

SULAI —FLIMS—

Living with lasting value.
At the very best location in Flims.

sulaiflms.ch

A stylized, minimalist line drawing of a mountain range, rendered in a light beige color, spanning the width of the page at the bottom.

Invest where others go on vacation.

At the foot of the Flimserstein, a place is being created that combines alpine lifestyle, ultimate living comfort, and a smart investment: Sulai Flims.

In a prime location right next to the valley station, we are developing a project that features a luxurious 4.5-room duplex second home, a modern 2.5-room duplex primary residence, and 12 fully serviced holiday apartments. These are complemented by a contemporary hotel with 16 rooms as well as a lively ground floor with a sports shop and café.

Singles, couples, families, and investors alike will find a living and investment concept that meets every expectation.

Fresh mountain air on your skin, ski slopes and hiking trails at your doorstep – the quality of life in Flims is second to none. Sustainable architecture, smart technology, and an in-house wellness area create an environment where modern comfort meets timeless alpine charm.

With the innovative Buy to Use & Let concept, you enjoy your apartment during the best weeks of the season, while it generates steady income when you are away. Your holiday home in Flims thus becomes not only a place to relax, but also a secure investment with ongoing returns and strong potential for value appreciation.



Via Nova 72

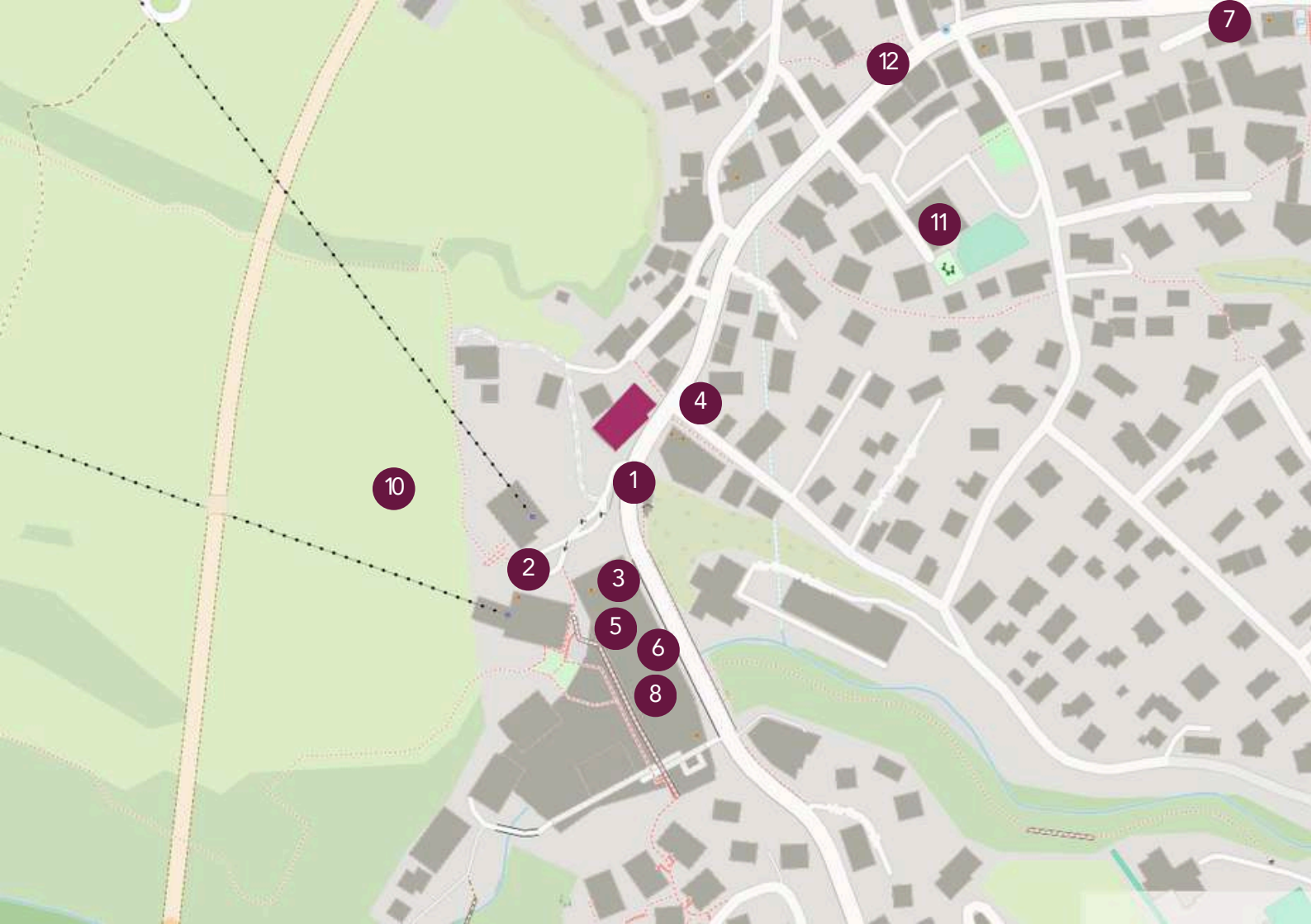
Where mountain dreams turn into smart investments

