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## Ocgrow's high-tech condo highrise with Amazon

Joel Schlesinger • for the Calgary Herald

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Sola will be a 172-unit, nine-storey project on 14th Street N.W. between Kensington Road and 2nd Avenue. And, it has an exclusive partnership with tech giant Amazon. PHOTO BY SUPPLIED /Postmedia

# CALGARY HERALD

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Calgary will soon be home to a first in the Canadian condominium marketplace after a local developer recently unveiled a new project partnering with Amazon, offering Alexa fully integrated in its units.

“Our goal from Day 1 has been to build Canada’s most tech-innovative, luxury condominium tower,” says Harish Consul, president of Ocgrow Group of Companies, the developer behind the newly launched 172-unit, concrete high-rise in Kensington.

The partnership with Amazon is the first in Canada, and is a critical component of the condominium project, called Sola.

“The value proposition has to be very compelling,” Harish says, noting the Calgary condominium market is highly competitive.

Sales have been surging of late, according to Urban Analytics that tracks the city’s multi-family sector. In its recently published third quarter report, it found sales grew by 70 per cent year over year.

Yet Urban Analytics also noted the concrete high-rise market in the city’s central areas continues to struggle.

That hasn’t hampered early sales for Sola, which won’t be ready for occupancy until 2023.

“Our first release is 90 per cent sold out,” Consul says.

Alexa is a key attraction for tech-savvy buyers, especially young professionals in the city’s burgeoning tech sector, he adds.

But other amenities like gigabit ethernet combined with Sola’s proprietary smart hub allow the project to leverage new cloud computing and artificial intelligence technologies.

Another unique aspect is the developer partnered with e-commerce giant Shopify allowing for online sales.

“It’s also the first development in the country where you can select the unit and then all your options ... colours, parking, locker storage ... and you can buy the unit online — 100 per cent,” Consul says.

