

> CELEBRATING OUR CLIENTS' SUCCESSES



A LOOK AT WINNIPEG'S PARIS BUILDING

Winnipeg's Paris Building was once described as the city's "most elegantly clothed steel frame skyscraper."

A decade ago, however, the 11-storey, 85-year-old architectural jewel in the city's bustling downtown stood entirely vacant and in desperate need of an overhaul.

Seven years later, the fully-modernized, fully-occupied heritage building was sold at a substantial profit for \$11 million.

"The Paris Building is a primary example of our property management expertise and our unwavering focus on maximizing the value of our clients' real estate assets," says Doug McDonald, President & CEO.

"We're purely managers of property, not owners," says McDonald, "and our success is inseparable from our clients' success."

NewWest took over property management responsibilities for the Paris Building in 1999. At that time the company was also asked to oversee an ambitious \$5 million investment in the building's exterior, interior and infrastructure. NewWest soon turned to its strategic alliance partner, Avison Young, to lease the property.

Today, the building is 100% occupied and home to Winnipeg's Chamber of Commerce and Destination Winnipeg, the city's economic development agency.

Both NewWest and Avison Young remain keenly involved in the ongoing success and appreciation of this beautiful heritage property.



5-BUILDING PORTFOLIO IN EDMONTON

Our client, a Toronto-based private equity real estate and asset management company, acquired a combination of five C-class and D-class office buildings in Edmonton in 2006 and 2007. The portfolio was part of the client's first foray into Western Canada.

In addition to managing the properties, NewWest served as the on-site coordinator of the owner's extensive renovation efforts – efforts that have since raised the buildings' classifications to B and B-plus.

"We were the project manager's eyes and ears on the ground," says Sonny Crowley, Senior Vice President of Operations at NewWest. "Given the fact that the project manager was based in Toronto," says Crowley, "they relied on our local expertise to take care of the day-to-day construction management issues."

The portfolio is currently 95% occupied, a testament to the day-to-day client retention efforts of each building's management team.

"We all know the work required to modernize a building can be extremely inconvenient for existing tenants," says Crowley. "Helping tenants understand how time-consuming upgrades, such as an elevator modernization, will improve their quality of life requires constant communication," he says, "and it's something our people are very good at."

NewWest is proud to serve as property manager for 10 of the client's 11 Alberta properties.



BUSINESS CONTINUITY PLANNING: AN ESSENTIAL PART OF OUR REAL ESTATE MANAGEMENT SERVICES

Can you count on your property manager to deliver essential services in the event of a natural disaster, pandemic or other unforeseen disruption in normal business activity?

The reality is professional real estate management entails far more than the day-to-day provision of services. Today, more than ever, owners require providers of real estate management services with the financial resources and foresight to invest in the development of a comprehensive business continuity plan (BCP).

In short, a BCP ensures, to the greatest possible extent, that properties remain operational during business disruptions. A comprehensive plan assesses various risks and lays out contingency plans for each aspect of day-to-day property management, from human resource management to the delivery of critical information technology and communications services.

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> WESTWORD

NewWest Enterprise Property Group



WELCOME

After months of uncertainty, Canada's economy has emerged from its worst slowdown in decades and 2010 is shaping up to be a much more robust period for owners of commercial real estate.

Still, the value of working with a dedicated real estate services provider like NewWest Enterprise Property Group has never been more evident.

At NewWest, we pride ourselves on being successful managers of our clients' real estate assets, not owners in direct competition for valuable tenants.

Our focus is solely on enhancing the value of your real estate assets -- regardless of prevailing market conditions -- through the efficient delivery of innovative and responsive management solutions.

The fact is, sound property management can mitigate the effects of the business cycle, providing stability, expertise and guidance to help you realize your properties' full potential in every business environment.

It is our unwavering focus on meeting the needs of our clients that has allowed NewWest to generate 21 consecutive quarters of net business growth and made us Western Canada's leading independent provider of real estate management services.