Sulai Flims is located at the exclusive address Via Nova 72, right in the heart of Flims and directly next to the valley station of the mountain lifts. Just a few steps away, you'll find the Stenna shopping center with restaurants, cafés, a cinema, shops, and 1,000 parking spaces. At the same time, nature begins practically on your doorstep: from your apartment straight onto the ski slopes, to the Caumasee, or into the extensive network of hiking and biking trails. This location uniquely combines alpine lifestyle, short distances, and urban convenience.

Beyond its outstanding quality of life, the location also offers investors unbeatable advantages. Flims benefits from consistently high demand for holiday accommodation, further reinforced by its year-round appeal.

Property in this location is scarce – holiday homes are strictly regulated, ensuring long-term value stability. Combined with the Buy to Use & Let concept, this means: personal use during the most beautiful weeks of the year, ongoing income through professional management, and attractive potential for value appreciation.

The rare combination of alpine tranquility, international reputation, and excellent accessibility – Zurich can be reached in just 90 minutes, the airport in under two hours – makes Sulai Flims a truly unique address. For owners, it offers unparalleled quality of life; for investors, long-term security and sustainable returns.



			Distance	Foot	Car	Public transp.
Accessibility	1	Bus station Bergbahnen Flims	20 m	1 min		
	2	Mountain cablecars	50 m	1 min		
	3	Stenna Parking	80 m	2 min	1 min	
Shopping & Amenities	4	Bakery	20 m	1 min		
	5	Stenna Shopping Center	80 m	2 min	1 min	
	6	Coop Supermarkt	80 m	2 min	1 min	
	7	Denner Express	500 m	5 min	2 min	5 min
	8	Coop Vitality Apotheke	80 m	2 min	1 min	
Sports & Leisure	2	Mountain cablecars	50 m	1min		
	10	Ski Slope	20 m	1min		
	11	Pumptrack / Eventhalle	200 m	3 min	1 min	
	12	Das Gelbe Haus Flims	300 m	3 min	1 min	
Nearby Highlights		Caumasee	1.4 km	30 min	4 min	10 min
		Crestasee	3.2 km	45 min	4 min	10 min
		Ruinaulta (Rheinschlucht)	4.8 km	60 min	30 min	60 min
Cities		Chur	20 km			40 min
		Zurich	138 km			90 min

Numbers that speak for themselves.

Sulai Flims is located in the sunniest part of the village, combining everything that both investors and private owners are looking for: alpine tranquility, a spectacular natural backdrop, and immediate access to all essential infrastructure. With the valley station right on your doorstep, the Stenna shopping center with restaurants, cinema, and supermarket just a few steps away, and Zurich as well as the international airport reachable in under two hours, this location offers an unbeatable mix of proximity, comfort, and international accessibility.

The Flims Laax Falera region is renowned far beyond Switzerland's borders. In winter, it offers 224 kilometers of ski slopes, 70% of them above 2,000 meters – a guarantee of snow reliability. In summer, the region inspires with 330 kilometers of biking trails, more than 250 kilometers of hiking paths, golf courses, and natural treasures such as the Rhine Gorge, Lake Cauma, and Lake Cresta. Whether for living or vacationing, here you enjoy year-round access to one of the most diverse leisure paradises in the Alps.

