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PROPERTIES

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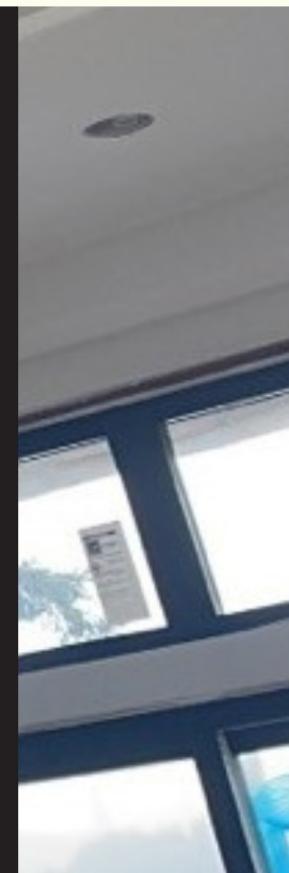




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Viking Properties is a premier developer and builder of multi-family communities in the Greater Victoria Region. The families behind the company, the Skadbergs and the Gulbrandsens, have been building homes in the region for over 40 years. In recent years, however, they have evolved greatly in scope and ambition. Following the success of their 60-unit 'Thetis Lakeside' project in 2019, they changed their name and embarked on their three-phase 'Pacific Trilogy' project, which collectively comprised 122 units. Moving forward, powered by what they call their 'CRAFT values,' their goal is to continue evolving and continue improving their community.

"CRAFT is our motto," says Jesse Forrest, Sales Manager. "It encompasses our relentless pursuit of quality, craftsmanship, and community. We all exhibit CRAFT."

CRAFT is an acronym that stands for Courageous, Resourceful, Accountable, Focused, and Team oriented. According to Jesse, those are the values practiced by all Viking Properties team members. And when they are hiring new staff members or evaluating new subcontractors, those are the values they look for. He breaks down what they mean to him:

"Courage is being able to make the right decisions," he explains. "Resourcefulness is being able to think on your toes and think outside the box in order to achieve a goal. Obviously, you have to be accountable – you have to be there on time and honour your word. Focus is something that can't be waning and that you can rely on day-to-day – you have to know what your priorities are and get those done accordingly."



“And then team oriented is one of the most important things in my eyes,” he adds. “In our industry, you can’t really accomplish much alone. You have to be able to work well with other people. You have to be able to cohesively band together to achieve a common goal.”

Viking Properties was originally formed under the name ‘Pacific Coast Land Company’ by Harry Skadberg and Jon Gulbrandsen. In 2016, they were joined by Jon’s son, Ben Gulbrandsen, now the president of the company. Jesse is Harry’s son in law and joined the business about four years ago, right around the time they changed their name to ‘Viking Properties.’ That was also around the time they finished ‘Thetis Lakeside,’ which at 60 units was their largest project ever.

Prior to ‘Thetis Lakeside,’ the company mostly did

townhomes and low-rise developments in the 10-to-12 unit range. After that project proved to be a great success, however, they changed their focus. They then embarked on a three-phase development they called the ‘Pacific Trilogy.’ Pacific Trilogy 1 consisted of 31 units and was completed in 2021, Pacific Trilogy 2 consisted of 46 units and was completed in 2022, and Pacific Trilogy 3 consisted of 45 units and was completed in 2023. Pacific Trilogy 3 later won the ‘Award of Excellence for Multi-Family Condominium’ from BC’s Business Examiner.

After wrapping up the Pacific Trilogy, Viking Properties moved on to a project in Langford called ‘Winster Court.’ That project consists of 68 units and was completed late last year, with the first move-ins occurring in November. Jesse cites that project as a strong example of the design

and quality excellence that Viking Properties has become known for.

“First of all, it’s a fantastic location,” he explains. “It’s in an area right downtown in which the municipality wants to grow and wants to establish some more residential units. It’s a great location for people to buy, whether they are downsizers or young people who are buying a home for the first time and getting their foot in the door. It’s close to the highway, close to a lot of services, shops, restaurants – all that good stuff. It’s just the perfect place.”

When it came to designing that building, Viking Properties worked with Alan Lowe, a reputable locally-based architect they have worked with many times before. When it came to the construction, Viking Properties acted as the

general contractor, and again used a lot of the same partners they have been working with consistently for the last few years.

“We really pride ourselves on using the same subs for each project, and we’ve been really successful in that over the past five years here,” Jesse says. “We’ve built some really amazing relationships with local trades and suppliers. They’ve become just as much a part of the team as anybody that we actually have on the payroll here.”

An example of a closer partner would Canaus Drywall, a company based in Langford. They specialize in all aspects of drywall and finishing in the commercial and residential sectors, and they pride themselves on finishing projects on time and on budget. As a three-generation family business, they also have the experience and





knowledge to successfully accomplish even the most complex tasks. They exemplify the level of skill and reliability that Viking Properties looks for in all their long-term subcontracting partners.

Because Viking Properties has formed such strong relationships with partners like Canaus, Jesse says they were able to overcome a lot of challenges on Winster Court while still delivering an exceptional quality of product.

"It's a beautiful building and we're really proud of the finished product," he says. "And there's something to be said about being able to take a project like that from start to finish in this climate right now. There have been a lot of projects in this area – and not just in this area, but throughout the country – that have been put on hold due to various circumstances. We're so proud that we

were able to make it from the start to the finish line in good time."

"We were not really delayed at all," he adds. "We obviously ran into challenges along the way, but we really pride ourselves on pushing through and getting projects done at time, and that's what happened at Winster Court. That wouldn't have been possible without our subcontractors and suppliers."