If you're looking to enhance the value of your real estate holdings, we invite you to make NewWest the cornerstone of your investment strategy.

DOUG MCDONALD, PRESIDENT & CEO,
NewWest Enterprise Property Group



> BUILDING RELATIONSHIPS, EXCEEDING EXPECTATIONS



"IT'S NO SECRET," SAYS SONNY CROWLEY, SENIOR VICE PRESIDENT OF OPERATIONS AT NEWWEST, "OUR GOAL IN MANAGING PROPERTIES IS TO EXCEED OUR CLIENTS' EXPECTATIONS."

Our property managers are intimately aware of what our clients aim to achieve with their properties," says Crowley. "If an owner has ambitious goals, we'll actively provide them with recommendations as to how they can enhance their building's value."

"Our property management teams," says Crowley, "make it their business to know clients' designs on their properties. That's the hallmark of professional property management and that's what allows us to provide exemplary service."

> OUR SENIOR EXECUTIVE TEAM

"BUSINESS CONTINUITY PLANNING IS ALL ABOUT PROVIDING OUR CLIENTS WITH PEACE OF MIND. IT'S JUST ANOTHER WAY OF ADDING VALUE TO OUR CLIENT RELATIONSHIPS,"

ROBIN BARAN, CMA,
Senior Vice President, Finance & Administration



Douglas J. McDonald, B.Admin, CPM®, CCIM
President & C.E.O.



Sonny Crowley, CPM®
Senior Vice President, Operations



Robin Baran, CMA,
Senior Vice President, Finance
and Administration

OUR STRATEGIC ALLIANCE WITH AVISON YOUNG,



Intelligent
Real Estate Solutions

Canada's largest independently-owned commercial real estate services company

"THE ALLIANCE IS A
WINNING SITUATION
FOR OUR CLIENTS...
IT'S ONE STOP SHOPPING
FOR A BUILDING OWNER."

GRAEME YOUNG,
FOUNDING PARTNER,
Avison Young

Since 2004, NewWest Enterprise Property Group has been a proud partner of Avison Young, Canada's largest independently-owned commercial real estate services company.

Our strategic alliance, through reciprocating ownership, enables clients to implement ambitious real estate strategies that often necessitate relationships with multiple service providers across numerous jurisdictions through a single point of contact.

Founded in 1978, Avison Young is Canada's largest independently-owned commercial real estate services company and the only national, Canadian-owned, principal-managed real estate brokerage firm in the country. Headquartered in Toronto, Ontario and ranked among Canada's leading national commercial real estate organizations, Avison Young is a full-service commercial real estate company comprising more than 500 real estate professionals in 14 offices across Canada and in the U.S. The company provides value-added, client-centric investment sales, leasing, advisory, management and financial services to owners and users of commercial, industrial and multi-residential real estate properties.

Formed by the union of Graeme Young & Associates of Alberta (1978) and Avison & Associates of Ontario (1989) and British Columbia (1994), Avison Young Commercial Real Estate came together in 1996 to provide clients with more comprehensive real estate services at the local, national and international level. Today, Avison Young has offices in Vancouver, Calgary, Edmonton, Lethbridge, Regina, Winnipeg, Mississauga, Toronto, Ottawa, Montreal, Quebec City, Halifax, Chicago and Washington, D.C. The company's licensed brokers, financial analysts, research professionals and marketing specialists serve most communities from coast to coast.

In late 2008, the shareholders and partners of Avison Young companies in Alberta, British Columbia, Ontario and Quebec merged to create a single national entity: Avison Young (Canada) Inc. Combined with its affiliate offices in Regina, Winnipeg and Halifax, Avison Young now forms the country's largest independently-owned commercial real estate services company. In January 2009, the company opened its first U.S. location in Chicago, Illinois, followed by an office in Washington, DC in November 2009.

