



COMMERCIAL LOTS - BUSINESS REVIEW

The Sonoma is a 50-hectare exclusive residential subdivision located at Brgy. Sto. Domingo in the most flourished city of Sta. Rosa in Laguna. The project is composed of four (4) residential phases, *The Enclave*, *The Country Club*, *The Pavilion* and *The Esplanade* that showcase a total of 1,433 prime residential lots. In the middle of the development, is a 2.5-hectare recreational zone that includes a 25-meter lap pool, dip pool, children's pool, playground, basketball court, tennis court, jogging path, sunken deck, pocket gardens, fitness center, game room, mini bar and multi-purpose area.

Buyers may choose either a regular or premium lot with area ranging from 150 to 427 square meters. With Asian Modern as a theme of the design concept for the subdivision, houses are expected to have slightly sloping roofing with earth-toned color for the structure. More so, houses can be described with wide glass windows and decorative wood support as part of its design.

The Sonoma - Commercial Lots

From the main entrance, residents may drive down **1433 West Row** which is along Sonoma Boulevard --- two-lane, 24-meter-wide, shop-lined main avenue. Composed of nineteen (19) prime commercial lots with area ranging from 647 to 687 square meters, the commercial strip is envisioned to be a retail hub for the following locators:

- Restaurants / Fast foods
- Retailers / Mini marts / convenience shops
- Boutique
- Health and Beauty Shops
- Textile shops
- Drugstore
- Clinics
- Fitness Center
- Appliance Center

Cost of Doing Business

The cost of doing business in the City of Santa Rosa is comparable or even better than Metro Manila, and the cities of Cebu, Davao, Cagayan de Oro, Dumaguete, and other fast growing urban centers.

- Power is adequately supplied by MERALCO, with rates of Php 6.9807 / kWh for commercial and industrial users.
- Water supply is abundant; commercial and residential usage is now supplied by Manila Waters
- Telecommunications and internet service provided by PLDT, Smart, Globe, Digitel
- Minimum Daily Wage (Wage Order IVA – July 19, 2006) is Php 272.00 for non-agricultural sector





COMMERCIAL LOTS - BUSINESS REVIEW

Primary Target Market

The location of **The Sonoma – Commercial Strip** is centrally located within various private residential developments, business hubs, academic institutions which will form part of the primary target market for the businesses to be established within the area. When fully-developed and occupied, these developments will house approximately 20,000 households. Presented below are total expected households within the vicinity:

Subdivision	Expected # of Households
The Sonoma	1,433
Laguna BelAir	5,923
La Residencia	987
Fontamara	61
Promenade	200
Belle Reve	260
Mesa Homes	204
Georgia Club	419
Augusta at Georgia Club	388
Valenza	400
Abrio	387
Treveia	1,054
Avida Settings	1,600
Pramana	500
Solen Residences	400
Sta. Rosa Estate 1	410
Sta. Rosa Estate 2	305
Sta. Rosa Village 1	529
Sta. Rosa Village 2	323
San Jose Village 1	457
San Jose Village 2	487
San Jose Village 3	800
Westgrove Heights	1,048
South Forbes City	2,500

These residential subdivisions gained the prestige in terms of address as it is widely-known as the “Uptown Sta. Rosa” commanding higher prices in terms of property values and center of various residential and commercial developments.

More so, the proliferation of BPO offices such as the Infonxx & Convergys, and developments of business hubs within the vicinity like Nuvali Evozone and Eton-CBD provides greater market reach for potential locators of The Sonoma - Commercial Strip.

Vehicular traffic flow also shows that there are around **4,300 – 4,400 vehicles** that pass by the Balibago – Tagaytay Road daily. About 94.8% of these are all private vehicles.





COMMERCIAL LOTS - BUSINESS REVIEW

Market Matrix

Target Market	Market Source	Potential Business Portfolio
Families / Households	Surrounding subdivision development	<ul style="list-style-type: none"> • consumer goods • health and beauty products • food services • entertainment • furniture and appliances • pet store
Young professionals	Existing and upcoming BPO companies: <ul style="list-style-type: none"> • INFONXX • Convergys Business zones: <ul style="list-style-type: none"> • Eton - CBZ • Nuvali - CBZ 	<ul style="list-style-type: none"> • consumer goods • health and beauty products • health and beauty services • boutique • entertainment • office supplies • restaurant • coffee shops
Academic professionals and students	Existing and upcoming prestigious institutions: <ul style="list-style-type: none"> • University of Santo Tomas • Xavier School • De La Salle University • St. Scholastica's College • Don Bosco School • Ateneo Graduate School 	<ul style="list-style-type: none"> • consumer goods • school and office supplies • book stores • coffee shops
Medical professionals	Hospitals and Clinics: <ul style="list-style-type: none"> • FortMed • Southern Luzon Hospital & Medical Center 	<ul style="list-style-type: none"> • medical supplies • medicine / drug stores • medicinal services • convenience stores



Metro Manila draws the lion's share of Filipinos looking for a better life. It brings together residential communities, business and financial hubs, retail and leisure centers, cultural attractions, educational and health care institutions and transportation systems—emphasizing that progress is at its peak right here, right now.