But the location of Sulai Flims is about more than lifestyle – it is also a guarantee of long-term security and value appreciation. Holiday apartments in prime locations like Flims are a scarce commodity, strictly regulated by the Second Home Initiative. Supply is highly limited, while demand continues to rise thanks to the region's international appeal. Ownership at Via Nova 72 therefore means not only access to alpine luxury and quality of life, but also a future-proof capital investment in one of the most sought-after destinations in the Alps.

Here, a way of life is being created that uniquely combines relaxation, activity, and comfort – and a location value that can be measured not only in emotions, but also in hard figures.



Where comfort creates returns

The Buy to Use & Let concept at Sulai Flims is designed to offer owners maximum flexibility, stable income, and long-term security. The 12 apartments on the 2nd to 4th floors are sold as condominium ownership and are fully integrated into the professional hotel operation. This allows you to benefit from a unique combination of personal use and tourist rental – all without any organizational effort on your part.

Your Personal Use

Permanent long-term rentals are excluded; letting is handled exclusively through the hotel operation. As an owner, you may use your apartment for up to **3 weeks per high season (i.e., up to 3 weeks in winter and up to 3 weeks in summer)** and **up to 10 weeks per year** in total. This way, you can enjoy your property during the most attractive times of the year without missing out on rental returns.

For the rest of the year, the hotel management takes care of everything: guest services, check-in, cleaning, laundry, maintenance, and marketing through international distribution channels. You have no administrative effort whatsoever. Owner stays are organized on a weekly basis (Sunday to Sunday), ensuring clear structure and easy planning.

Pooling Principle:

One key advantage is the rental pool system: all income generated from the serviced apartments flows into a common pool. This pool is then distributed to the owners according to a transparent allocation formula, proportionate to each unit’s size and purchase price. As a result, you benefit not only from the occupancy of your own apartment, but from the overall performance of the entire property. This model ensures consistent returns while reducing individual risk.

Revenue Distribution:

From the net room revenue, you as the owner receive 45%, while 55% remains with the hotel operator. This creates a strong incentive for professional management – the operator only earns when the apartments achieve high occupancy. In addition, reserves are set aside for maintenance and renovations, ensuring the long-term quality of the property.

Price Structure (Indicative Values)*

Serviced Apartments (per night):

- Winter: CHF 450–800
- Summer: CHF 250–500
- Mid-season: CHF 200–400

Hotel Rooms (per night):

- Winter: CHF 200–300
- Summer: CHF 150–200
- Mid-season: CHF 125–150

* (All prices exclude wellness, parking, and local taxes; breakfast is included only with hotel rooms.)



Live, Experience, Invest. On the Sunny Side of the Alps.

Imagine waking up to breathtaking views of the peaks of the Grisons Alps. Your apartment is just a few steps from the mountain lifts – the ski, hiking, and biking paradise begins literally at your doorstep. And when you’re not enjoying alpine freedom yourself, your property is working for you: an investment that generates steady income in one of Switzerland’s most sought-after destinations.

The project combines timeless alpine architecture with clean lines and natural materials. Generous windows open up to stunning mountain views, while sustainable construction, modern technology, and amenities such as an underground garage, sauna, and bike station ensure both everyday comfort and lasting value.

- 7 2.5-room Apartments:
Buy to Use & Let
- 5 3.5-room Duplex Apartments:
Buy to Use & Let
- 1 4.5-room Duplex Apartments:
Second Home / Holiday Apartment
- 1 2.5-room Duplex Apartment:
Primary Residence
- 16 Exclusive
Hotel Rooms
- 26 Underground
Parking Spaces





Process

From Inquiry to Keys.

1. Purchase Commitment

Complete and sign the "Purchase Commitment" form. Please email the signed document to: vermarktung@swiss-pm.ch.

