation of business plan, payment of required deposits of Two Months Rent and One Security which is the sum total of the equivalent of the monthly square footage charge for the space. In addition the holder of the Lease option must also advance Three months Maintenance fees for common areas which will be held in escrow. The first regular monthly payment will be made on the due date of the first monthly cycle for the payment of rent. During the life of the lease the two additional advanced payments will be held in escrow. While held in reserve and escrow, any increase in maintenance will require the differential between the original advance and the increase must be mandatorily met by the Now Tenant or lease holder.

Please note that all businesses must present a business plan, and financial statement to ensure they are capable of maintaining their commitment and obligations, to be able to not merely secure a place on the reservation list but before being qualified for the final lease document signing. If Lease option holder fails to qualify, there is absolutely no refund of the purchase money paid when the lease option was purchased. It is the responsibility of the Lease option purchaser to ensure they fully understand the

consequence of not being able to finance and maintain a business before purchasing the option. They do however have the right to find a buyer before the lease signing period is arrived at. (6 months prior to grand opening). We are not simply interested in the Fees/money for the reservation. Unless the developer is confident that the applicant is capable of delivering a quality product which complements the everyday products and services being offered in the Sunset Town Centre, they will not qualify. IT'S TOO TIME CONSUMING AND COSTLY to have tenants who don't pay or deliver inferior products, or refuse to pay on time or end up with their businesses closing because they did not take the time to do proper due diligence in starting a business. This is a common fact which will cause the risk of an investment in real estate to fail. That is not an option. Developers' loyalty is to the success of these developments in favor of all investors, vendors, current and future. This often means changing the old ways of doing business.

This approach and strategy may be new to the Caribbean Commercial real estate market; however extraordinary economic situations will cause new approaches in business to evolve. This will ensure we have the caliber and quality long term tenants to both satisfy the Patrons, Funding Partners as well as the investors who must also be fully protected. It also will firmly establish this very new concept to Jamaica, a move which will strengthen the real estate sectors' ability to advance developments which are sustainable.

It works for the tenant because they not only have a fixed rate of rental for the life of their lease but they are forced to really give in depth objective thought before entering into a business and contracted commitment which brings legal and financial obligations to the Landlord. This gives them the greatest tool in fighting inflation. With no escalation in rent for long periods, this will certainly help to increase tenants' income over time. Thus the tenant is in actuality, by adapting this new policy, will see significant long term savings for the life of the lease, without the actually taking on the expense of costly construction. The short as well as the long term cost to the Tenant is in fact much less than if they were to build or buy in a similar facility respectively, while securing long term savings, in an upscale retail environment supported by a strong residential and tourism component. These ideal conditions are not found anywhere else in Montego Bay or in the entire island. There is always resistance to change. However where change makes complete sense for all, eventually people will accept them, especially when we set the trends and standards. These terms and conditions along with others to come are mandatory when it comes to the Sunset Town Centre's policies and policy makers.

As mentioned earlier for the astute entrepreneur, this makes absolute financial and economic sense. We will offer multiple options for the prospective tenant, bearing in mind that we must maintain executive type services; retail and professional image and actuality for the benefit of all the tenants operating from the Sunset Town Centre.

Multiple options are as follows and can be changed in part or entirety without notice;

1. Lease Reservation with option to buy: - To qualify for this program, tenant must agree to buy the space within 6-12 months of official lease being offered and signed. There will be an initial minimal purchase price for the reservation at USD\$100,000.00 PER 1,000 sq ft within the 6-12 month period from when lease is signed. Regular lease payments are going to be paid once opening of the Town Centre is official. Tenant may choose to pay off entire option before this period, or make regular monthly lease payments plus an additional amount towards purchase balance. If full purchase is effected during this contracted period, tenant will be given a rebate of USD\$100,000.00 towards purchase. This lease to purchase option is only available if at some time in the future the developer decides to sell. This is currently not the case.

- **Tenant will buy reservation for USD\$100,000.00 for up to 8,000 sq feet. Thereafter \$14,000 per thousand, unless letter of undertaking presented after spaces goes on open market and Lease is signed. This is only under the lease option to buy agreement.**
- **Will have 6-12 months to purchase unit**
- **Will make regular monthly payments as defined by lease.**
- **Will pay an additional amount monthly towards Balance of purchase**
- **Tenant may take advantage of seller's mortgage facility and finance the balance after rebate is assigned, with developer at 6% per annum over 30 years. They would therefore be financing USD\$ amount (agreed selling price); plus processing and legal fees.**
- **If and when tenant exercises' purchase option, by taking sellers mortgage, the tenant will no longer make lease payments. And will therefore**
 - i. **Only pays mortgage note if financed.**
 - ii. **If not financed only pay management fees**
- **If tenant fails to purchase in time line given (6-12 financing through seller or other party or all cash); tenant will lose option at that price point. No rebate will be given but tenant may lock in lease for up to maximum period and Lease amounts locked as represented in reservation policy, including the rate per 1,000sq feet based on location chart.**

2. Lease Reservation with option to buy: - must agree to buy immediately upon Developer going to open sales on the market.

- **Reservation must be paid for at a minimum of USD\$14,000.00 per thousand**
- **Provide proof of ability to fund**
- **Receive rebate of 100 % of Reservation amount only if purchase option is exercised.**
- **Close by or before Grand opening.**

- IF purchase does not occur, there is no rebate and the Tenant will begin regular lease payments.
 - Lock in lease payments for up to maximum time allowed under lease policy.
 - May utilize sellers mortgage if offered and or available with additional deposit, as agreed by
3. **Become JOINT VENTURE PARTNER:** - and pay the joint venture contribution immediately; taking the space at the end of construction.
4. **Buy the reservation to lease:** - for the long term, no options to buy.
- Where tenants choose to merely rent for the long term no purchase option, rate per 1,000sq feet will be determined by policy, product and location.
 - Ground floor reservation on space facing major roadways; reservation fee will be USD\$15,000.00 per 1000 square feet. The general lease reservation policy will guide the terms of the lease.
 - All other locations will be for \$14,000 per square feet; except for the 4 upper floors of commercial buildings. These upper floors will house top executive offices along with professional lofts.
 - Rates will apply bases on the following ascending order;
 1. 4th floor office suites will be USD\$20,000.00 per 1,000sq feet of space. Plus applicable lease terms once lease is available
 2. 5th floor office suites will be USD\$25,000.00 per 1,000sqfeet of space. Plus terms of applicable lease
 3. 6th floor office and Lofts will be USD\$40,000.00 per 1,000sqfeet. Plus applicable terms and conditions.
 4. 7th floor office suites and lofts will be USD\$50,000.00 per 1,000 sq feet. Plus applicable leasing terms and policies.
 - **Please note that all leases can be for the maximum period of time in accordance to policy and terms. Which simply means a very smart shopper will see this program works out even better than buying. It leaves their credit intact since it is not a loan and they none the less get premium facilities for less than a mortgages deposit on an executive type property. Even at the upper price point of USD\$50,000, which is less than a deposit on high end property of this type, given the person the premium space with no escalation in monthly cost, in a facility (where business is conducted, therefore paying its way). They won't see interest rates going up and therefore affecting them in a negative way. Where professional lofts can be created, which allows the professional to both live and work in facility, it actually works**

out better than buying a flat or condo or apartment. THEY CAN WORK play and live in the same area. They done even need a car.

