

# PROJECT REFRESH



## Avída Towers Verge

AS OF MARCH 22, 2022





**BREAKING** **NEWS**

LIVE

**Avída** Towers  
Verge

# RESIDENTIAL INSIGHTS

**RICH SOMERA**

CENTER FOR LEARNING & DEVELOPMENT

# Bound for Rebound



More professionals  
return to traditional  
offices located in  
CBDs



Gradual reopening  
of showrooms



OFW remittances  
will continue to be  
one of the primary  
residential demand  
drivers



Rents & prices to  
pick up

Colliers

**BREAKING NEWS**

RESIDENTIAL INSIGHTS: ANTICIPATE RECOVERY IN 2022



**BREAKING** <sup>LIVE</sup> **NEWS**

**Avída** Towers  
Verge

# STRATEGIC LOCATION

**RICH SOMERA**

CENTER FOR LEARNING & DEVELOPMENT





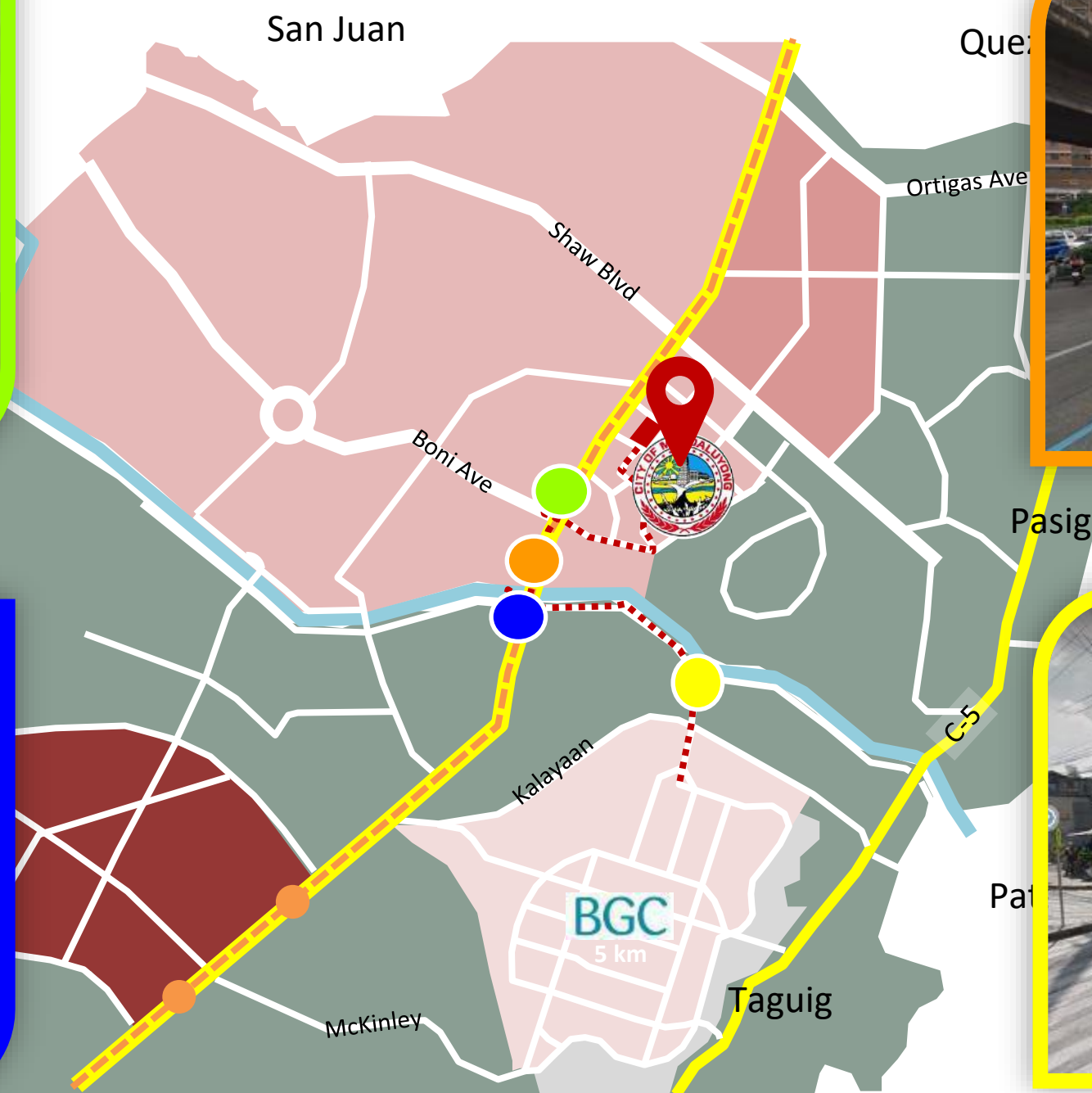
BONI TUNNEL



EDSA SOUTHBOUND



GUADALUPE ILALIM

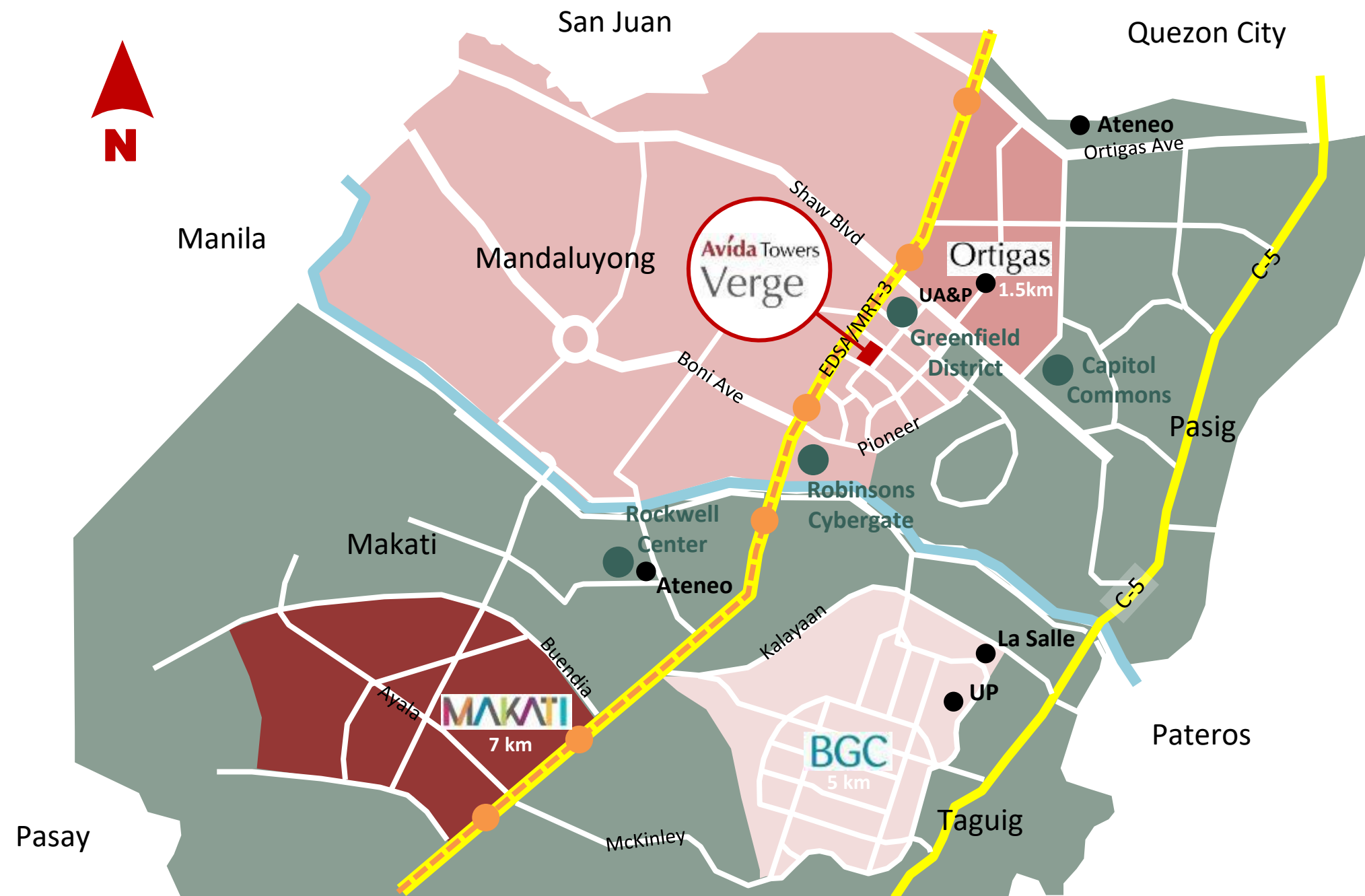


GATE 1

**BREAKING NEWS**

**STRATEGIC LOCATION: MANDALUYONG**

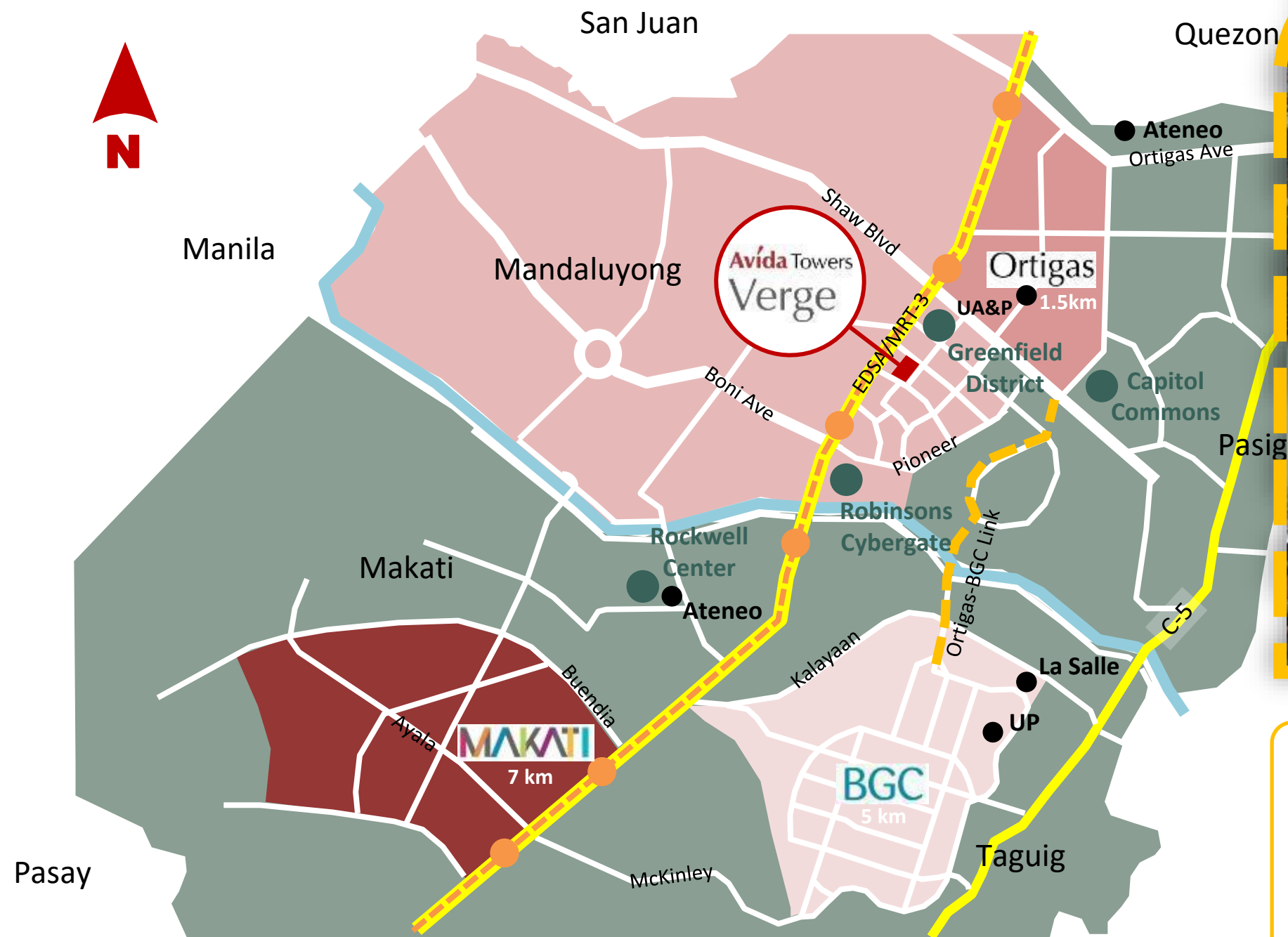




## BREAKING NEWS

STRATEGIC LOCATION: AT VERGE ACCESSIBLE TO MAKATI, BGC & ORTIGAS





BGC-Ortigas Road Link is now open, reducing travel time between BGC and Ortigas Center to only 12 minutes

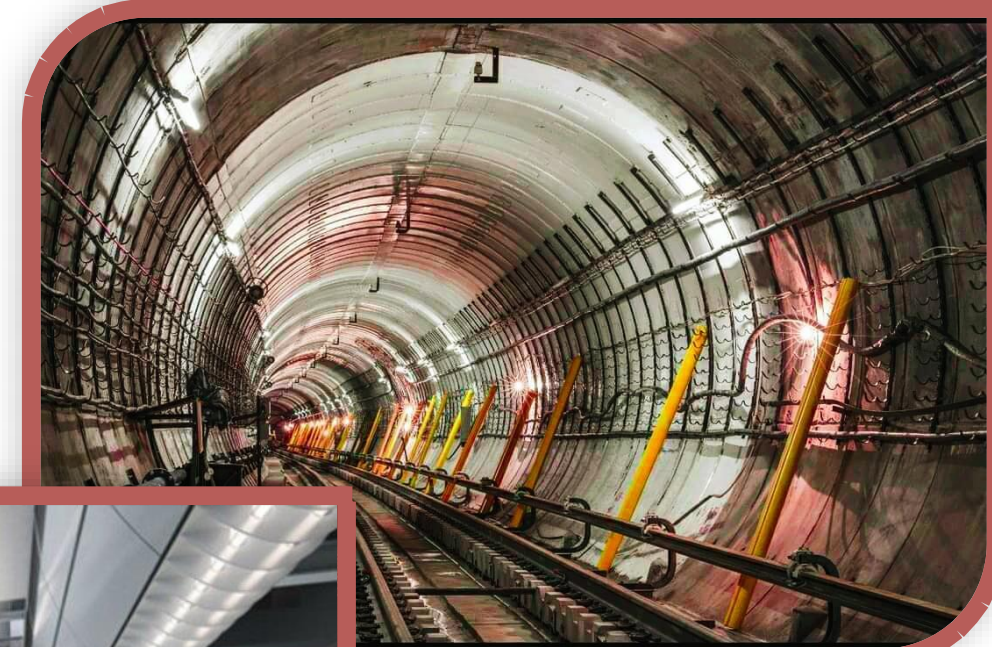
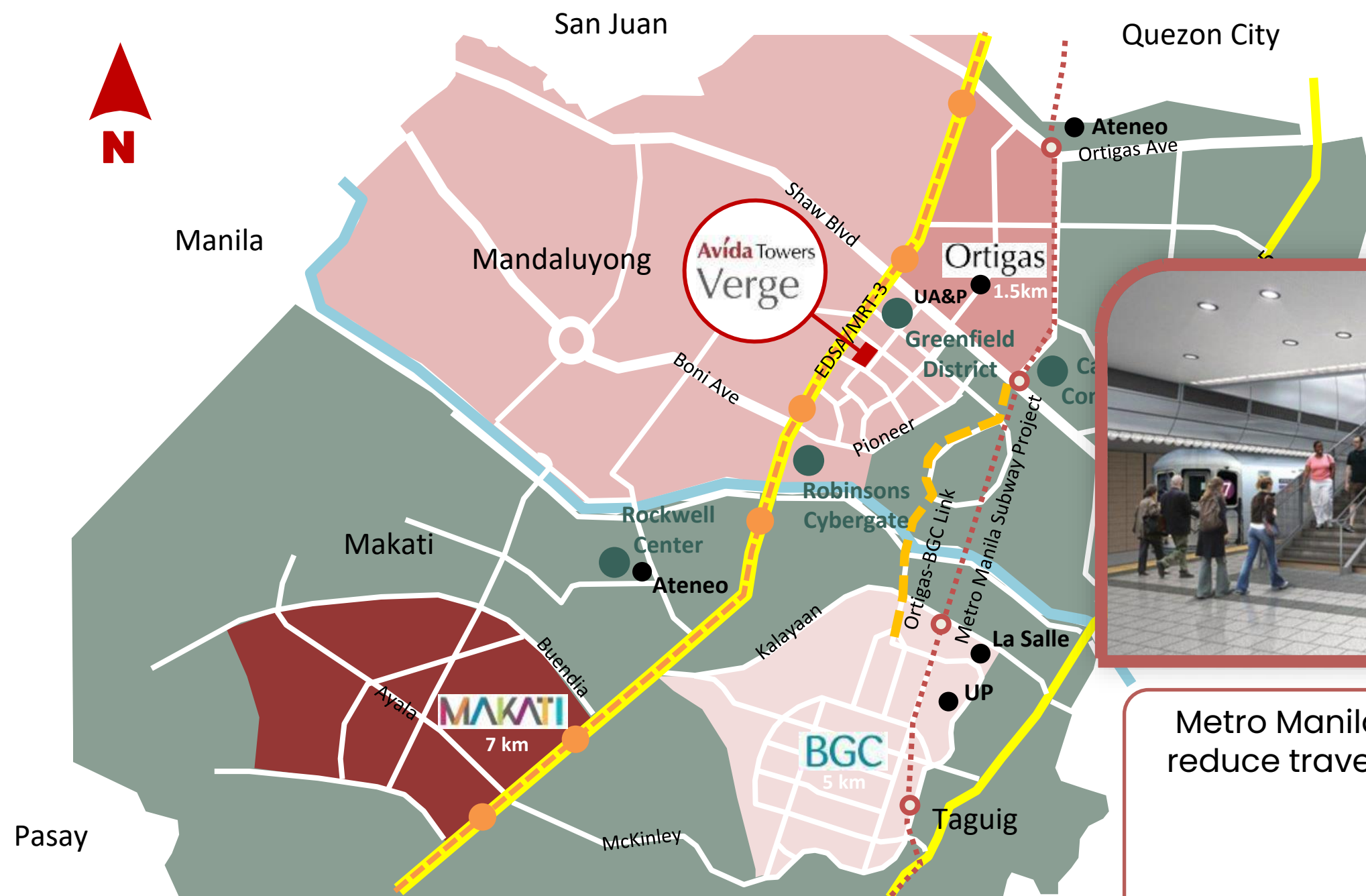
As of OCT 2021