2. Reservation and Management Agreement

You will then receive the Management Agreement and the Reservation Agreement. Please sign both and send scanned copies by email first. Afterwards, mail the originals to:

Swiss Property Management AG
Alexander Ostergaard
Neuhofstrasse 5a
6340 Baar

3. Reservation Fee

Upon signing the Reservation Agreement, an initial deposit of CHF 50,000 is due.

4. Contract Documents

Once the deposit has been received, you will receive the STWEG Regulations (condominium ownership bylaws) and a draft purchase agreement for your review.

5. Financing

We are happy to support you with the financing of your apartment.

6. Signing of Purchase Contracts

Together, we will coordinate an appointment with the notary for the official notarization of the purchase contracts.

7. 20% Down Payment

At the notary appointment, a down payment of 20% of the purchase price is due.

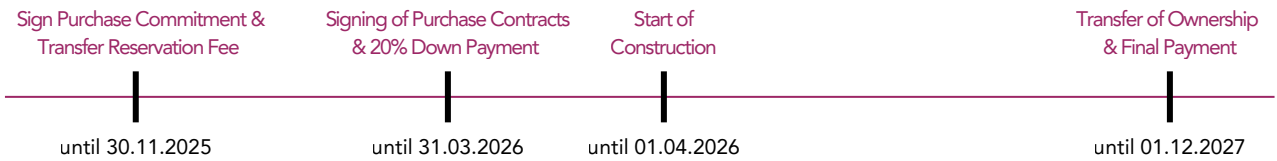
8. Customization (only possible for the first and second residency.

If individual adjustments are desired and feasible, they will be defined together during the customization phase.

9. Transfer of Ownership

The final payment is made upon transfer of ownership.

Planned Timeline:



More than living– a clever investment.

If you are interested in an apartment that is already reserved, you may still indicate it. We may be able to make an adjustment and will work according to first, second, and third priority. Please refer to the purchase commitment form (page 34).

Apartment	Type	Floor	Room	Space	Sales Price
Apartment 1	Buy to use & let	2nd	2.5	73m²	CHF 1'170'000
Apartment 2	Buy to use & let	2nd	2.5	63m²	CHF 1'050'000
Apartment 3	Buy to use & let	2nd	2.5	74m²	CHF 1'100'000
Apartment 4	Buy to use & let	2nd	2.5	60m²	CHF 990'000
Apartment 5	Buy to use & let	2nd	2.5	58m²	CHF 950'000
Apartment 6	Buy to use & let	2nd	2.5	60m²	CHF 1'000'000
Apartment 7	Buy to use & let	2nd	2.5	65m²	CHF 1'080'000
Duplex Apartment 8	Second Home / Holiday Apartment	3rd / 4th	4.5	130m²	CHF 3'150'000
Duplex Apartment 9	Buy to use & let	3rd / 4th	2.5	87m²	CHF 1'400'000
Duplex Apartment 10	Primary Residence	3rd / 4th	2.5	58m²	CHF 990'000
Duplex Apartment 11	Buy to use & let	3rd / 4th	3.5	83m²	CHF 1'400'000
Duplex Apartment 12	Buy to use & let	3rd / 4th	3.5	90m²	CHF 1'500'000
Duplex Apartment 13	Buy to use & let	3rd / 4th	3.5	95m²	CHF 1'550'000
Duplex Apartment 14	Buy to use & let	3rd / 4th	3.5	107m²	CHF 1'700'000

Non-binding minimum prices and information! Available apartments are subject to change. Please contact us to receive the current availability.
We reserve the right to conduct a bidding process for certain apartments.

Buy to Use & Let

Apartment 1
2.5-room Apartment

Location: 2. OG
Living Area: 73m²



Hinweis: Die Grösse und Aufteilung kann leicht vom dargestellten Grundriss abweichen.

Buy to Use & Let

Apartment 2
2.5-room Apartment

Location: 2. OG
Living Area: 63m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

Apartment 3
2.5-room Apartment

Location: 2. OG
Living Area: 74m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

Apartment 4
2.5-room Apartment

Location: 2. OG
Living Area: 60m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.



Buy to Use & Let

Apartment 5

2.5-room Apartment

Location: 2. OG
Living Area: 58m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

Apartment 6
2.5-room Apartment

Location: 2. OG
Living Area: 60m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

Apartment 7
2.5-room Apartment

Location: 2. OG
Living Area: 65m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.