- **While outlining all the above advantages, one major advantage for the business person or the Savvy consumer, is that all the fees and cost of getting into the facility becomes tax deductible. So in truth and in fact, they literally will not be losing any money in the long and short of it all. They will in-fact be saving money as opposed to them buying or building commercial retail property.**

5. Price per square feet when selling will vary depending on where on building and use of building, e.g. medical offices will be sold at a higher value per square feet.

This is therefore how we will proceed based on a Maximum rate of USD\$25.00 per sq feet per annum for the lease reservation agreement;

- Lease reservation amounts will vary depending on business or professional services and location on complex.
- Space located on the ground floor up the second floor will exclusively be retail and Banks.
- Space located on upper floors 3-7 will be professional offices, decorated to executive class. Offices will be inspected by management on a regular basis for aesthetic quality and design specks.
- Medical offices will also be charged a different scale. Again being determined on which floor offices are located.
- Upper floor space can be leased for commercial lofts. They however must be maintained with the same quality and aesthetics in mind, for the public space, if Lessee receives clients in Loft. Inspection will occur only in Public space if Loft is eventually bought and privately owned.
- Where Loft is leased inspection will occur in the entire space.

1. To ensure that we have a strong committed tenant for the long run (10-30 years); that tenant must be financially solid in all respects.

- Thus only tenants, who can afford to purchase the reservation for the minimum USD \$14,000.0 per 1,000sq feet, will be assigned a position on the list. "First come, first select space."
- This is sufficient to stop persons who would otherwise tie up property since they won't have the necessary liquidity.
- It will also stop persons and businesses from taking excess space which may pose a problem later for both the developer and the tenants.

- It ensures the long term tenants are brought on board since the incentive here for buying in is a freeze on long term lease where there will be zero increases for those tenants for 1-35 years.
 - The tenant will also receive an adjustment in rate of rent on a downward sliding scale bases on number of years.
2. **Minimum lease period 5 years; with payment of reservation fees of \$14K, per 1,000 sq feet; determined by location.** The lease will be fixed for the entire five years at the maximum rate of rent. Which means tenants will save on lease as the period is increased.
 3. 1-5 years fixed at the maximum rate of rental.
 4. For 1-10 years 5% reduction from the maximum rate of rental; fixed for the 10 year period.
 5. For 1-20 years 10% reduction for life of lease
 6. 1-30 years 20% for life of lease.
 7. 1-35 years 25% for life of lease.
 8. No maximum leases period.
 9. Maintenance and management fees; 40-49Cents per sq feet (subject to change), will be adjusted based on inflationary trends.
 - There are no refunds once reservation payment is made.
 - Upon the presentation of the official lease and the tenant selects his or her space if not already assigned; tenant will pay one security deposit & two months rent at signing.
 - Lease reservation is transferable upon approvals of Management. All businesses occupying complex must be approved, before Reservation is accepted and paid for. Not all businesses will be accepted. Management reserves the right to reject and or accept applications without any explanation.
 - All businesses and stores including banks must agree to remain open and provide services from 9am-9pm EXCEPT FOR SUNDAY where hours will be 10AM – 6PM.
 - Extra hours will increase business and earnings for the businesses since many people who could and or cannot do their business during the normal business hours will take advantage of this safe upscale location. Having banks open later as well will allow businesses to safely make their daily transactions without the fear of travelling with cash or other valuables after stores are closed.

Management will have the responsibility to both markets the entire complex; paid from management fees, to ensure there is absorption of the businesses in the general area. This component will bring maximum value to this prime location, which is a bonus for businesses that occupy the spaces in the complex.

Main concept here is that this complex will be operated and managed as a first in many respects. That's one more reason for businesses coming to take advantage of this very special location.

Additionally since the tourism factor is a main part of the client base, businesses will be supported from many sources, including the many upscale residents; living in almost walking distance, which would rather do their shopping in a very safe location as opposed to going in the traditional down town areas of Montego Bay...

Terms and conditions for Purchase Lease option & Lease

The following represents the term and conditions which must be agreed TO by applicant to qualify for purchase of option on lease as well as to lease the optioned space. New and additional conditions and terms may be added at developer's discretion as long as they do not violate the legal rights of the signing parties.

1. All applicants must agree and affix signature to this document, the terms and conditions hereafter listed
2. Lease or lease option is not transferable unless new purchaser is qualified through the normal application process, requirements, training certification, and payment of applicable fees as it relates to documentation and approved by management.
3. All applicants to lease, purchase lease option, purchase future leases and therefore have rental rights and privileges to designate optional space must undergo and be successfully by become certified through mandatory training as stipulated by management.
4. All applicants must agree to all the terms of the lease agreement to qualify for lease option purchase or lease.
5. All applicant must present a clean police record to be qualified for lease and or lease option.
6. Persons convicted of crimes such as Child pornography, sex crimes; sale and or dealing in illicit and or illegal drugs; extortion, Intimidation; kidnapping, Theft, Assault; violent behavior; Blackmail, or have an overt obvious or admitted association with persons engaged in the aforementioned will be automatically disqualified from the application process.
7. Persons with a history of violent, boisterous offensive behavior typical of the need for anger management and conflict resolution challenges will not be qualified to purchase option and or lease either directly or indirectly.
8. Anyone found in breach of any of the aforementioned, including purchasing option or signing lease or purchasing lease through a third or any other party, chronological or not, will automatically be disqualified and with any such agreement becoming null and void at the expense of the violating party, with no refund and the lease, along with other agreements and contracts withdrawn. Under such circumstances, violating party must immediately or within 14 business days, during which no business trading or transactions will be allowed to take place, remove all goods, equipment and cancel any services formally offered to the