<https://www.pna.gov.ph/articles/1169330>

**BREAKING NEWS**

**INFRASTRUCTURE UPDATE: BGC - ORTIGAS LINK**





Metro Manila Subway hits 30% completion rate and expected to reduce travel time between Quezon City and NAIA from one hour and 10 minutes to just 35 minutes

As of MARCH 2022

<https://www.pna.gov.ph/articles/1169330>

**BREAKING NEWS**

**INFRASTRUCTURE UPDATE: METRO MANILA SUBWAY**





QUANTUM BUILDING



UNILAB



ROCKWELL BUSINESS CENTER

**BREAKING NEWS**

**VICINITY: MANDALUYONG CBD**





**BREAKING NEWS**

**VICINITY: GREENFIELD DISTRICT**

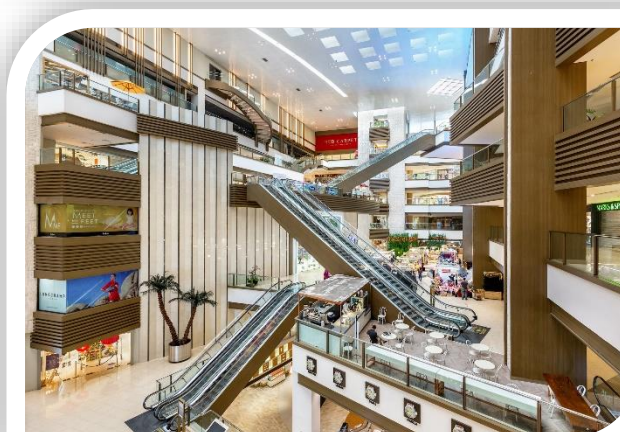




**BREAKING NEWS**

**VICINITY: ROBINSONS CYBERGATE**





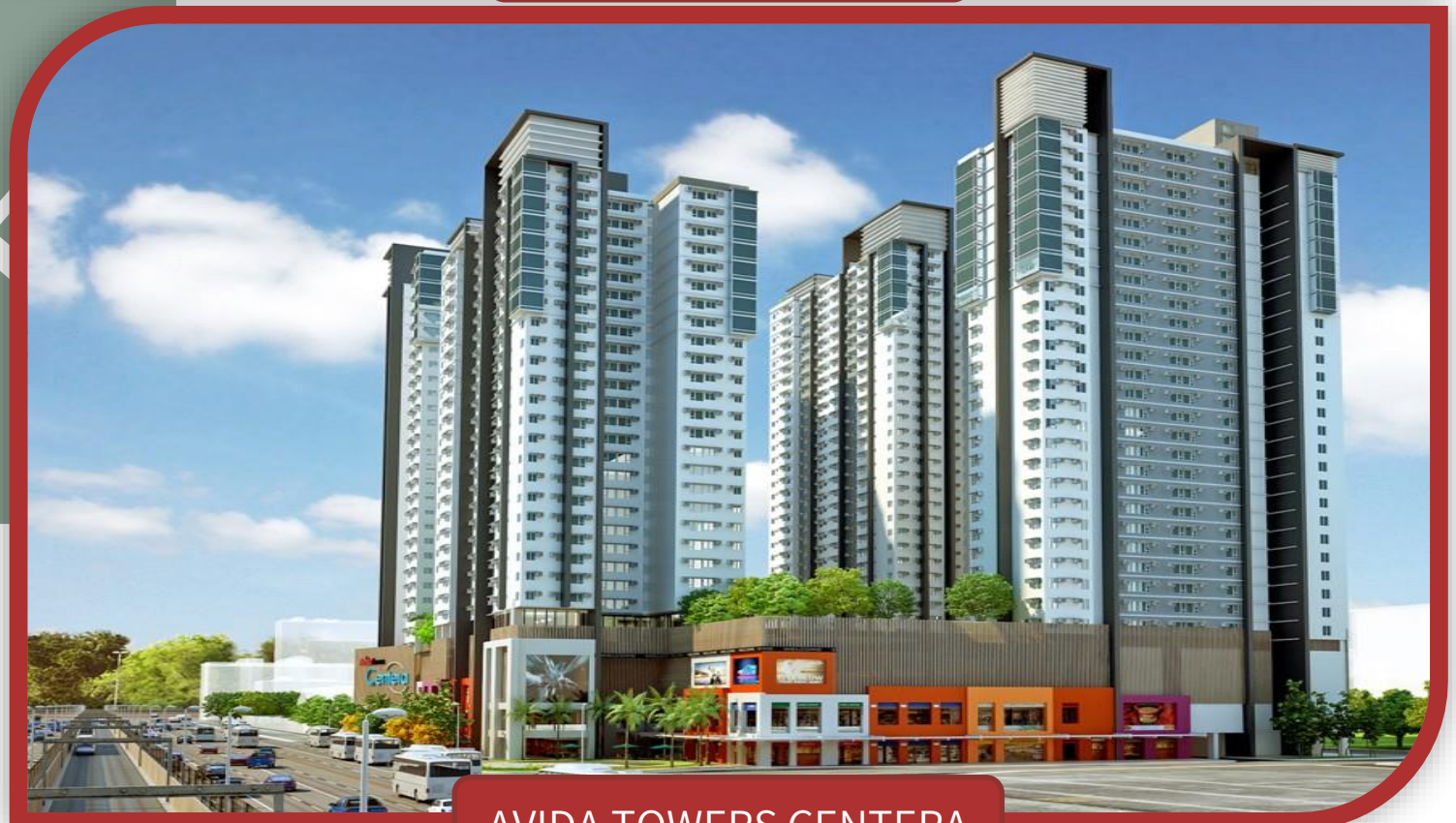
**BREAKING NEWS**

**VICINITY: SHOPPING MALLS**





AVIDA TOWERS VERGE



AVIDA TOWERS CENTERA

**BREAKING NEWS**

**AVIDA TOWERS CENTERA**



# Avida Towers Centera

## Retail Area

No. of Units : 16 units

No. of Floors : 2 Floors

With retail parking area for retail customers at the Ground Floor



**BREAKING NEWS**

**AVIDA TOWERS CENTERA RETAIL**





**BREAKING NEWS**

**AVIDA TOWERS CENTERA RETAIL**

**NOW OPEN!**

**OPENING SOON!!!**



**BREAKING** <sup>LIVE</sup> **NEWS**

**Avída** Towers  
Verge

# WHY VERGE IS WORTHY OF YOUR ATTENTION

**JANE AMBROCIO**  
PROJECT DEVELOPMENT



**3 Tower  
Condominium  
Development**

**Tower 1  
Launch  
Sep 2018**

**1,020  
Residential  
Units**

**362  
Parking  
Slots**

**7  
Ground  
Level Retail  
Units**

**Clubhouse  
Swimming  
Pool, Gym!**





**3 Tower  
Condominium  
Development**

**Tower 2  
Launch  
Jan 2021**

**924  
Residential  
Units**

**317  
Parking  
Slots**

**7  
Ground  
Level Retail  
Units**

**Clubhouse  
Swimming  
Pool, Gym!**







Sure

#### TRUSTED BRAND

- Over 31 years of experience
- Ayala standard of Quality





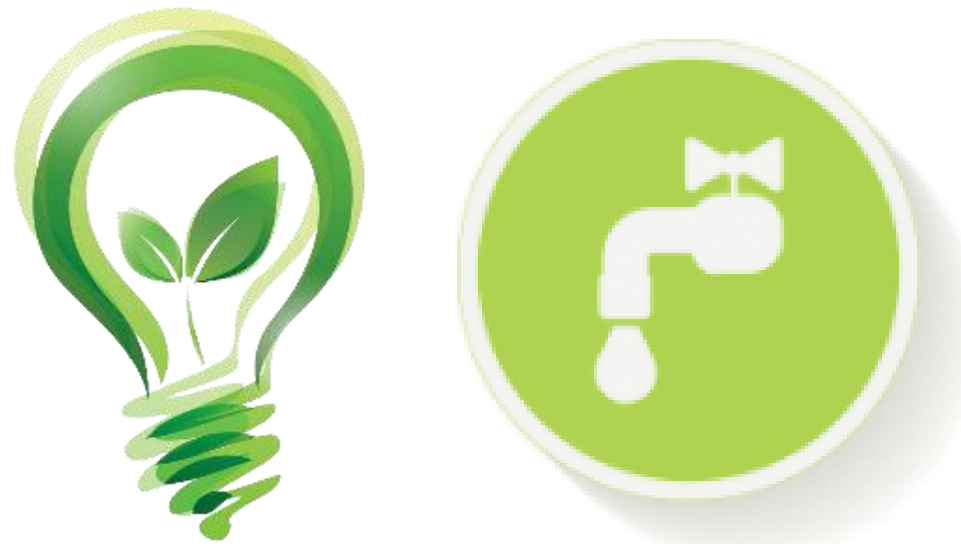
Aida Towers Verge  
*Residential High-Rise Development*