The economic boom in the metro is so massive that growth is trickling down to the fringes of the city. In the South, no suburban district shows as much promise as Sta. Rosa in Laguna. It's in this growth center that Empire East is developing **The Sonoma**, a gated community that offers both a haven away from the daily grind and a direct link to the action.

ASIAN-THEMED OASIS

Launched in July 2010, The Sonoma showcases a nature-based lifestyle that's hard to find in the city. The project, set on a sprawling, 50-hectare piece of land, is an oasis of lush greenery and natural open spaces. And unlike the American-themed Laguna BelAir, its predecessor in the same location, The Sonoma features an Asian Modern design that goes seamlessly with the surroundings.

Families can choose from four residential phases—The Enclave, The Pavilion, The Country Club and The Esplanade—which offer a total of 1,433 prime lots, ranging from 150 to 670 square meters. Lot buyers building their houses can take inspiration from Atria, Banyan or Cassia, three model homes that will soon rise at the site. Customers looking for convenience are given the option to invest in a house and lot instead.

Set right at the center of the project is a 2.5-hectare recreational zone with its own parking area. It's a place where neighbors can bond and children can frolic freely without constant supervision from their parents. Amenities for active players include a 25-meter lap pool, dip pool, children's pool, playground, jogging path and basketball and tennis courts. Nature lovers have their own spaces in the pocket gardens and sunken deck. For those that prefer the indoors, the clubhouse offers a game room, mini bar, fitness center and multi-purpose area that seats up to 200 people.

GOLDEN ZONE

The Sonoma easily transforms from a relaxing retreat to a launch pad for excitement. Residents can drive down the two-lane, 24-meter wide, shop-lined

Sonoma Boulevard, and turn left to the Sta. Rosa-Tagaytay National Road some 400 meters away. The national road leads to the rest of Sta. Rosa, which is a golden zone of top workplaces, schools and leisure centers.

Employees enjoy a stress-free commute to ecozones such as Laguna Technopark, Sta. Rosa Business Park, Laguna International Industrial Park, Carmelray Industrial Park and a car manufacturing hub known as the country's "Little Detroit." Students, meanwhile, can be the early birds to class in the nearby Laguna BelAir School, St. Scholastica's College Westgrove, Our Lady of Assumption College, De La Salle University and Caritas Don Bosco School.

On weekends, families can visit a variety of recreational hubs. Paseo de Sta. Rosa, Robinsons Place, SM City, Solenad, Enchanted Kingdom and Tagaytay are among the top destinations. Golf enthusiasts have no less than three playgrounds next door—The Country Club, the Canlubang golf course and the Sta. Elena golf course. More fun attractions in Alabang and Makati are easily accessible via the South Luzon Expressway.

THE SONOMA

Middle-income housing developer Empire East Land Holdings Inc., a pioneer of suburban townships nearly 16 years ago, is on its way to replicate its success with Laguna BelAir. The Sonoma, its newest project in Sta. Rosa, Laguna, is all about creating a new sense of community in the South.

The Sonoma: A Slice of Paradise in the Suburbs



Enjoy a change of pace in the suburbs.
Call the Empire East hotline at (632) 810-3333 and inquire about The Sonoma.

Empire East's 2011 HOME-BUILDING PROGRAM Under Way

Empire East, set to launch 4,700 new residential units in the first six months of the year, is fast-tracking the construction of its condominium projects in central locations in Metro Manila.

Majority of the units will come from Empire East's new nature-themed projects in Pasig City, **The Rochester** and **Kasara Resort Towers**. Meanwhile, the developer has unveiled new phases for its four ongoing developments: **Green Club Towers** at Little Baguio Terraces, **Maple Heights** in Pioneer Woodlands, **Madison Plaza Towers** in San Lorenzo Place and **Central Park** in Cambridge Village.

The condos, featuring a mix of studios, one- to three-bedroom homes, lofts and atrium-trype units, are expected to generate P12 billion in sales.

Empire East is also looking to buy new properties to increase its land bank. In February this year, it submitted to the Department of Finance a P14 billion offer to acquire the 103-hectare Food Terminal Inc. in Taguig City, originally built as a food processing and consolidation center for agricultural products. The state-owned FTI complex, valued at P13 billion, is ideal for a mixed-used development. Its privatization has already been prioritized by the Aquino administration.



Venus Raj
Tapped as
Empire East
Endorser

Empire East recently signed on Ms. Universe Philippines 2010 Maria Venus Raj to endorse its residential developments. Above, Empire East President Anthony Charlemagne Yu hands Raj a bouquet of flowers following the contract signing on March 9 at the Gateway Mall, Araneta Center. The event was also attended by Empire East Marketing AVP Jhoanna Llagas, Araneta Center Inc. Marketing VP Cecile Marvilla and Finance VP Romeo Tan and Bb. Pilipinas Charities Inc. Chairwoman Stella Marquez-Araneta.

LOCATION MAP



1433
WEST ~ ROW



*Photos are illustrations of other commercial strips.