- public for consumption. After this period all remaining goods will be disposed by the management and all related cost of disposal billed to violating party. Management has no obligation to warehouse the remaining goods or equipment, and violating part agrees that management may sell openly or auction all such items if not claimed within the prescribed period not exceeding 30 calendar days.
9. Lease holders must agree to pay all monthly charges on time or face the possibility of having leases cancelled after 5 days of grace or the payment of a 15% mandatory late fee, which cannot be waved under any circumstance.
 10. Applicants mandatorily must honour the designated minimum period for operating businesses hereafter considered business hours and specifically deals with the time period when the businesses are actively open to transact business with the public and does not include hours needed for the preparation and maintenance of the store facilities. The specific designated hours of operation are from 9AM TO 9PM Mondays to Saturday and 10AM TO 6PM Sundays.
 11. All applicants must agree to use designated staff parking and not use parking designated for the public use.
 12. All applicants must agree to redesign stock layout, displays and presentation areas at least 4 times per year, maintain a clean working environment, and allow no eating in display areas where there is patron interaction.
 13. All applicants must agree to effect cleaning and disposal in designated areas of all waste; dust, rejected stock; paper and carton or other framing mechanism used in their everyday business, before leaving work area at the end of each day.
 14. All applicants must agree to effect general and above general standards as it relates to customer care and satisfaction. MUST AGREE to honouring the “customer is always right concept.”
 15. All applicants must understand that they will mandatorily be included in the customer satisfaction award with the results and successful winner being published and detailed reports circulated amongst the occupying businesses.
 16. All applicants must send representatives to any monthly or weekly meetings pertaining to the operations and conditions, promotion of the Sunset Town Centre as structured and or scheduled by management, regardless of time of week or time of day.
 17. All applicants must agree and understand that Religious persuasion is not and will not be considered as an excuse for none attendance or operation of the business during mandatory opening periods for the Sunset Town Centre.
 18. All applicants must agree to participate in all promotional ads programs for the Sunset Town Centre designed to benefit all the businesses within the complex. These will include discount coupons and other incentive programs.
 19. All applicants must agree to implement good business practices outlined in any training/ certification program as well as in addition to any new one recommended by management.
 20. All applicants must agree to keep confidential all security codes; policies , programs
 21. All applicants must provide a current and detailed health certificate not exceeding the last 30 day period of application.

22. All applicants must provide four character references not exceeding the last 30 days.
23. All applicants must understand and agree that this and subsequent related agreements to this document is binding on all the heirs and executors of the signing parties, including but not limited to purchasing applicant.

The Logic behind Sunset Town Centers' Fixed Term & Fixed Rate leasing Policy

Here is the very simple explanation as to why we can and will offer tenant long term fixed leases up to 30 years. Firstly the aim of the developer is not simply to squeeze unlimited profits out of tenants, but to create a stable environment where all the participants can build a strong stable business. In fact the prime objective of the development stresses the need to create business opportunity so that businesses and entrepreneurs will cease the opportunity to open a business therefore creating much needed employment. Stable businesses means stable tenants, stable tenants means Good tenants, good tenants means less vacancies for the landlord/ developer. Less vacancies means stronger stable income and therefore profits. It is savvier, to keep rentals low over time and keep the units filled, a very simple logic that has been proven time and time again.

A strong stable economy where citizens and residents can find worthwhile employment is destined to build a higher standard of living for all. The increase in employment and earning ability for people are often the catalyst for the reduction in criminal activities. Increasing employment, reducing crime, creating increased numbers of small business will build a stronger economy, in which developments such as the Sunset Town Centre and Phenion On The Ridge can thrive and survive long into the distant future with much success.

Further when private enterprises thrive, creating opportunities, there is less of a need to rely on Government to stimulate the economy. It is the responsibility of private enterprise and its capital to build the economies in which they operate. Governments have proven they typically do not have the ability to grow strong capitalistic economies. Playing a responsible role in building a strong economy means developers who specialize in commercial developments must be willing to bring stability to the real estate commercial rental market by offering fixed long term leases and rental to tenants who themselves must be encouraged to do long term lease. This relationship builds a strong commercial rental market, one in which earnings to developers and investors are stable and dependable long-term. Tenants can therefore pass on savings over time to patrons, who are more likely to shop if and when they know they are receiving fair pricing.

- We brought together several leasing structure to create this unique one for future tenants seeking to build a stable business model around a stable amount for lease each month. Traditionally in Jamaica, a lease is typically from month to month, with landlord having the power and right to increase the lease per annum. This makes it almost impossible for any company to do long term accurate projection on earnings, since expenses such as rental amount are constantly changing. For a stable business model, having a fixed rate of rental per annum for the long term is the ideal situation. This is now being put in place at Sunset town centre. We would rather have long term stable tenants as opposed to a rapid turnover as rent become unaffordable due to increase by management.
- Maintenance is not fixed and will adjust to meet any inflationary trends or expenses in effecting services to tenants. Because the maintenance amount will adjust to meet any increase needs of the complexes common areas; and or benefits to tenants, developer's income will not diminish and will remain fixed.
- As the property ages, depreciations against tax liabilities will offset some of the actual cost to the developer. This enables the Developer to reduce tax liabilities, therefore paying fewer taxes over time, which helps the developer to actually keep more of the lease income.
- Cost of leases as configured will produce a profit for the developer. Because there are no increases in lease amounts for long periods up to 30 years and because there are no apparent increases to developer as result of increased inflation, especially since the increase in maintenance is passed on to tenants, the developer will maintain a constant but stable income and profit margin over the life of the lease.
- The Developer will be able to fix the rental amount to tenants for the long term lease holder because of 15 year tax rebate offered to developers whose project are tourism based and hotel oriented. Sunset and Phenion are both tourism based with each having hotel condominiums; and will host in bond shops as well as other tourism products directly geared towards the tourism sector. The developer can with certainty; except where government policy changes in relation to the incentive, can pass on these savings to the tenants. The developer can therefore maintain a fairly stable income amount on lease. There is therefore no desire or pressuring inflationary need to increase the cost to tenants.
- The developer has also, as part of its marketing and management policy and practice, created several complementary income generating opportunities for the complex in general. The developer will therefore self generate additional income and therefore profits over time. For strategic reasons these policies cannot be discussed for one basic reason, maintaining our competitive edge.
- The developers leasing policy is expected to create 90-100% absorption of its Leasable space. Assuming that this is achieved, the developer will again create long term stable income. This will also enable the developer to absorb any changes in inflation to the ultimate benefit of the tenants who will not experience any increases in overall lease payments. The developer is expected to increase and maintain the demand for the complex through several marketing strategies.
- The Gold and Diamond exchange which will be an integral part of the Sunset Town Centre is geared to also bring additional income to the developer.

Additional income from multiple sources such as this one is yet another tool helping to keep stable income to the developer which is passed on to tenants in fixed long term leases. Again the specifics of the strategy cannot be discussed here.

Why the critics have no foundation for objections!!!!