AIDA LAND WINS IN  
THREE CATEGORIES AT THE  
ASIA PACIFIC PROPERTY  
AWARDS (2020-2021)

**BREAKING NEWS**

**SURE: RAISE THE STANDARD OF QUALITY**





**LED** Lights on **U**nits – Less Energy Consumption

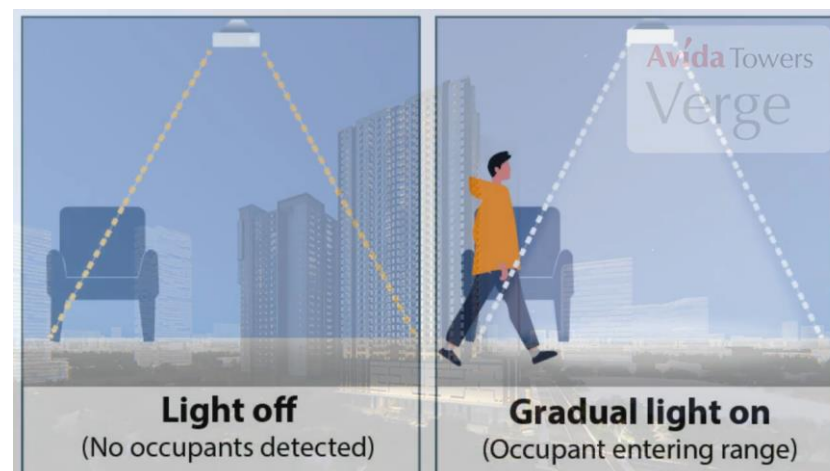
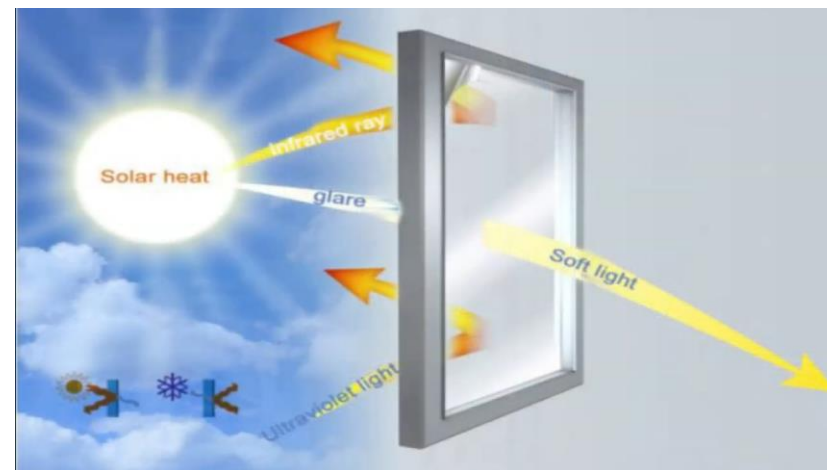
Efficient **W**ater **F**ixtures - Reduction in Water Consumption

Low **E**missivity **G**lass – Less Heat Gain

Occupancy **L**ight **S**ensors on Residential Hallways

Daylight **S**ensors on Podium Parking

Rain **W**ater **H**arvesting for Common Areas



**BREAKING NEWS**

**SURE: RAISE THE STANDARD OF QUALITY**



Flooring	
Bedroom	Laminated Flooring
Living / Dining / Kitchen	Ceramic Tiles and Laminated Flooring
Toilet & Bath	Ceramic Tiles
Balcony	Ceramic Tiles
Walls	
Unit Partitions	Painted Pre-cast Wall System
Interior Partitions	Painted Drywall System
Toilet & Bath	Ceramic Tiles and Painted Wall System
Kitchen	
Kitchen sink, cabinet and grease trap Provision for kitchen exhaust ducting	
Ceiling	
Unit	Painted Concrete Finish
Toilet and Bath	Painted Gypsum Board
Windows	
	Aluminum Windows

## Unit Features & Provisions

Telephone, cable and internet ready  
 Smoke Detector  
 Complete T&B Fixtures  
 Mechanical Ventilation  
 Natural Ventilation for end units  
 Provision for water heater  
 Provision for washer/dryer

**BREAKING NEWS**

**SURE: RAISE THE STANDARD OF QUALITY**





**Sure**

#### TRUSTED BRAND

- Over 31 years of experience
- Ayala standard of Quality

**Secure**

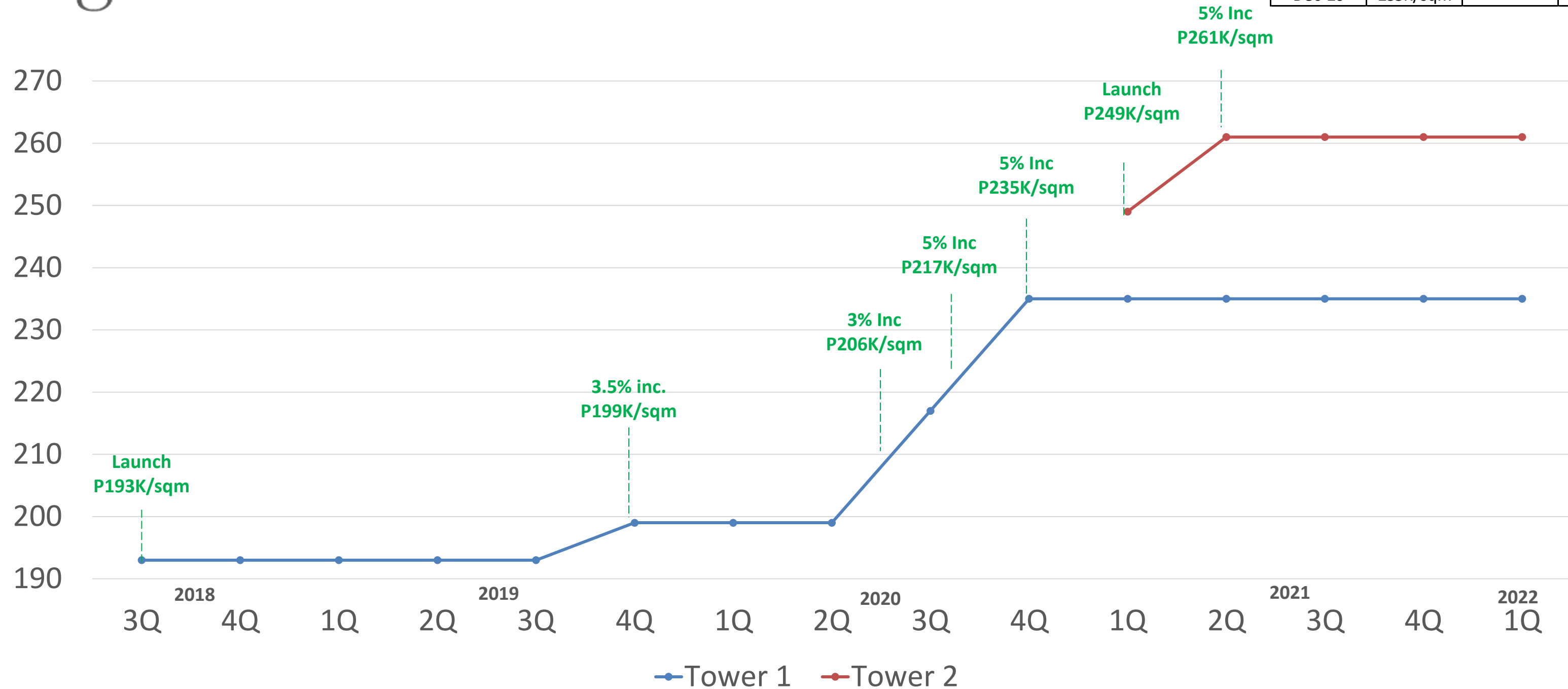
#### VALUE APPRECIATION

- Secured living experience
- Leasing potential



# Avída Towers Verge

Month	Tower 1	Month	Tower 2
Sep-18	193K/sqm	Jan-21	249K/sqm
Nov-19	199K/sqm	Mar-21	261K/sqm
Jul-20	206K/sqm		
Aug-20	217K/sqm		
Dec-20	235K/sqm		