For more information on Avison Young please visit
www.avisonyoung.com

"BEING ALIGNED WITH
NEWWEST IN A SHOULDER
TO SHOULDER ALLIANCE
PARTNERSHIP ALLOWS US
TO OFFER OUR CLIENTS
A HIGH LEVEL OF SERVICE IN
MULTIPLE AREAS,
BEST IN CLASS SERVICE
AT ALL STOPS."

TOD HUGHES,
DIRECTOR AND PRINCIPAL,
Avison Young (Canada) Inc.

> WHY OWNERS OF REAL ESTATE CHOOSE NEWWEST ENTERPRISE PROPERTY GROUP

- At NewWest, we're proven managers of our clients' real estate assets, not owners of real estate in direct competition for valuable tenants and services
- Our focus is solely on enhancing the value of our clients' real estate assets through the efficient delivery of innovative and responsive management solutions, not on building our own portfolio
- Highly accountable senior executive group provides industry leadership and diverse product sector knowledge
- Local market knowledge in all four Western Canadian provinces supported by consistent regional services and expertise
- Dedicated accounting department centrally located in Edmonton delivers cost effective and expert financial management
- Professional, affordable regional due diligence, lease administration and documentation services.
- Strategic partnership with Avison Young to enhance overall scope of services and provide expanded opportunities for our clients

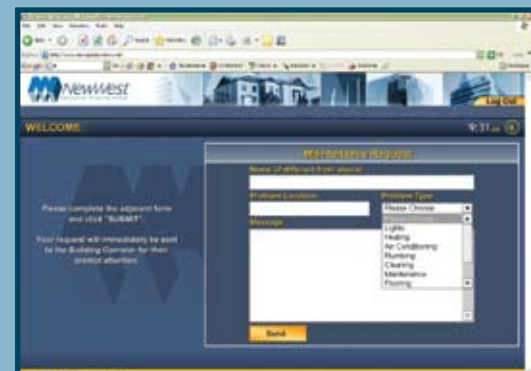
> CUSTOM DESIGNED WEBSITES

One of the innovative services available to NewWest Enterprise Property Group clients is the development of multi functional and user-friendly websites for individual buildings. A valuable tool in delivering maximum exposure and revenue potential, these websites feature high quality graphics and are custom designed for each building. The websites afford easy access to building features and up to date space plans, leasing opportunities, and contact information which are critical to building owners in these competitive markets.

A private, password protected function of the website also allows the building's tenants to obtain building information and emergency procedures and to efficiently communicate with the property manager. The Maintenance Request module provides immediate communication and control over service requests as well as efficient response, accountability and report history, all of which are very important elements for optimum building management and tenant retention.

MAINTENANCE REQUEST & TENANT SERVICES SYSTEM

Our online Maintenance Request System provides a simple and effective tool for responding to, and tracking, all maintenance requests. Our Tenant Services System provides tenants with a single online portal for bulletins, emergency procedures and routes, and building information.



A designated tenant representative "user" logs into the online system, and makes a maintenance request.



All requests are placed into the database for tracking and archiving. Maintenance personnel resolve the request and update the database. If an item can't be resolved right away they insert a note explaining the action being taken (i.e. supplies ordered).

The request is instantly sent to maintenance personnel blackberry.



24 and 48 hour alerts are sent to designated property management personnel, alerting them of any unresolved requests remaining in the system, so they can loop back to maintenance for an update.

TENANT SERVICE SYSTEM

TENANT BULLETINS

News and announcements can be posted to this area of the website to keep tenants up-to-date with current happenings in the building.

BUILDING INFORMATION

This area of the Tenant Services website contains all the important information that tenants may want to know about a building, from security, to parking, to holiday schedules - all in one easily accessible place.

EMERGENCY PROCEDURES

Fire warden's manual accessible to all employees to ensure optimum life safety.

EMERGENCY ROUTES

Animated floor plans showing exits, stairwells, fire hose cabinets, sprinkler shut off valves, fire phones and pull stations, and firemen's elevators are shown for each floor of a building. Local Fire and Paramedic Services are provided with access to this information in case of a building emergency.