- One of the very important things to remember is that our policy is designed to have the following results;
 1. To find long term stable tenants, who can afford to maintain their lease obligation over time.
 2. To create a system that is financially beneficial to both the tenant and the Landlord.
 3. To eliminate from the process individuals who are incapable of understanding the benefits of the program. This process let them know if it does or does not suit them. This will also help them to find their comfort zone elsewhere. Our policy or program will not be altered for every critic who comes along. Many people have no real plan when it comes to opening a business. This unique policy will help them to objectively decide on a serious plan of action.
 4. To eliminate problem tenants, who may want to reserve space and then not have the commitment to honour the reservation agreement. This would lead to Tenants possibly walking away at the time leases are ready, thus leaving Landlord with no tenants. It therefore means that Landlord will not be placed in a position to sacrifice the reservation to individuals who may not be responsible enough to honour agreements, while losing potentially good tenants who would have otherwise wanted the space.
 5. People who are allowed to reserve space with little or no money down, actually have nothing at all to lose. It means that they will have nothing to lose in walking away leaving the developer with no income to repay funds used to construct the development.
 6. Contrary to what many people are accustomed; it is far from unusual for tenants to buy a reservation or lease. A lease can be bought with the full lease amount for the entire lease period being paid in one lump sum up front. Or, it may be worked into annual payments. That is the basic reason for financial institutions financing long term leases. The business

would borrow to pay off the entire lease. For individuals to claim, that making and buying reservation on lease or lease itself, is absolutely a new phenomenon is grossly incorrect. If they are not familiar with the practice that does not mean it does not happen. Exposure and the willingness to accept new ideas is sometimes the hardest thing for many people. We often say these people are set in their ways. If we were to think along these lines, women would dare not look outside the kitchen; people of African descent would be held to being only 33% human. The New United States of American President; President Obama, would not and could not become President. Need I state more examples? Further as the developer we decide how, when, how much and the policy to lease our space. Any one not comfortable with that fact falls into category #3 listed above.

7. Long term tenants typically like to lease and reserve their space in developments long before developers break ground. This is to ensure they receive maximum benefits including cost of lease. Early leasers generally receive better rates. Astute business operators seek to minimize all costs. To lease long term means big savings for the tenants. It also means that the developer can justify to lenders that they will be able to service their loans for construction of the development.
8. People who understand money and how it works will endorse this strategy and program now offered by this policy, even if they are not familiar with it. To prove the value of this policy simply create expenditure chart for the life of the lease; this will in fact become a savings chart for any astute thinker.
9. Never fall for the "in Jamaica", Line. We all know that the way things are done in Jamaica in term of business practices are not exactly ideal for the success of most businesses. This Leasing policy is merely mirroring, common practices taken from mature markets in first world countries. Where do we find the most successful economies globally? Where do we find the most mature and successful rental markets? Where do we find stable long term leases being signed by tenants before construction? In first world countries such as the USA. There is a reason why they have developed these systems of operations as it relates to commercial rental. They possibly did it the way Jamaicans are now accustomed in the distant past and experienced as well as proved the many flaws over time. Let us learn from others so we do not continue the painful experiences of our own. We must strive for first world status in all our endeavors. Anything short of that means we are lingering in failed practices. Let's not hear or even waste time with people who what to continue to do things how it is and or was done and is being done, especially when we know it does not work.
10. There are long lists of benefits. A study and revision will bring to the fore why this program makes complete sense. When we all understand the true benefits, it becomes very easy to refute any challenges to this policy.

LOCATION DETERMINES COST OF LEASE

- Where tenants choose to merely rent for the long term no purchase option, rate per 1,000 square feet will be determined by policy; product and location.
- Ground floor reservation on space facing major roadways; reservation fee will be USD\$15,000.00 per 1000 square feet. The general lease reservation policy will guide the terms of the lease.
- All other locations will be for USD \$14,000 per square feet; except for the 4 upper floors of commercial buildings. These upper floors will house top executive offices along with professional lofts.
- Rates will apply based on the following ascending order;
 1. 4th floor office suites will be USD\$20,000.00 per 1,000sq feet of space. Plus applicable lease terms once lease is available
 2. 5th floor office suites will be USD\$25,000.00 per 1,000sqfeet of space. Plus terms of applicable lease
 3. 6th floor office and Lofts will be USD\$40,000.00 per 1,000sqfeet. Plus applicable terms and conditions.
 4. 7th floor office suites and lofts will be USD\$50,000.0 per 1,000 sq feet. Plus applicable leasing terms and policies.
- Please note that all leases can be for the maximum period of time in accordance to policy and terms. Which simply means a very smart shopper will see that this program works out even better than buying. It leaves their credit intact since it is not a loan and they nonetheless get premium facilities for less than a mortgages deposit on an executive type property. Even at the upper price point of USD\$50,000, which is less than a deposit on high end property of this type, given the person the premium space with no escalation in monthly cost, in a facility (where business is conducted, therefore paying its way). They won't see interest rates going up and therefore affecting them in a negative way. Where professionals' lofts can be created, which allows the professional to both live and work in facility, it actually works out better than buying a flat or condo or apartment. They can work play and live in the same area. They don't even need a car.
- While outlining all the above advantages, one major advantage for the business person or the savvy consumer, is that all the fees and cost of getting into the facility becomes tax deductible. So in truth and in fact, they literally will not be losing any money in the long and short of it all. They will in-fact be saving money as opposed to them buying or building commercial retail property.

PRICES & SIZES OF PHENION ON THE RIDGE AND SUNSET TOWN CENTRE

Phenion on the Ridge

To be situated at 30 Queens Drive, Montego Bay, the tourism capital of the Caribbean, with magnificent, panoramic views of the Caribbean Sea, Montego Bay's chief hotel hub, and the Sangster International Airport, the Phenion on the Ridge will be Jamaica's first 7-Star All-Suite Luxury Hotel Condominium comprising 264 luxury Suites of the following sizes and price range:

| | | |
|-----------------------------|----------------------------|---------------------------------|
| 1. 1-bedroom 1 1/2-bathroom | 1,217ft ² | US\$523,310 - US\$973,310 |
| 2. 2-bedroom 2 1/2-bathroom | 2,209-2,771ft ² | US\$1 Million - US\$1.9 Million |
| 3. 3-bedroom 2 1/2-bathroom | 2,472-3.655ft ² | US\$1.5 Million - US\$2 Million |
| 4. 4-bedroom Penthouse | 4,600ft ² | US\$6 Million |
| 5. Roof-top Penthouse | 16,895ft ² | US\$16 Million |

Phenion on the Ridge will have such amenities and services as: Spa, fitness centre, elegant designer lobbies with Cafe; international restaurants; Night Club; English Pubs with Jamaican touch; Cocktail Lounge; Tour services; DVD & Music Library; Conference rooms, fully equipped Virtual Offices, high-speed internet; Private Butler & Chef upon request; concierge; shuttle services to and from the Airport, the yacht club, gulf courses and beach, swimming pool, and so on. The suites will be fitted with high-speed internet service, digital cable television to keep our residents and guests in-touch with the World.

