



FUTURE LIVING

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Seamlessly merging design, building/renovation, and real estate, Future Living is transforming the urban living landscape in Vancouver. Full-service and on the front lines, the company boasts a portfolio of over 100 high-end commercial and residents projects and an extensive range of unique products that offer high functionality and aesthetically beautiful environments.

The old adage that opportunity comes to those who wait is a flawed fallacy. A more appropriate epithet would be that opportunity comes to the observant in the form of realizing a need and finding a solution. And when you're in one of the world's most expensive – and competitive real estate markets – Vancouver, British Columbia – innovation and

insight are your biggest allies. Taking a pragmatic approach, Future Living owner Kiafar Ghaffari started his entrepreneurial endeavors by targeting and tackling intimate and personal properties.

“I used to purchase smaller size condos in downtown Vancouver and remodel them



Urban Living Experts

and sell them for profit,” he said. “I started this back in 2004 with the unit that I owned. I remodeled and sold it. One thing led to another, and I ended up doing a few condos – one for my brother and another for my friend between 2004 and 2006.”

Realizing that the real estate and renovation

market was booming and bursting from the seams with demand, Ghaffari, his brother and friend started Future Living in 2006. Since 2008, however, it’s been a family owned and operated endeavor. The downside has had plenty of upside. Future Living is now considered one of the major construction players in the North Shore area, building single



family dwellings and custom homes between 4500 square feet up to 11,000 square feet along with condo and house renovations and commercial projects.

If that sounds like a full sleight already, it is. But there's more to Future Living than just the extravagant and elegant homes and projects. They're also a chic and unique presence in the world of high-end products.

"We have a retail showroom in downtown Vancouver, which we sell our own line of millwork and kitchen cabinets," Ghaffari said. "We also sell different types of flooring

surfaces, interior doors, tile and stone, pretty much a lot of interior finishing materials we display and sell to the clients and the public."

Providing a unique, one-stop shop experience for customers has been Future Living's raison d'être, derived from a need of offering singular services – as is common with many construction companies in the industry. Having to juggle all the varying aspects of their growing presence and portfolio throughout the region has only spurred them on further.

"We're looking to expand our product lines; we're bringing a kitchen line from Italy, an



interior door line from Italy,” Ghaffari said. “All of 2015 is going to be exciting for us since we’re refreshing the look of our showroom and bringing in new products.”

DESIGN + RENOVATION + REALTY

Offering clients a one-of-a-kind combination of design, renovation and real estate, Future Living’s real estate activity has a global feel. Stretching from the United States and Canada to the Middle East, their keen eye for detail and vision for idyllic urban spaces has helped the company grow their world-

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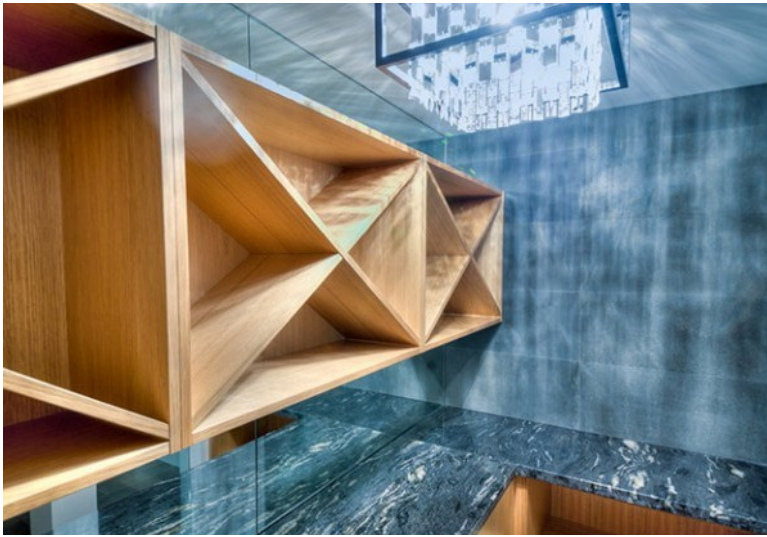
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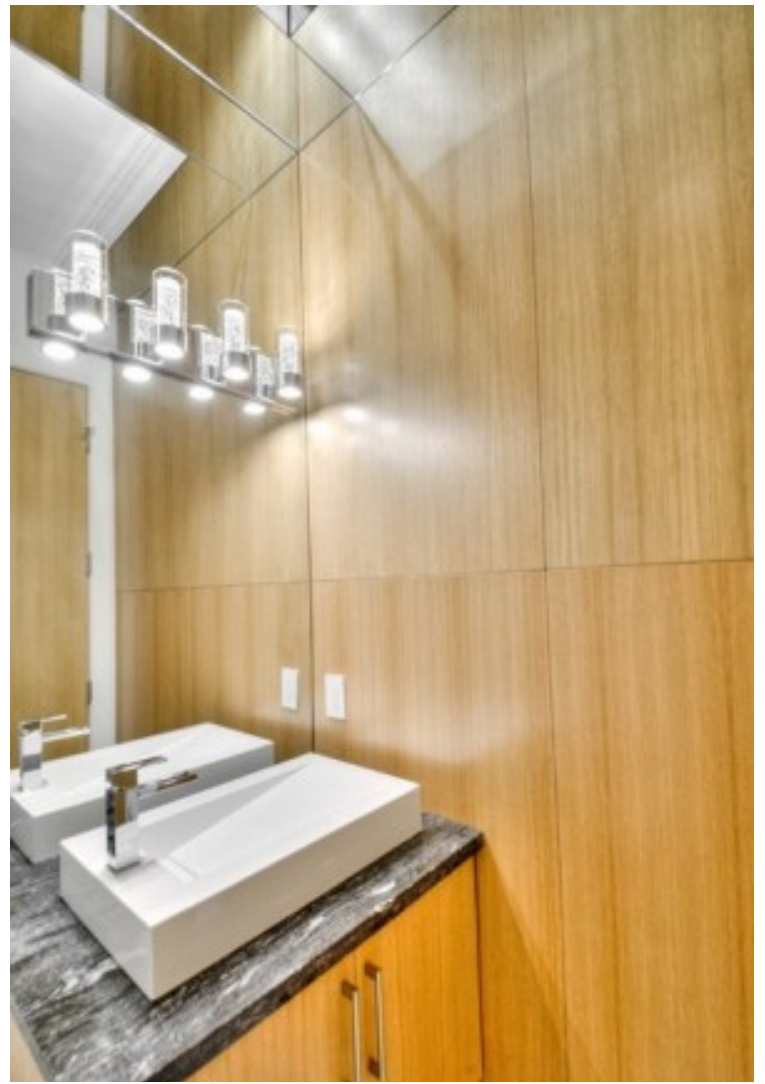
wide appeal and reputation.