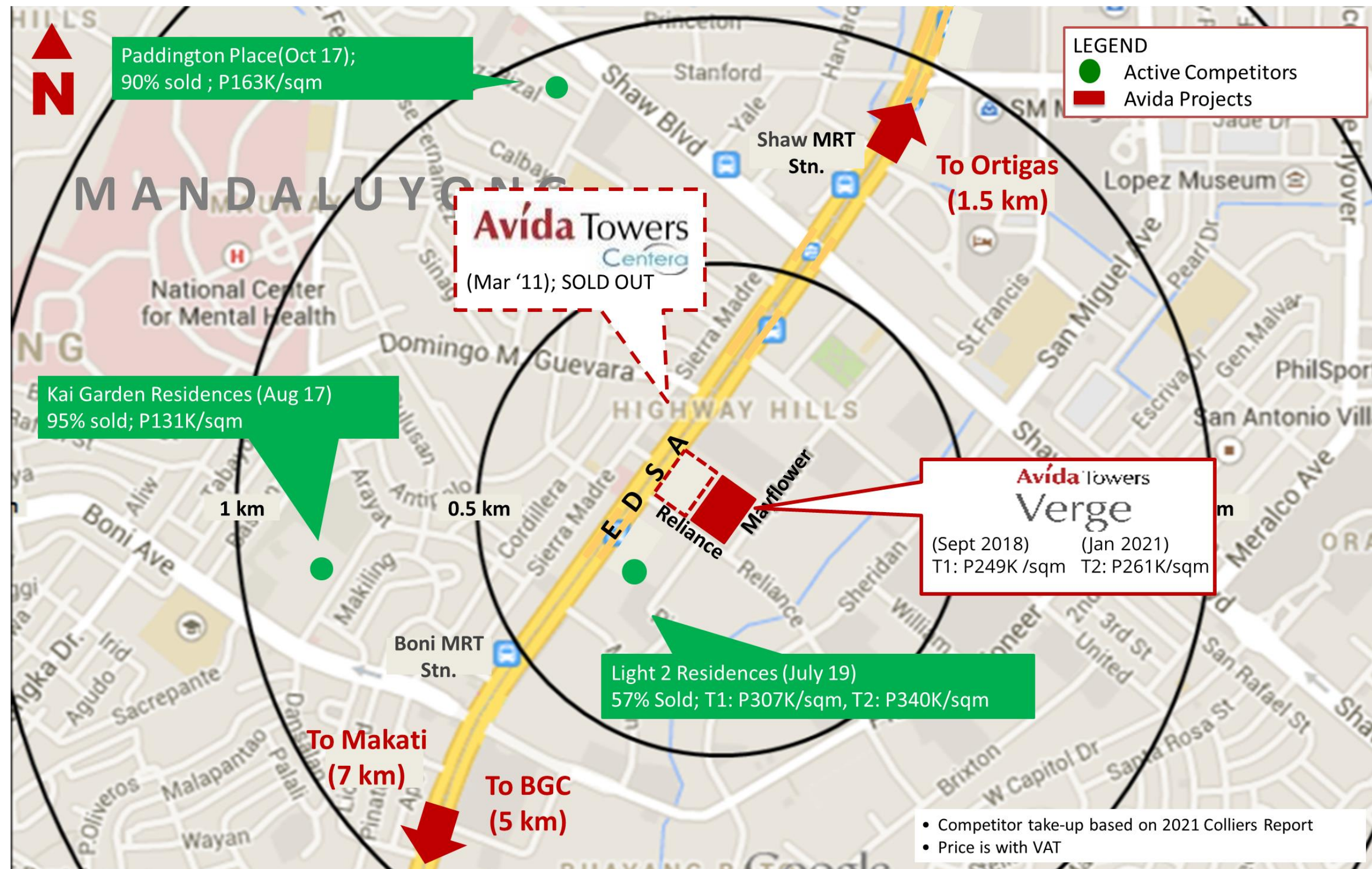


**BREAKING NEWS**

**SECURE: VALUE APPRECIATION OVER TIME**



**Avída Towers**  
Verge



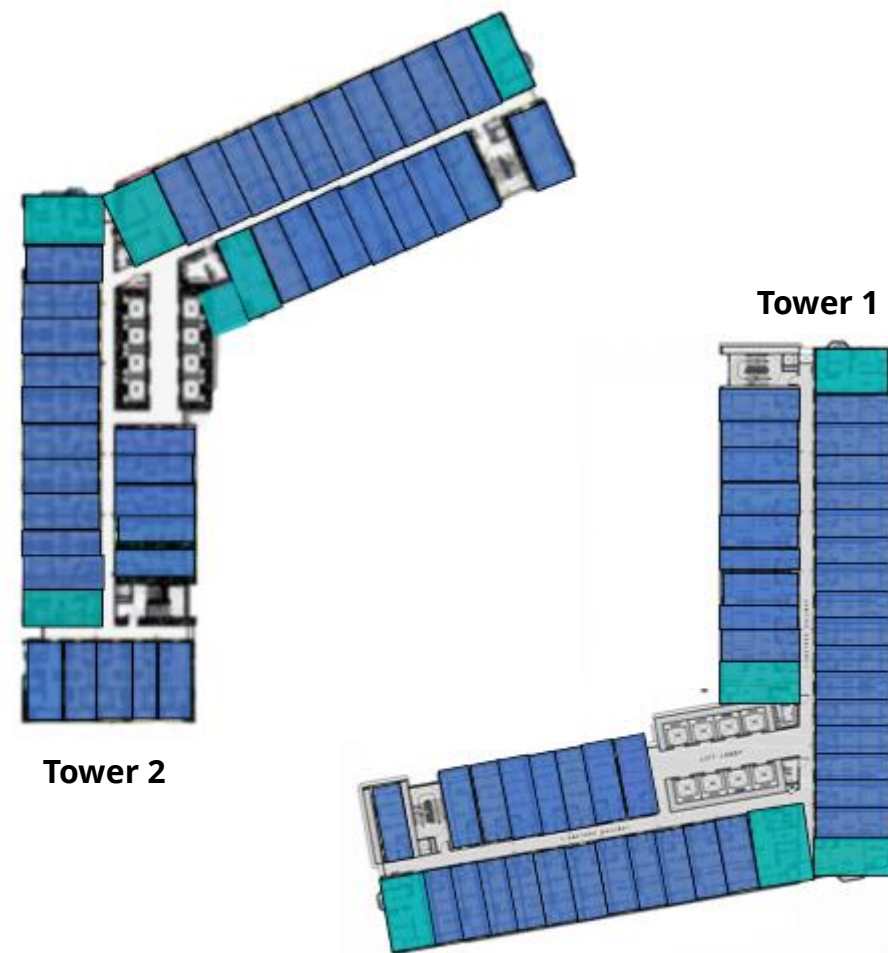
## BREAKING NEWS

## SECURE: VALUE FOR MONEY



# Avída Towers Verge

## COMPETITOR



Units/Floor:  $\pm 52$  ( $\pm 4,784$  units)  
 Studio/1BR:  $\pm 44$  (90%)  $\pm 22.25$  sqm  
 2 BR:  $\pm 5$  (10%)  $\pm 32.48$  sqm

## AT VERGE TOWER 2



Units/Floor: 28 (960 units)  
 Junior 1 BR: 22 (79%) 22.90 sqm  
 1BR: 6 (21%) 33.81 sqm

- MORE SPACE
- IDEAL COMMUNITY SIZE

BREAKING NEWS

SECURE: SIZE MATTERS



## JUNIOR 1-BR UNIT

Area	sqm
Bedroom	7.70
Living / Dining / Kitchen	11.40
Toilet & Bath	3.70
<b>Total Area</b>	<b>22.80</b>



BREAKING NEWS

SECURE: SIZE MATTERS



ZONE

BREAKING NEWS

SECURE: SIZE MATTERS



## 1 BEDROOM UNIT

Area	sqm
Bedroom	11.10
Living / Dining / Kitchen	18.40
Toilet & Bath	5.40
<b>Total Area</b>	<b>34.90</b>