We offer a window of opportunity to prospective buyers/investors, who come in early, to Joint Venture with us and receive a 1-bedroom (1,217ft²) unit in the Bhardwaj Tower for only Three Hundred and Four Thousand Two Hundred and Fifty United States Dollars (US\$304,250.00). This offer is limited and we recommend that you consider this avenue to invest and receive your very own piece of Jamaica at a reduced price.

The eventual sales price of the 1-bedroom unit will start at US\$523,310 and increase by US\$50,000 for higher floors above the 2nd floor. The price for the Joint Venture Partnership increases also by US\$50,000/floor; so, if you say, select a 1-bedroom unit on the 3rd floor then the joint venture price will be \$354,250, and for a 1-bedroom unit on the 4th floor the price will be \$404,250, and so on.

The Phenion on the Ridge comprises a split-level hotel condominium with the central building (the Bhardwaj Tower) from sea-level rising 12 storey to the upper ridge level at Queens Drive, with two 9 storey wings (The Norrice Tower and the Bradley Tower) from the top floor of the Bhardwaj Tower to the ground level at Queens Drive. The

roof-top of the Bhardwaj Tower will contain the dining area, swimming pool with hot tub, bar, and so on - imagine just sitting on top of the world, enjoying a great meal with a great view.

Sunset Town Centre - Sunset Avenue, Montego Bay

We are currently accepting Pre-construction Lease Reservations.

Located on the Hip Strip of Montego Bay, the Sunset Town Centre will be Jamaica's most modern commercial centre consisting over 208,000 ft² (Net) of retail and office space, having as its main feature and attraction:-

The Rasheif Gold & Diamond Exchange Centre

A *Gold, Diamond and Precious Metal Exchange Centre* for the selling and buying of jewels, gold, diamonds, gems, precious metal. The entire GROUND, 1ST & 2ND Floor of the Rasheif Gold & Diamond Exchange Centre (44,160ft²) will comprise over 300 cubicles of sellers in jewellery, bars, bullion, nuggets, gems, and craftsmen who will deal in custom made jewellery as well as trading in commodities such as precious metal, etc. This Gold & Diamond Exchange Centre will be a major attraction for both local and overseas visitors alike, and we fully expect a several fold increase in Cruise ship arrival, air traffic, as well as private Yacht & jet arrivals.

The Museum with its local and international artifacts, Exhibitions will span the entire 4TH Floor of 14,720ft²; while the *Art Gallery* will occupy the 5TH Floor which will see Art Exhibitions of local and international renowned painters, etc, will be disposed over an area of 14,720ft². The 6TH Floor will contain the Executive Offices for the operators of the Gold & Diamond Exchange Centre, the Art Gallery & Museum.

The *International Restaurants* to include: Japanese, Thai, Korean, Chinese, Italian, French, Continental, Mexican, Cuban, Local, Caribbean, African, Health, Lebanese, Jewish, South Pacific, North American.

Myrle Monica Health & Treatment Centre

A 52,605ft² (net), 7-storey, fully equipped, medical centre featuring *4 Operating Theatres*, Intensive Care Unit, Recovery Rooms; *full diagnostics capabilities*; *Maternity Ward*, Delivery Room; Laboratory, Medical Specialists such as *Cosmetic Surgeon*, ENT Specialists, Cardiologist, Neurologist, Pediatrician, Gynaecologist, Dentist, etc. and served by two (2) high-speed elevators.

The Hope Theatre & Entertainment Centre

Is an 800-seater modern *giant-screen I-MAX Cineplex & Theatre* (4 giant I-MAX Screens); an **outdoor stage**, which will see Live entertainment between the hours 11am-2pm, 7 days/week, situated opposite the international food-court (on the ground floor or the Rasheif G&DE Centre.

The Randolph Business Centre

Will contain a 3,077ft² **commercial bank**; Bill Payment outlet; Cambio; Cellular phone Outlet that will also provide **support for the guests of the ultra-luxury 7-Star, Hotel Condominium, Phenion on the Ridge (PHASE II)** as will be required from time-to-time; Conference Room; Professional Offices; Executive Offices; Virtual Offices (for the new entrepreneurs who wants to rent a well-equipped office with secretary & receptionist on an hourly basis - high-speed internet, photocopying/faxing/scanning, receiving mails, etc; and Business Document Centre.

The Antoinette

This 14-storey mixed-use building will comprise retail shops, commercial offices, and 60 luxury residential suites. There will be 4 Floors for commercial activities; namely, 4 In-Bond, Pharmacy, Commissary, Fun House, Confectionery, Book shop, Laundromat. Beauty Salon, Barber shop, Gym, Spa, Dining room, Restaurants, Night Club, Gaming Lounge, Cocktail Lounge, English Pub, Virtual Offices, Tour Centre, all for the hotel residents & specially invited guests to the hotel.

The 60 residential units will form part of the Hotel Condominium containing 2 & 3 bedroom luxury suites: the 2-bedroom 2 1/2 bathroom suites range in size from 2,308 - 2,771ft² while the 3-bedroom 2 1/2 bathroom suites range in size from 3,014 - 3,134ft². The **264-All Suite** hotel condominium, Phenion on the Ridge (including The Antoinette), will be operated by a world leading, luxury hotel management franchise we will finalize soon.

This project is a first for Jamaica in many respects; one of our aim is to increase the attractions & activities of Montego Bay. It is our **chief goal** to make this complex the most highly prized **Landmark** of Jamaica - we want it to be the Empire State Building, the Buckingham Palace of Jamaica, name it. It must be one of the most photographed buildings in the world; we want to see miniature souvenirs of our complex on sale; in other words, the external design and the amenities will be such that the Sunset Town Centre will be **a must see destination** for all our local residents, and world travellers alike.

The Gold & Diamond Exchange

A revolution in business that makes absolute financial and economic sense for the astute entrepreneur.

Become a primary supplier to the regional markets by establishing your operations here.