“We manage the construction projects for them in a way that we help them purchase a suitable lot, we help them through the design permit process, and we help them sell the end product,” Ghaffari said.

“We have a construction management service, so we manage all of the construction for them,” he continued. “As the renovation part, we offer our client a fixed timeline and budget from the beginning of the work

so they feel comfortable going through the renovation process.”

The crew of 30 people – made up of four full-time project managers, 25 part-time employees and a host of sub contractors - work cohesively and collaboratively on the building and construction process. One of Future Living’s main points of differentiation is their outlook when it comes to project management. Taking projects through the bleeding process through to the final finishes, allows Ghaffari and his team to gain valuable



perspective, which leads to peace of mind for the client.

“This is a strategy that’s tough to initiate,” he said. “It’s very time consuming and certainly not easy for three or four trades to give you an estimate on a major portion of the work. But this was something that really helps us control the costs.”

“The combination of selling products and managing the projects is a win-win situation because the clients end up paying less at the

end of the project and we get to sell our services as well as the products we offer. It’s a very competitive market in Vancouver, but it’s worked out very well for us.”

LUXURY HOMES

Nothing is typical at Future Living. Ghafari’s business sense combines both a plan and a vision.

“Our specialty is custom homes, but I like to call them designer homes,” he said. “With a custom home, people will have a certain idea



of what they want before we start. With a designer home, we design them as we build them. So, really, we're selling a concept to the client."

Due to the nature of these homes – the average being over \$6 million – determining the final cost is often the hardest part. Aiding Future Living through the conceptual and convincing process are the team's interior and building designers. With the trust factor being so crucial between company and client, it's a testament to not only the bold-

ness of the end user, but the brains behind the operation.

"We try to get projects that are design oriented," Ghaffari said. "We don't do renovations for a maintenance basis. If someone wants to repair their basement or make a legal suite, that's not our target market. We take on projects that are design oriented and that the client and designer are passionate about."

"We build our relationship based on trust," he continued. "Construction is a lengthy

process and there are a lot of challenges dealing with the clients and trades and keeping the relationship with the client is very important to us.”

Centered on a design-focused end product, a Future Living project inevitably encounters challenges. From a shortage of trades in Vancouver to the rise in cost of material and the depreciation of the Canadian dollar contributing to the rise in cost of imported products, Ghaffari remains lean, calm and optimistic.

“The market is very strong here,” Ghaffari said. “There are a lot of individual developers that are building these custom homes hoping to sell to end users who want a residential property. Also, there are a lot of end users who are looking for a suitable lot for building their dream home. We are taking advantage of this situation here, and we’re going forward.”

A FORMULA FOR FUTURE LIVING

Catering to baby boomers, Future Living’s presence has been felt in the Burnaby and White Rock area. A growing and glowing

reputation for working with highly influential people in the community has spurred on plans for expansion.

“The plan for FL is to expand beyond Vancouver and the North Shore area,” Ghaffari said. “We’re also looking to expand our product line into the Lower Mainland.”

“This is the goal for the next five years,” he continued. “The showroom we have in downtown Vancouver is in a very good, central location. So we have a lot of people from the Lower Mainland coming to downtown and stopping by the showroom. We’re definitely trying to get ourselves into other areas.”

By focusing on and creating long term bonds with their trades and suppliers, Future Living is able to manage the relationships, thanks to experiencing a period of mutual growth and success from a small to a major scale. An integral advantage point of such loyal and quality relationships the unparalleled access that Future Living provides clients.

“We have a set of suppliers who do really custom work and fixtures,” Ghaffari said. “Their production and number of products they have is limited; these aren’t items that you





see everywhere. They're unique and specific to the project we're working on."

Three factors make up Future Living's formula for a successful client relationship: honesty, hard work, and fairness. These factors exude the essence of what Future Living stands for. The chic and sophistication of the downtown showroom was a rarity that was applauded and appreciated by all. But evolving the traditional retail space into a hands-on sales experience wasn't enough for someone like Ghaffari who finds solutions and opportunities by remaining observant.

"We want to be steps ahead in the industry,"

he said. "This is the goal and has always been the main goal. We want to develop relationships with unique suppliers of products. We want to collaborate with designers who have a different vision than a typical designer. We want to introduce new trends to the market."

"Vancouver is a small, crowded marketplace," he continued. "The population in Vancouver compared to other large cities is quite small. The taste of people here is very different. Their taste is similar to people in New York, London and large cities around the world. So meeting their design requirements and needs in a small market is challenging, but we're not intimidated."

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