BREAKING NEWS

SECURE: SIZE MATTERS





**BREAKING NEWS**

**SECURE: SIZE MATTERS**





**Sure**

#### TRUSTED BRAND

- Over 31 years of experience
- Ayala standard of Quality

**Secure**

#### VALUE APPRECIATION

- Secured living experience
- Leasing potential

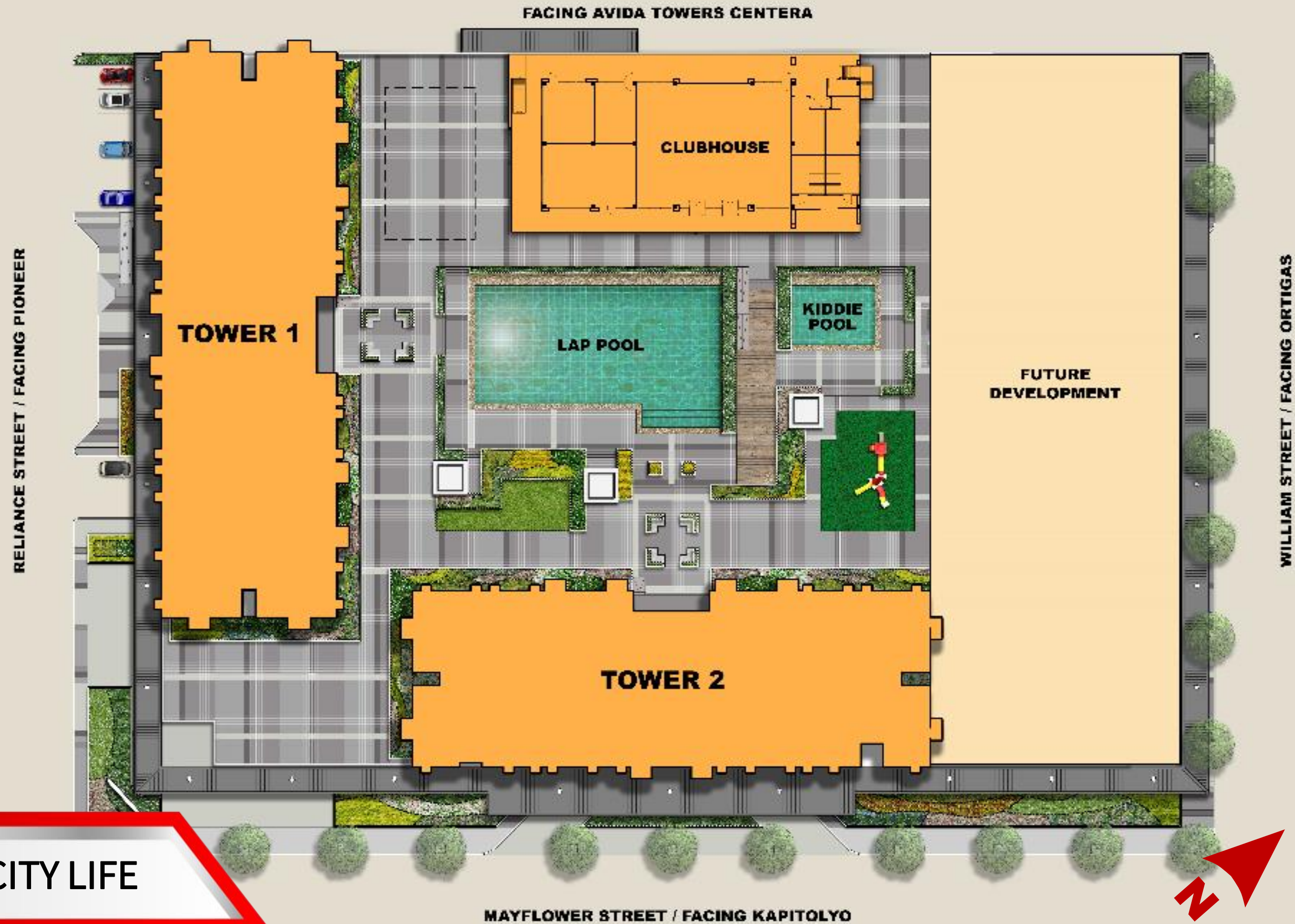
**Sensible**

#### VALUE FOR MONEY

- Strategic location
- Entry to an Ayala Land lifestyle



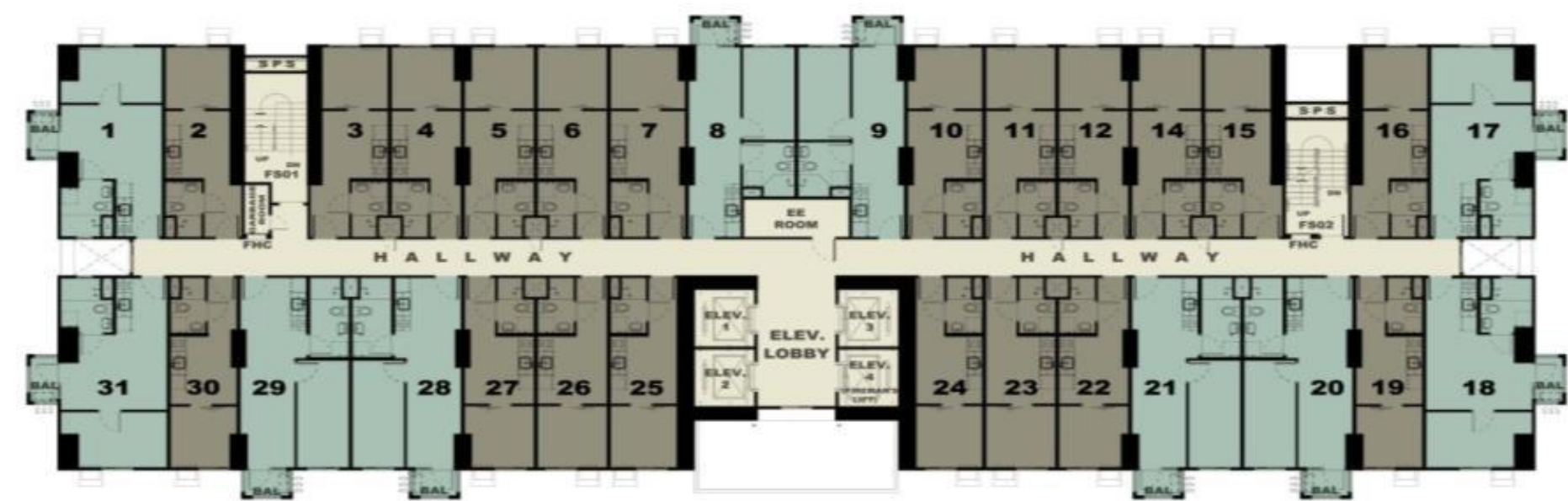
**BREAKING NEWS**  
**SECURE: PROXIMITY TO CITY LIFE**





■ JUNIOR 1 BEDROOM  
■ 1 BEDROOM

- More Junior 1 BR



TOWER 1			
Unit Type	Area	Units	Mix %
Junior 1 BR	22.90	680	67%
1 BR	33.81	340	33%
TOTAL		1,020	100%



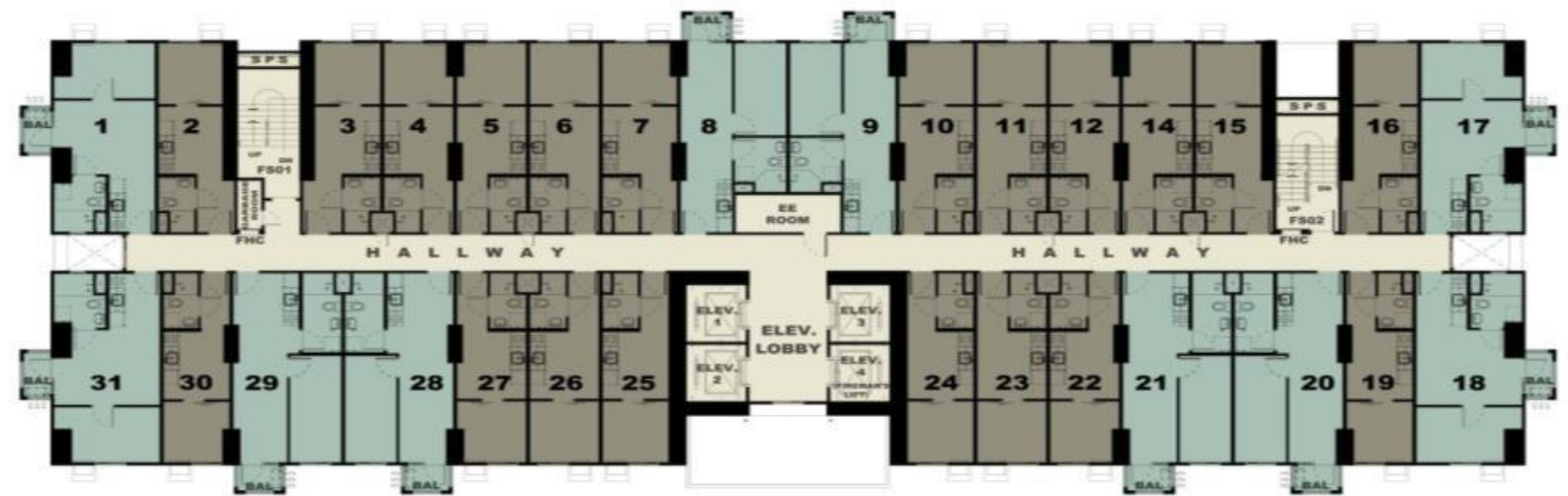
TOWER 2			
Unit Type	Area	Units	Mix %
Junior 1 BR	23.50	726	79%
1 BR	36.20	198	21%
TOTAL		924	100%