The “RASHIEF” Gold, Diamond, Jewelry and Precious Metal Exchange a RETAIL CONCEPT LAUNCHED FOR THE VERY FIRST TIME in the Caribbean; by CAREIF LTD. This is to be located in the New and approved High-end retail and Executive high-rise development; known as the Sunset Town Centre, in Montego Bay Jamaica and scheduled to open in September 2011 with an introduction cap lease rate of Maximum USD\$25.00 per sq feet per annum. We are inviting gold, diamond, Jewelry and precious metal Merchants and designer to reserve their premium space in these new facilities. Merchants, who purchase a lease option, will have an exclusive right to establish their businesses in this new development which boasts several unique as well as first world amenities. Because of its location on Jamaica’s most demanded tourist destination; the Hip-Strip, coupled with the fact of high demand for these products by local residents, the Exchange is predicted to become a primary stop over for millions of tourist both travelling to Jamaica and the region as whole. The development’s Mangers marketing strategy is to foster strong management support for the retailers in the complex include strongly directed marketing plan to the USA/ CANADA/ UK , the growing Spanish tourism Markets as well as the emerging South American affluence.

Merchants must be able to satisfy management of the Sunset Town Centre that they must and will be able to supply the highest quality in design, uniqueness in design and the most competitive pricing of their products so the Exchange becomes the focal point for shoppers in North America and the region as a whole. Merchants successful in securing space for their outlets will offer design services, where the client can design their own Jewelry from affordable to opulent price points. The Rashief’s targeted clientele and market are from the very modest to the most demanding high end shopper. The exchange will also cater to patrons wishing to purchase gold bars and bullions in its pure state, for their own personal use such as doing their own design by themselves while also giving them the opportunity to convert cash into their own gold reserve.

1. To ensure that we have a strong committed Merchant for the long run (10-30 years); that tenant must be financially solid in all respects. If Management perceive that the tenant applying to purchases the lease option in not or will not be able to fulfill their long term obligation, the application will not be accepted. If we have a Applicant that is not able to satisfy us that they are viable and in a position to maintain the quality supply demanded by management they will not be successful in securing this premium space. The management's aim is ensure the Town Centre will have the highest caliber merchant/ supplier. Management will ensure that the local or international shoppers are well served.

- Merchants must purchase the reservation Option from a basic USD\$14,000.0 per 1,000sq feet. First come, first select basis based on established standards.
 - The process of purchasing the option eliminates persons who would otherwise tie up property unnecessarily without having the necessary liquidity to successfully be ready for our grand opening in September 2011.
 - It will also stop persons and businesses from taking excess space which may pose a problem later for both the developer and the tenants themselves.
 - It ensure the long term merchants are brought on board since the incentive here for buying in is a freeze on long term lease where there will be 0 increases for that tenant for 1-35 years.
 - The tenant will also receive an adjustment in rate of rent on a downward sliding scale based on number of years.
2. Minimum lease period 5 years; with payment of reservation fees of \$14,000, per 1,000 sq. feet; lease will be fixed for the entire five years at the maximum rate of rent. Which means tenants will save on lease as the period is increased.
 3. 1-5 years fixed at the maximum rate of rental.
 4. For 1-10 years 5% reduction from the maximum rate of rental; fixed for the 10 year period.
 5. For 1-20 years 10% reduction for life of lease
 6. 1-30 years 20% for life of lease.
 7. 1-35 years 25% for life of lease.
 8. No limit on maximum leases period based on availability.
 9. Maintenance and management fees; 40-49Cents per sq feet (subject to change), will be adjusted based on inflationary trends.
 - There are no refunds once reservation payment is made.
 - Upon the presentation of the official lease and the tenant selects his or her space if not already assigned; tenant will pay one security deposit & two months rent at signing.
 - Lease reservation is transferable upon approvals of Management. All businesses occupying complex must be approved, before Reservation is accepted and paid for. Not all businesses will be accepted. Management reserves the right to reject and or accept applications without any explanation.
 - All businesses and stores including banks must agree to remain open and provide services from 9am- 9pm EXCEPT FOR SUNDAY where hours will be from 10AM – 6PM.
 - Extra hours will increase business and earnings for the businesses since many people who could and or cannot do their business during the normal business hours will take advantage of this safe upscale location.

Management will have the responsibility to market the entire complex; paid from management fees, to ensure there is absorption of the businesses in the general area. This component will bring maximum value to this prime location, which is a bonus for businesses that occupy the spaces in the complex.

Main concept here is that this complex will be operated and managed as a first in many respects. That's one more reason for businesses coming, to take advantage of this very special location.

Additionally since the tourism factor is a main part of the client base, businesses will be supported from many sources, including the many upscale residents, living in almost walking distance, who would rather do their shopping in a very safe location as opposed to going in the traditional down town areas of Montego Bay.

Merchants who take advantage of this offer will also be given an option to purchase a condominium in the adjoining high end Hotel Condo complex. This will solve several problems for the foreign merchant who will take advantage of the opportunity.

- The merchant can live within walking distance of his business. Live upstairs and work downstairs in this mixed-use Town Centre.
- Security of person and business is at its best here within a technologically equipped high end Town Centre.
- Cost savings in two ways; the savings on the purchase of a condo unit and the cost of travel as well as time between work and home. With the International airport within walking distance of the complex, the international Merchant is now able to operate at maximum efficiency.

Limited time offer and subject to change without notice. Act now.

The Sunset Town Centre

The Sunset Town centre will offer artistry and exquisite decor amidst sidewalk cafes, restaurants, unshackled retail stores, art galleries, and theaters. Cobblestoned, pedestrian-friendly walkways and numerous areas for quiet relaxation to the sounds of piped background music will complete the ambience. The dependence on transportation will be virtually eliminated because of the ease of access in the community. Late night access to recreation and entertainment within walking distance will be attractive to all residents including active retirees who want to enjoy life at their own pace.

The finished product will make *The Sunset Town Centre* a prestigious focal point and will make The City of Montego Bay residents proud to call this city home.

This will give a tremendous boost to the local Montego Bay economy while providing jobs throughout the construction period and thereafter. This will be great for a city where the recent influx of residents is not only retirees, but also

Signs

1) Signs will be flat against the building's facade, or mounted above the top of the facade. Only one (1) freestanding monument per road right-of-way that the mixed use center fronts shall be allowed. The monument sign(s) will contain the name of the mixed-use center only and will not be used to advertise the businesses contained within the center.

2) Signs, as a whole, will be externally illuminated. However, individual letters and symbols may be illuminated or backlit.

3) Signs may be made of wood: painted or natural; metal: copper, brass, or galvanized steel; painted canvas; neon; or painted or engraved directly on the facade depending on architectural theme, location and proposed size within the Complex with final decision coming from the Phenion on the Ridge's architectural Review committee. Signs will be limited in size.

4) The maximum gross area of signs on a given facade will not exceed 10% of the unit's facade area. The architectural review committee will determine final size of signage.