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4.5-room
Duplex Apartment 8

Location: 4. OG
Living Area 3rd Floor: 101m²
Living Area 4th Floor: 29m²
Total Living Area: 130m²



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Buy to Use & Let

2.5-room
Duplex Apartment 9

Location: 3. OG
Living Area 3rd Floor: 53m²
Living Area 4th Floor: 34m²
Total Living Area: 87m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

2.5-room Duplex Apartment 9

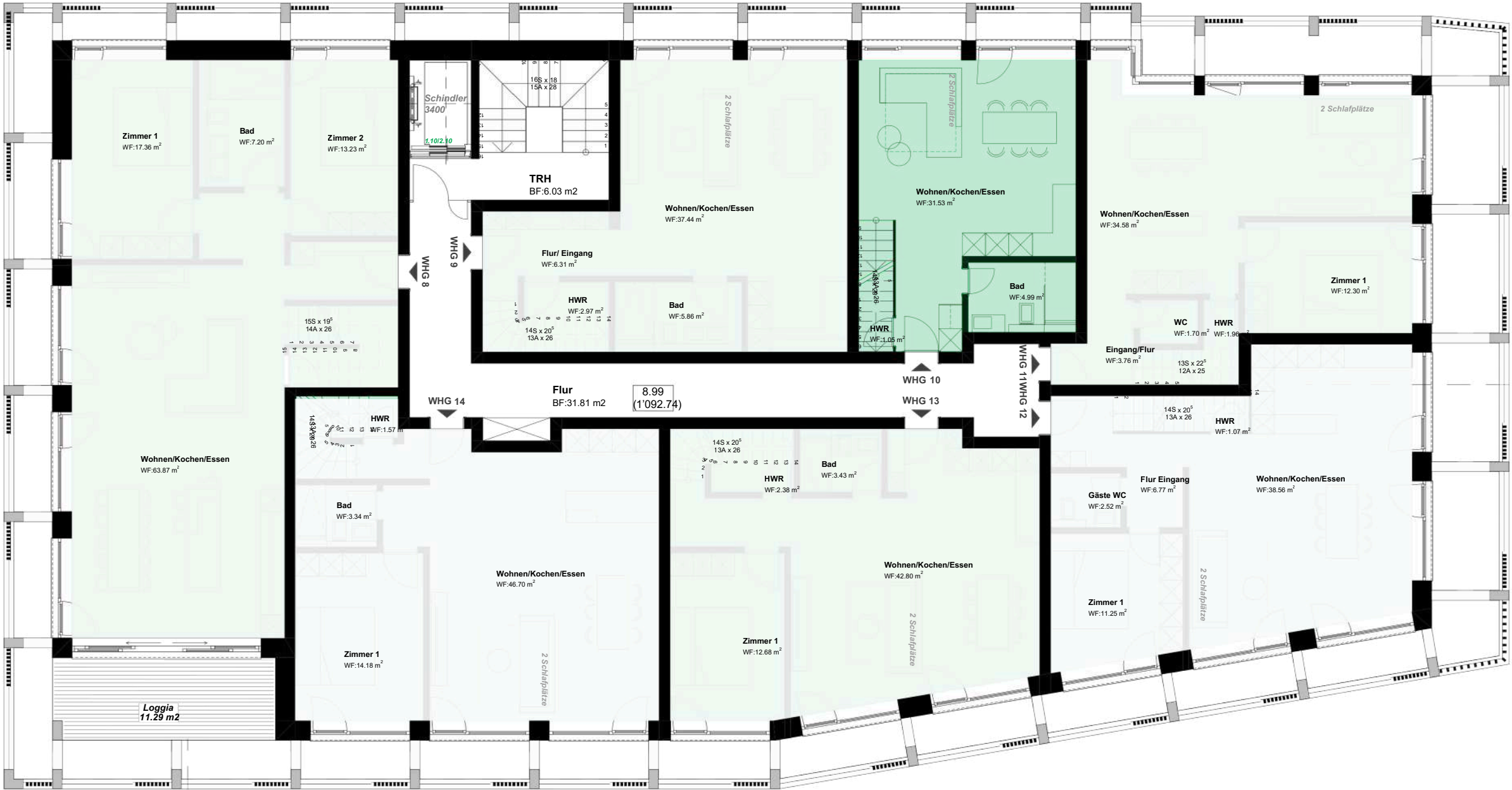
Location: 4. OG
Living Area 3rd Floor: 53m²
Living Area 4th Floor: 34m²
Total Living Area: 87m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