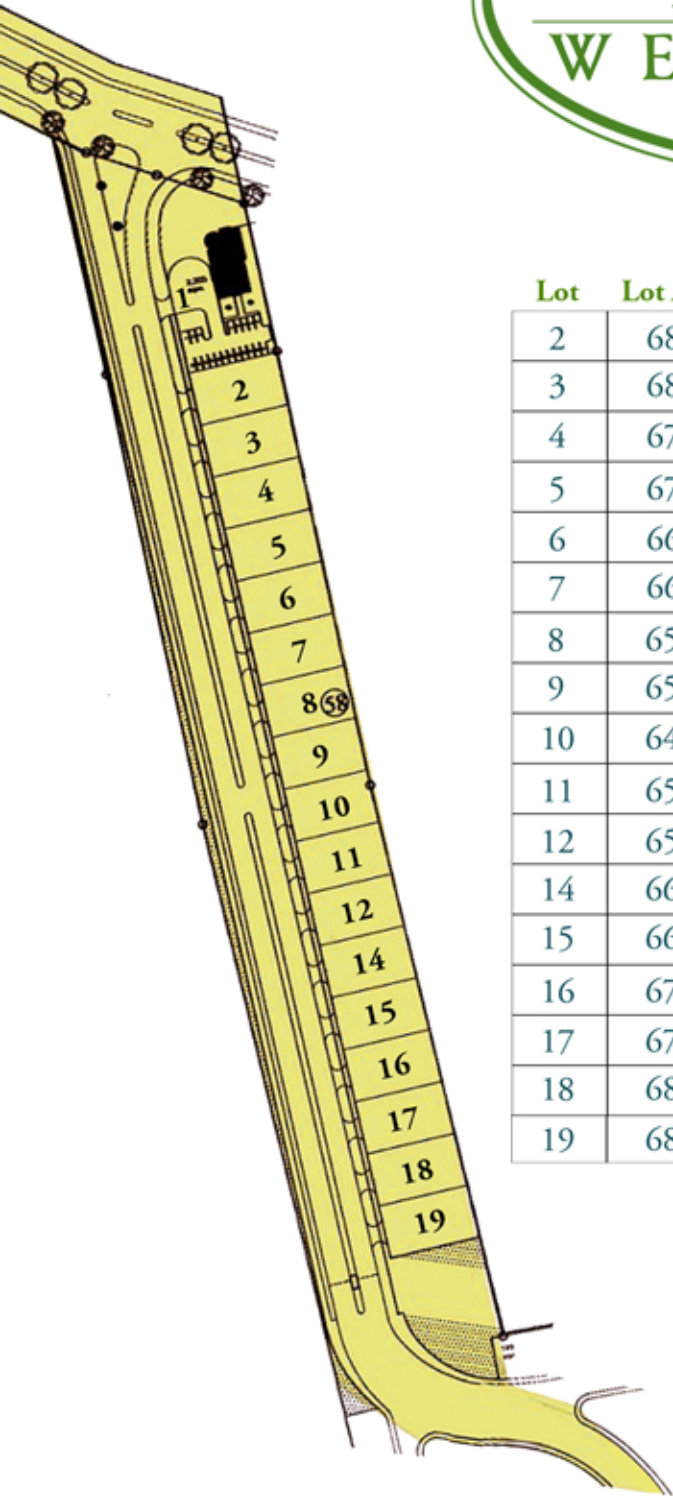
1433
WEST ~ ROW



Intimately scaled, thoughtfully placed and individually yours, *1433 West Row* is the carefree shopping mecca in the busy district of Sta. Rosa City.

Defined by low-key elegance, this incomparable row offers direct access to 1433 residents of Sonoma and to about 19,000 exclusive residents of the posh Sta. Rosa developments.

1433
WESTROW



Lot	Lot Area	Front	Left Side	Right Side	Rear	Contract Price
2	687	20.00	34.48	34.21	20.00	15,114,000.00
3	682	20.00	34.21	33.95	20.00	15,004,000.00
4	676	19.98	33.95	33.69	19.98	14,872,000.00
5	671	19.99	33.69	33.43	20.00	14,762,000.00
6	666	20.00	33.43	33.16	20.00	14,652,000.00
7	661	20.00	33.16	32.90	20.00	14,542,000.00
8	655	20.00	32.90	32.64	20.00	14,410,000.00
9	650	20.00	32.64	32.38	20.00	14,300,000.00
10	647	19.99	32.38	32.47	19.99	14,234,000.00
11	652	20.01	32.47	32.71	20.01	14,344,000.00
12	657	20.01	32.71	32.95	20.01	14,454,000.00
14	661	19.99	32.95	33.18	19.99	14,542,000.00
15	666	20.00	33.18	33.42	20.00	14,652,000.00
16	671	20.00	33.42	33.66	20.00	14,762,000.00
17	676	20.01	33.66	34.14	20.01	14,872,000.00
18	680	19.99	33.90	34.14	19.99	14,960,000.00
19	685	20.00	34.14	34.38	20.00	15,070,000.00