5) No perpendicular mounting of signs will be allowed.

6) Signs will be mounted at a standard height, size and appearance depending on location of business within the complex. Signs height determination will be decided by architectural committees but will be guided by a minimum of 8 feet from ground level.

7) Signage not allowed will include but are not limited to iridescent signs, audible, flashing action, paper signs and internally illuminated box signs. Exposed raceways, transformers, ballasts, and electrical wiring are not allowed. No signages with visible backs are permitted.

THE MYRLE MONICA TREATMENT CENTRE OF JAMAICA

This is an opportunity for persons in the medical services field to work out of an Absolutely New ultra modern Medical facility in a great neighborhood. If you are such a professional then this is an opportunity that may not come your way again for a very long time;

This seven story facility will be ready in Fall 2011 and will have the following amenities;

1. 50,000 sq feet of available space for leasing to Medical specialists and Doctors.
2. Doctors can lease office boutiques from 500Sq feet. Other space available in increments of 1,000sq feet.
3. Pharmacy
4. Medical Lab

5. Grand Lobby and reception area serviced by a general receptionist and security personnel.
6. Multiple elevator service
7. The facility will have a centralized management team responsible for the quality of the environment as well as marketing the facility to both the local and international market.
8. It will be located within a much larger 1.4 Million square feet complex, housing a 400 room hotel condominium.
9. Will offer covered parking with gated security booths
10. Leases can be frozen for up to ten years at the time reservations are made and approved. This simply means for up to ten years tenants will never see no increase in their rental amount.

The professional looking to open a practice in 24 months can take advantage of the opportunity by merely purchasing a reservation for the space needed. This reservation will ensure that you will have professional offices in one of the most modern real estate complexes designed specifically to serve the patient and medical professionals. No more dingy, dark, dilapidated buildings for a great professional.

It only takes USD\$1,000.00 to secure the space for up to 24 months. This will give the leaser enough time to formulate your business plans and strategies. It also gives persons in the medical field, who will not be ready for another 2 years to reserve space which may be difficult to find then. The cost of owning a slot on the reservation list is USD \$1,000.00. Fees are none refundable only because the developers want to know they will have serious business professionals when the commercial and or hotel sections are being opened details and conditions are available from sales associates.

For those Medical service suppliers who are sure that they will be committed to operating from this facility; there is the option of purchasing option of space locking in lease for several decades at a fixed rate of rental.

THE HOPE THEATRE

Amidst the hustle and bustle of the executive business class, the swanky retail shops, the Gold and Diamond exchanges and strategically situated across the open court yard from over 100 side walk café and restaurants in the Sunset Town Centre and over looked by the 21 story midrise Phenion On The Ridge Resort Hotel Condominium and Spa, is The Hope Theatre.

The deliberate nature and positioning of this, Montego Bay's first Architecturally distinctly design theater offers the flexibility of becoming transformed into a four screen Cinema stepping into the Mega word of entertainment with not one, not two, not three

but four Giant Mega I-MAX screens binging the flavors, the Glitz, and the Glamour of a truly first world 21st Century culturally sophisticated society. The developer has made provision to involve the Successful Entrepreneur in operating this complex; it sits final design and detail or the design and amenities.

Every advanced culture and society has always born the hallmark of sophistication by the presence of highly developed, advanced and developing entertainment in the area or the arts and fine arts. Every great society, whether ancient or modern, have dedicated a necessary part of their cultural resources and serious attention to theatres. It is for this reason that the Developers have infused in its design all the various cultural activities and amenities to bring success to the business and the entertainment of its targeted patrons.

It is also for the aforementioned reason that the developers have invited only persons who are themselves involved with the arts and involved with the preservation and its survival, to become a player in bringing the highest quality in Productions and entertainment on a regular and consistent basis. That is the only standard supported by the developers to Montego Bay's most exciting development being advanced to meet the underdeveloped and promoted demand of its art lovers, its patrons, and its citizens.

This fact presents unique opportunities for the Promoters of the Arts. For the first time, there is a real move on the part of a developer to create the facilities which will make it feasible for the Arts and entertainment industry. The creation of these amenities will provide an outlet for hidden and budding talented actors and writers who normally would not and could not have their works presented in a financially viable way to make a living from their Art, can now look forward to the Grand opening of these facilities.

The Developers aim is to have phase occupancy of the complex, which basically means that businesses and other real life activities will occur before the actual grand opening. This means that Tenants, business operators and Production in the Hope Theatre can actually begin prior to the well anticipated Grand opening. The Grand opening will be a production in the arts itself. There is therefore a lot to look for with the building of this complex.

HOW TO GET INVOLVED WITH ACTUAL OPERATING THE HOPE THEATRE:-

- The Developers primary objective is to find a quality, absolutely qualified individual and or corporation fully appraised of the advancements in entertainment, to lease the facility long term. The successful operator must prove to the developer and management committee for the complex that they have not just a plan, but they have what it takes; the energy, the creativity, the entrepreneurial zeal, needed to be successful in this industry. Expected is a whole lot more but absolutely nothing less. There is no logical reason for Jamaicans and or their guest, being denied the highest quality in local and international

production, movies and a whole lot more on a consistent basis in a comfortable sophisticated modern facility hosting all the technological advances found in any first world economy.

- Bring the expertise to manage the facility. The developers are determined that irrespective of whether or not local entrepreneurs, ceases this rare opportunity, the show must and will go on. If there are no local candidate to accept this offer or qualify in all its flexibilities, Management will bring in any needed talent as well as production to meet the challenge, especially since the Complex is located in the Hip Strip. The need for entertainment of this type to be presented by the coming of the Hope Theatre is without question. The need is apparent and the tourism factor has its needs as well. After a whole day of being on the beach, eaten at all the restaurants, a few nights at the Clubs, what else is there? Absolutely nothing to do. This is the void that the Hope Theatre and the Sunset Town Centre brings, and one other reason that its mandatory for all business operators in the retail and entertainment sector, must stay open every day, up until 9pm except for Sundays where they must operate until at least 5pm.

Owning the opportunity, without actually buying;

- The developers have created a unique lease reservation and lease policy which allows a progressive entrepreneur to have the facility for the long term and today's rates for up to 30 years. Absolutely no increases in lease charges. This is a first for the island. It is a first for the basic fact that the developer understands the need to be able to plan one budget for the long term generation of sensible profit. Yes, the developer and management strategy is designed to allow business operators to generate strong long term profit, with strong control and near ownership in the physical structure in which they will operate.

The leasing policy is as follows: - careful examination will show it gives the business operator control without the upfront cost of acquisition. It is cheaper to use this program and policy than to actually buy.