2.5-room
Duplex Apartment 10

Location: 3. OG
Living Area 3rd Floor: 38m²
Living Area 4th Floor: 20m²
Total Living Area: 58m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

2.5-room
Duplex Apartment 10

4. OG
38m²
20m²
58m²

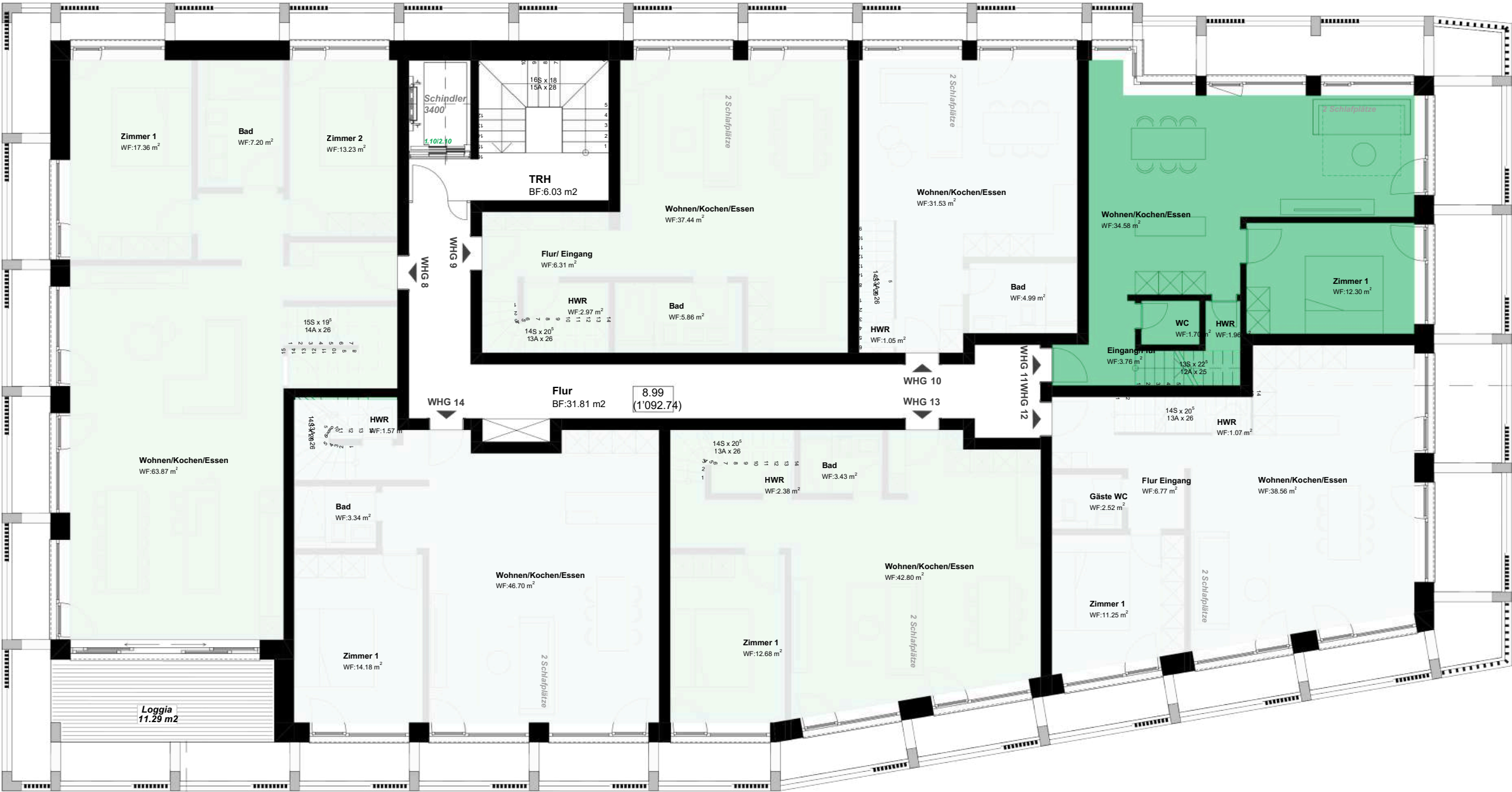


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Buy to Use & Let

3.5-room
Duplex Apartment 11

Location: 3. OG
Living Area 3rd Floor: 54m²
Living Area 4th Floor: 29m²
Total Living Area: 83m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.



Buy to Use & Let

3.5-room
Duplex Apartment 11

Location: 4. OG
Living Area 3rd Floor: 54m²
Living Area 4th Floor: 29m²
Total Living Area: 83m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.



Buy to Use & Let

3.5-room
Duplex Apartment 12

Location: 3. OG
Living Area 3rd Floor: 59m²
Living Area 4th Floor: 31m²
Total Living Area: 90m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

3.5-room Duplex Apartment 12

Location: 4. OG
Living Area 3rd Floor: 59m²
Living Area 4th Floor: 31m²
Total Living Area: 90m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.

Buy to Use & Let

3.5-room Duplex Apartment 13

Location: 3. OG
Living Area 3rd Floor: 59m²
Living Area 4th Floor: 36m²
Total Living Area: 95m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.



3.5-room Duplex Apartment 13

4. OG



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Buy to Use & Let

3.5-room Duplex Apartment 14

Location: 3. OG
Living Area 3rd Floor: 64m²
Living Area 4th Floor: 43m²
Total Living Area: 107m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.