**BREAKING NEWS**  
**SECURE: SIGNIFICANT DIFFERENCE**



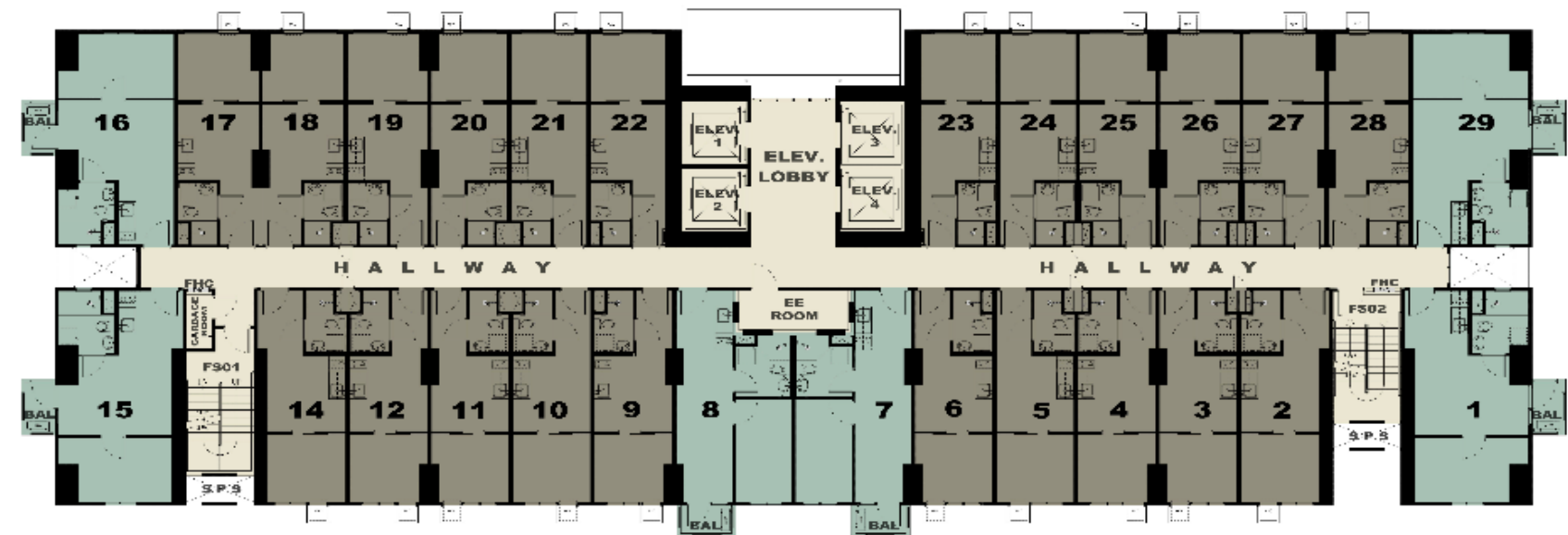
■ JUNIOR 1 BEDROOM  
■ 1 BEDROOM

- More Junior 1 BR
- Least Dense Tower



TOWER 1

**30 units/floor**



TOWER 2

**28 units/floor**

BREAKING NEWS

SECURE: SIGNIFICANT DIFFERENCE



■ JUNIOR 1 BEDROOM  
■ 1 BEDROOM

- More Junior 1 BR
- Least Dense Tower
- Facing Amenity or Facing East

**BREAKING NEWS**

**SECURE: SIGNIFICANT DIFFERENCE**





An aerial perspective rendering of a modern apartment complex. On the left, a tall white building with dark window frames and balconies runs vertically. To its right is a large, rectangular swimming pool with blue water, surrounded by a grey paved deck. Adjacent to the pool is a smaller, square kiddie pool with a green base and wooden slides. Further right is a play area with a green safety mat and various play structures. A clubhouse building with a dark roof is located at the top of the pool area. The entire complex is bordered by a road with parked cars and a green landscape. A red banner with white text is overlaid at the bottom left, and a red box with a white list is at the bottom right.