Opening the opportunity For Regular Small Business operators

One of CAREIF'S fundamental objectives involved creating first world commercial facilities that would be accommodating to the neglected Vendor section of the local business community. We can in fact use the facilities at Sunset Town Centre to achieve these objectives while establishing first world standards and shopping experiences for the tourist and general public as a whole. This can be done with the caveat for having binding requirements/ qualifications and standards to which applicants must adhere to.

It has been an ongoing quarrel by and between craft vendors and in-bond operators to have equal access to tourists so they too may share in that market, especially as it relates

to cruise ship arrivals. Because there are evidently two basic components involved but were never viewed comprehensively as being related; the tourist on one hand, their cultural expectations, their expected standards when it comes to the shopping experiences, and that of the Merchants (including craft vendors/ higglers) their perspectives and traditional habits as it relates to shoppers and tourists on the other hand.

Where as In-bond Merchants have been largely successfully in dominating the market, the craft vendor has been in no way successfully competitive and can even be said to be on a decline. This is largely because inadvertently, the craft vendors have been consciously as well as subconsciously, resistant to implementing the needed changes which would encourage tourists and their agents to support their products and their location. This will be easily solved by the following strategy;

1. Create commercial space configured in a similar fashion as the Gold and diamond exchange for vendors. CAREIF will create the giant Department store experience for the shopping tourist and public, while at the same time offering small operators (vendors) the opportunity to access this increasingly difficult market to be had. The fact that the In-bond sector has now moved their operations further out of the reach of the vendors now creates an even graver situation for these individuals. The CAREIF DEPARTMENT STORE Strategy will solve this problem.
2. The department store standards will solve the crime and harassment issued which is a sore point for the industry in general.
3. It will solve the issue of buses depositing and or not depositing tourists in their locations since in-bond merchants typically pay transporters to take tourists directly to them and their location. This absolutely cuts out the craft vendors.
4. This strategy also solves the problem of street vendors who often claim they don't have facilities which makes them competitive. It also brings Vendors up to first world operating standards, i.e. bringing them into the 21st century way of doing business.
5. The fact that the Town Centre opens after regular hours also facilitates vendors who are typically operators on unsafe street at night. Patrons would feel significantly safer operating in the Town Centre.
6. Establish standards for applicants who will become the merchants for these spaces. These will include;
 - Clean police record
 - Willingness to enter training on customer care with an emphasis on the international clientele and therefore standards. That will also serve well for the local shopper.
 - Willingness to be trained in displaying their wares in a manner often experienced in large department stores.
 - Purchase Lease reservation on minimum space
 - Sign all leases with acceptance of the terms of these leases
 - Follow all procedures as it relates to the general practices of the program.

7. Create pick up centers for documentations after payment for material at selected financial institutions. Non-refundable.
 8. Host public forum on product and concept, to only those purchasing required documentation. Must allow time for applicants to collect police records needed to be accepted to the program. Record is not necessarily a reason for none acceptance only a means to determine who is to be admitted.
 9. Establish dead line for payment of deposits to own the program.
 10. At public forum complete signing up commitment for entering and acceptance to program.
 11. Complete all restrictive covenants, including transferability of leases; of options; breaching of lease such as closing stores for more that 30 days unless undergoing renovation, in which display decorative facade will be used to cover vacant space. It could be as simple as adding plants and other decorative items. Also adding conditions of resale. This is similar to purchasing futures in commodities. In this case we have adapted the real estate factor as the commodity; all rights inherent to a futures market are applicable.
 12. The training must include the honour system for using common area facilities including bathroom facilities.
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LOTS OF ROOM FOR FASHION DESIGNERS

Sunset Town Centre is introducing new and innovative strategies within the Caribbean and global fashion industry for both established and emerging designers and other industry professionals. If you are amongst these select persons, then you need to gather as much information as possible about what we are doing to bring sustainable economic growth, opportunity and profitability to the industry.

We are in the process of registering personnel who may have such an interest for a future business opportunity seminar to be held in Montego Bay, in June 2009. The date and location will be announced once we establish how many participants accept this invitation. This is an opportunity not to be missed.

This invitation is being extended to all industry personnel throughout the Caribbean as well as globally. We believe there are no boundaries or borders when it comes to designing and the fashion in general. CAREIF is offering a new way of doing business within the Caribbean markets by developing special facilities at our 300,000+ ultra modern Sunset Town Centre complex proposed to be built on the Hip Strip of Montego Bay, with its Grand opening in Fall 2011.

INTERNET
TECHNOLOGY

The aim of the commercial town centre is to bring to Jamaica, more specifically Montego Bay and western Jamaica, the most modern retail and business center comparable to any existing technologically advanced facility anywhere in the world. This means we must identify cutting edge technology which will ensure that the complex has the appeal as well as the technological sophistication to remain attractive to the targeted clientele being sought. Amongst the groups being targeted are the forward thinking entrepreneurs who are often lacking in the necessary technology, or access to such technology, limiting their ability to compete. To deliver the aforementioned at an affordable rate will achieve the Developers objective. The entire complex, both Hotel Condominium and Sunset Town Centre will offer totally free access to the internet for patrons who work, shop and dine there.

Persons looking to access the internet may simply come to the complex and get on line. The Town Centre will therefore become the hot spot of choice, which in effect will be beneficial to all the businesses that lease and operate their businesses there. The existence of the HOT SPOT; will draw person to the facility. The Town Centre therefore becomes a place for meeting clients, for students to study or for persons who may simply need a safe location to simply surf the net. Whatever their activity, being users of the complex means they will also become actual patrons, when they need, refreshments, other products and even window shopping, For business or entertainment; the existence of free internet access will be beneficial to all and therefore the profitability of the facility.

Wiring the complex, will save businesses thousands in expenses related to making an office IT READY. This will make the facility attractive to businesses. Other IT services can be offered at a discount to tenants.

The security possibility using technology as part of the everyday activities will benefit the complex in many economically viable ways.

The Sunset Town Centre must not only be marketed as the most up-to-date business center on the island it must really offer it in all respects. Not only is the technology, to be there, it must also have the expertise located as a permanent fixture within the complex 24/7 TO ENSURE THAT COMMERCE NEVER STOPS and we can have businesses building networks globally. It means we can now have businesses with the aggressive entrepreneurial minds having the ability to have 24 hour operations, trading on the 24-hour loop as vibrant 24-hour businesses. This will generate needed jobs which will help to sustain the economy and hopefully help to reduce many of whom have a dependency on the informal underground sectors.

The Marketing advantage for the entire complex is boosted by the presence of the IT factor. It will positively influence prospective tenants as well as buyers, to select this as

opposed to existing commercial centers which either do not offer the free internet access, or may deliberately limit access.