Sales for Winster Court have been very strong, though some units remain available. In his pitch to prospective buyers, Jesse highlights the undeniable quality of the building, the competitive pricing per square foot, and with the undeniable appeal of the area.

"We have a fantastic product just from the pillar to



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post,” he says. “It’s built extremely well. We used high quality building products. The subtrades we used were all very reputable companies and they did very great work.”

“Also, the area is amazing,” he adds. “Langford is one of the fastest growing municipalities in Canada, and there’s a reason for that. It’s our home as well. Our office is less than a five minute walk away. We work here, we play here, we love it here, and we want others to be able to enjoy it as well.”

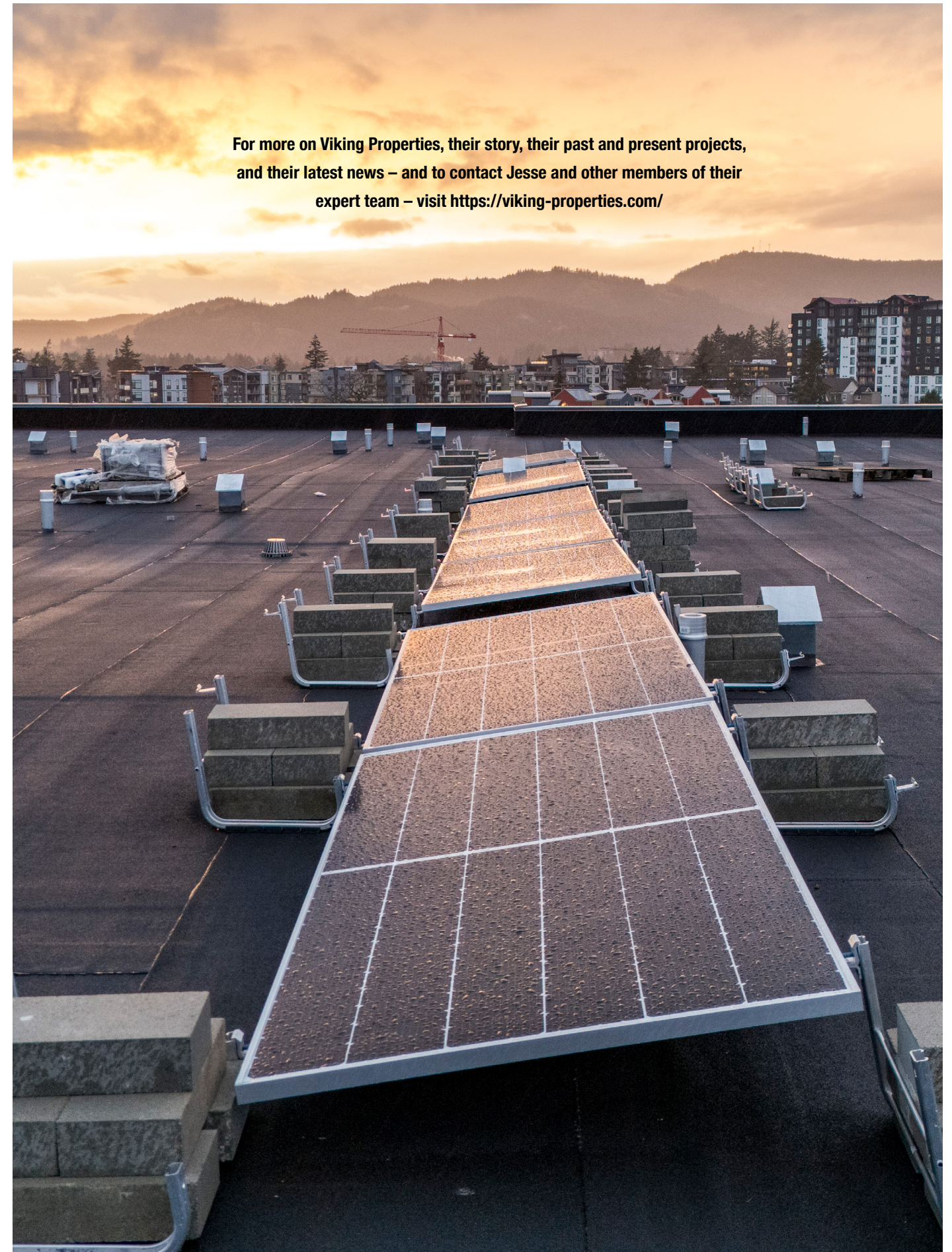
Moving forward, Viking Properties’ goal is to help the community they love grow even bigger and get even better. Their next project is another three-phase project in Langford that will comprise three separate buildings with a combined 250 units. Jesse expects that project to take between four-to-five years to fully deliver and he’s excited about the impact it will make on the community.

“I can truly say one of our biggest objectives is to grow this community and make this an attractive place for new families to live in,” he says. “We truly

care about this community. We put a lot into it year to year. We sponsor the local football team, the local hockey team. We do a lot of work with the Salvation Army and Habitat for Humanity. We really want to prove to this community that we are invested in the people that live here, but also the future and viability of this place going forward.”

When it comes to growing the community, Jesse says they will be guided by the same CRAFT motto they have used to grow their company. To reiterate, that acronym stands for Courageous, Resourceful, Accountable, Focused, and Team Oriented. Jesse describes that motto as a “compass for us and for the community as well.”

“I think we can all agree that those values are positive,” he concludes. “They might mean something a little bit different depending on the person who looks at them, but through whatever lens you look at them, they are positive things. They’re only going to work for the future betterment of this community.”



For more on Viking Properties, their story, their past and present projects, and their latest news – and to contact Jesse and other members of their expert team – visit <https://viking-properties.com/>