**BREAKING NEWS**

## SECURE: AYALALAND LIFESTYLE

- Play Area
- Indoor Gym
- Gazebo
- Clubhouse
- Swimming Pool
- Kiddie Pool

\*artist's perspective





**BREAKING NEWS**

**SECURE: AYALALAND LIFESTYLE**

\*artist's perspective





Ongoing Structural Works at  
27th residential level of T1




Ongoing Structural Works at  
Amenity Level of T2

**BREAKING NEWS**

**CONSTRUCTION UPDATE: BUILD THE PROMISE**





Ongoing Structural Works at  
27th residential level of T1

Ongoing Structural Works at  
Amenity Level of T2

**BREAKING NEWS**

**CONSTRUCTION UPDATE: BUILD THE PROMISE**



**BREAKING** <sup>LIVE</sup> **NEWS**

**Avída** Towers  
Verge

# BUILDING LOYALTY THROUGH CUSTOMER EXPERIENCE

**RICH SOMERA**

CENTER FOR LEARNING & DEVELOPMENT



**73%**  
SATISFIED

**20%**  
VERY  
SATISFIED



**Avida** Towers  
Verge

**CUSTOMER EXPERIENCE: AMENITIES**

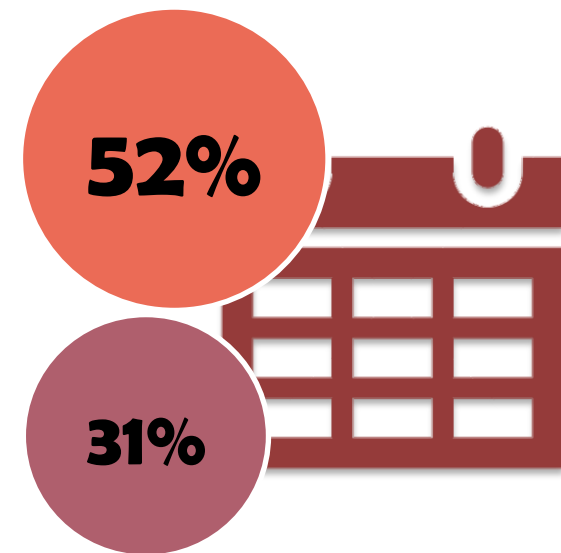




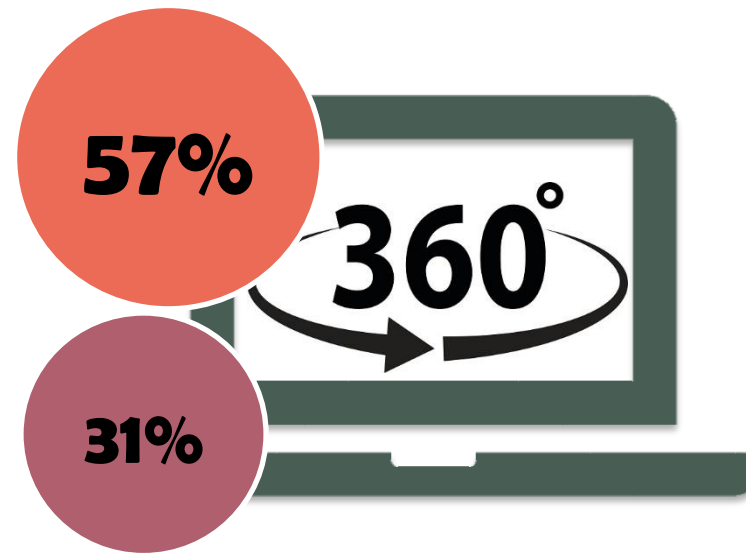
Avida Towers  
Verge

CUSTOMER EXPERIENCE: LOCATION & VICINITY

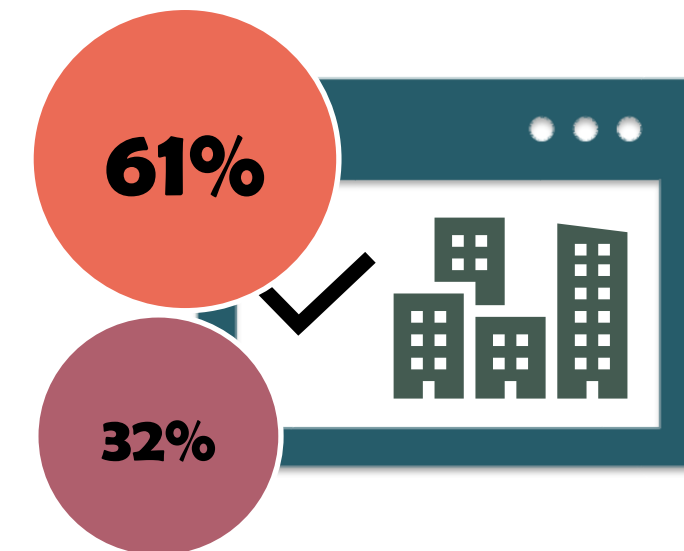




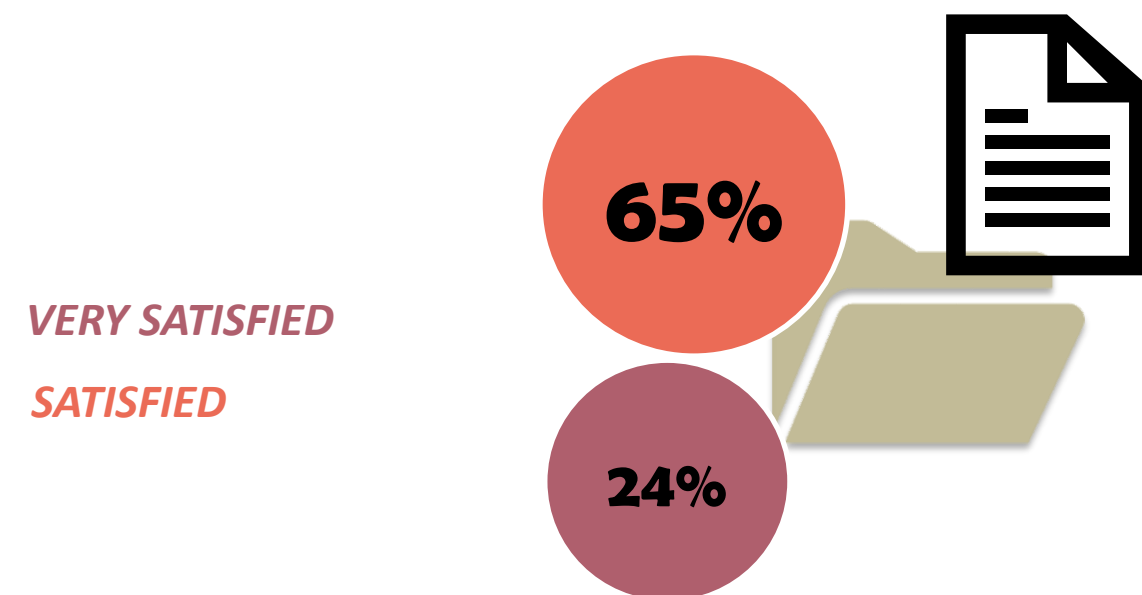
ONLINE APPOINTMENT  
SCHEDULING



VIRTUAL TOURS

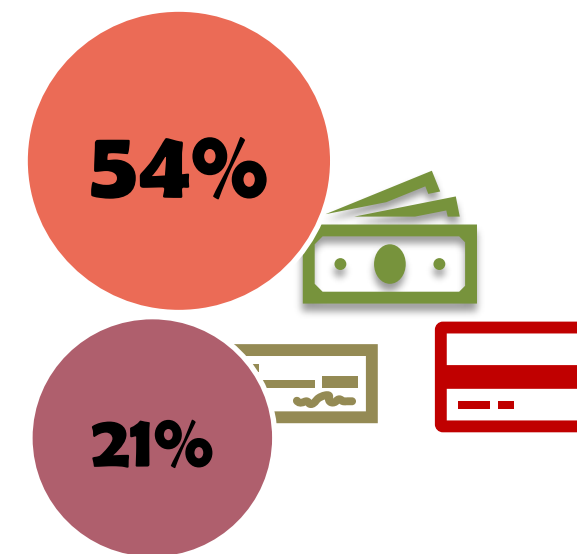


ONLINE RESERVATION  
PROCESS



*VERY SATISFIED*  
*SATISFIED*

ONLINE DOCUMENTATION



ONLINE PAYMENT PROCESS

**Avída** Towers  
Verge

**CUSTOMER EXPERIENCE: ONLINE BUYING EXPERIENCE**





**BREAKING** **NEWS**

LIVE

**Avída** Towers  
Verge

# TOOLS TO HELP SELL OUT VERGE

**BEA ERICTA**  
CORPORATE MARKETING



# Avída Towers Verge

RELEASED:

Programmatic lead gen ads  
(local and international)



Article and Advertorial



**BREAKING NEWS**

**TOOLS TO HELP SELL OUT VERGE**



# Avida Towers Verge

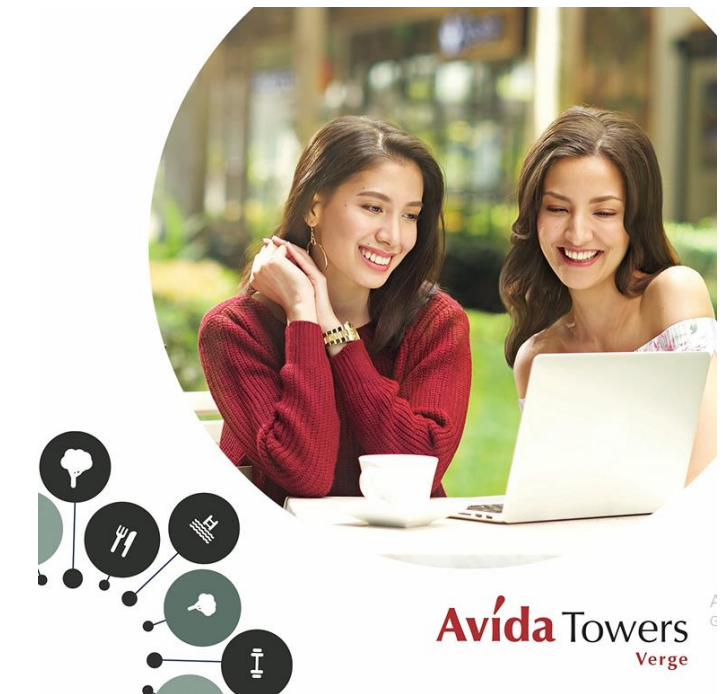
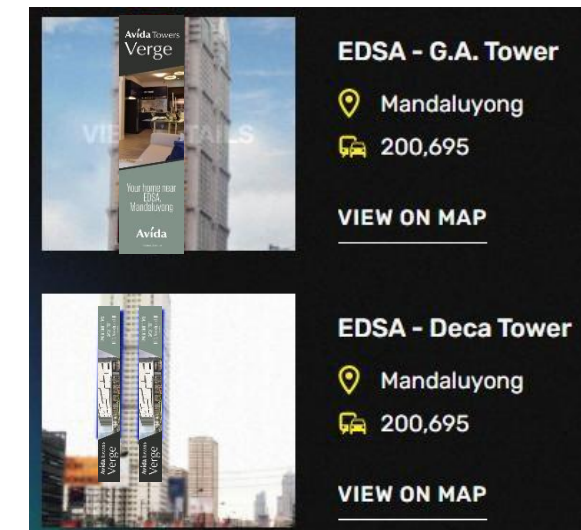
## UPCOMING MATERIALS



### NEWSLETTER



### OOH PLACEMENTS ALONG EDSA MANDALUYONG



### SOCIAL MEDIA POSTS

#### BREAKING NEWS

## TOOLS TO HELP SELL OUT VERGE





## TIMELINE

MATERIAL	EXPECTED RELEASE DATE
NEWSLETTER	MARCH 4W
OOH PLACEMENTS	APRIL 1W
SOCIAL MEDIA POSTS	APRIL 1W

**BREAKING NEWS**

TOOLS TO HELP SELL OUT VERGE



**BREAKING** **NEWS**

LIVE

**Avída** Towers  
Verge

# VERGE'S WINNING MOMENT

**CIELO FLORES**  
SALES BUSINESS AREA HEAD



# 1 Highlight Verge's Strategic Location



Heart of the City



Connectivity



Last Avida Project in the EDSA – Mandaluyong Area

Avida Towers  
Verge

Strategic location equates to  
Value Appreciation





## 2 Showcase Verge's Winning Features



**Lower Population  
with Superb Views**



**Pricing advantage**



**Digital & Live**



**Internationally  
Acclaimed**

**Avída** Towers  
**Verge**

**Strong Project Features that  
set Verge above the rest**





LIVE

## BREAKING NEWS

### ADDITIONAL DISCOUNT FOR VERGE T2 JR 1BR UNITS\*

3% Discount - stretched terms

5% Discount - with spot 10% DP



**8% Discount** + Sales Promo

Discount on BS\*\*

Applicable also to  
**10 1BR UNITS\***  
at Tower2!!

Avída Towers  
Verge

Up to 8% Discount for Verge T2 Jr 1BR  
units extended to 10 select 1BR units

*\*On top of Standard and Promo Discounts.*

*\*\*Terms and Conditions apply.*



### 3 Seal the deal with Verge's Special Promo Discount

**ADDITIONAL DISCOUNT  
FOR VERGE T2 UNITS\***

#### 2019 Pricing (T1)

VERGE TOWER 1	JR 1BR	1BR
Price per sqm	200K / sqm	
Selling Price	4.4M	7M
Payterm	10, 10-60 mos	
10% MA	8,000	12,500

#### 2022 Pricing (T2)

VERGE TOWER 2	JR 1BR	1BR
Price per sqm	260K / sqm	
Selling Price	5.7M	9M
Payterm	10, 10-60 mos	
<del>10% MA</del>	<del>10,000</del>	<del>15,000</del>
<b>10% MA*</b>	<b>8,700</b>	<b>13,900</b>

#### BREAKING NEWS

Avída Towers  
Verge

Verge T2 units starts at Php 8,700 a month

*\*Estimate only. Terms and conditions apply.*



- 1** Highlight Verge's Strategic Location
- 2** Showcase Verge's Winning Features
- 3** Seal the deal with Verge's Special Promo Discount

**Achieve that WINNING MOMENT  
through Verge TODAY.**

**Avída** Towers  
Verge