Buy to Use & Let

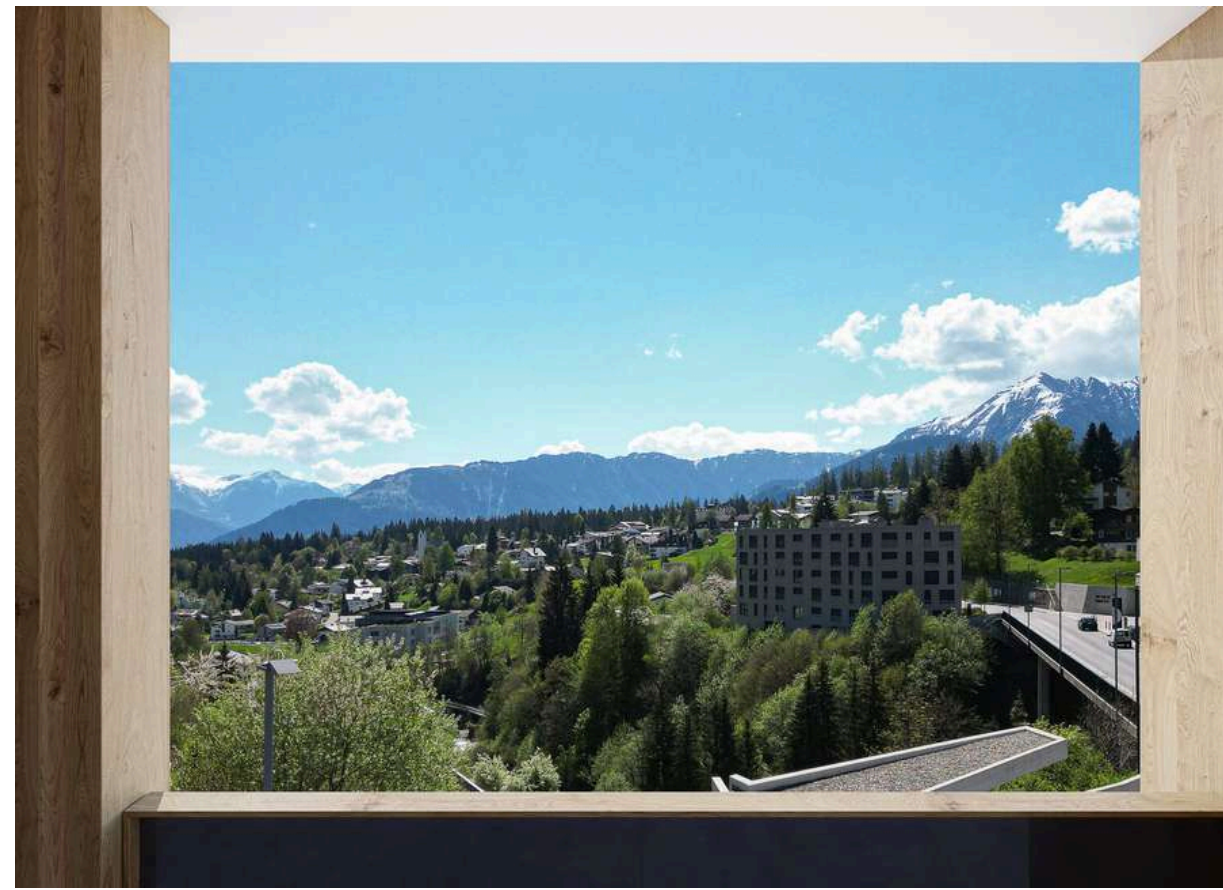
3.5-room
Duplex Apartment 14

Location: 4. OG
Living Area 3rd Floor: 64m²
Living Area 4th Floor: 43m²
Total Living Area: 107m²



Disclaimer: Dimensions and layouts are approximate and may differ slightly from the illustrations provided.





Design & Materials in Tune with the Alps.



Plasterwork 1st Floor to Attic

Shade: 9001 Cream White



Rough 1

Texture: Rough 10 – scratch plaster with non-directional structure

+



2.Texture Fine 40 Defined

Effect: Fine 40 texture – refined top coat with a defined finish, applied by stencil

=



Surroundings



Porphyry stone paving
Extended paving in front of the ground floor and underground garage entrance, matching the existing surface



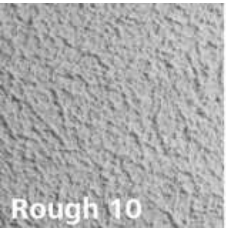
Asphalt



Paved Terrace, 1st Floor – Hotel Entrance Access

Plasterwork Ground Floor


Shade: 7045 Telegrey



Rough 10

Texture: Rough 10 – coarse plaster finish with a 5 mm rolled structure


+



Granulate 30 Total

Effect: Granulate 30 Total – reflective glass granules embedded in the surface coating

=



Balustrades

Photovoltaics



Southeast and Southwest Façade

Glass



Northeast and Northwest Façade

Sheet Metal

Copper (pre-weathered)



Gutters, Metalwork, and Dormers


Windows / Doors

Wood-aluminium, RAL 1014




Roof

Photovoltaics



Arres 3.1 Premium / SUNAGE Custom photovoltaic panels



Wooden Façade

Glued-laminated spruce wood, glazed finish



We look forward to hearing from you!

Whether you are looking for a holiday apartment for yourself or a high-yield investment property – we support you personally from the very first inquiry through to the handover of keys. Arrange your individual consultation today and secure your preferred unit.



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Purchase Commitment Form – Sulai Flims, Via Nova 72, 7017 Flims

Name: _____

First name: _____

Address: _____

Telephone number: _____

Email: _____

Hereby, the following purchase commitment is made / Note:

(Designation of the apartment as per price list, e.g., Apartment 1)

1st Priority: _____

2nd Priority: _____

3rd Priority: _____

Underground parking space: Yes / No Please circle the desired one

General remarks and (optional) additional personal details (e.g., family, couple, single person, investment property, etc.):

Place, date: _____

Signature(s): _____

Please send the signed form by email (scan) to the following address:

vermarktung@swiss-pm.ch

Disclaimer / Legal Notices

This purchase commitment serves solely as a non-binding expression of intent by the purchasing party. Signing this purchase commitment does not create any claim to the conclusion of a purchase contract nor to the acquisition of a specific unit. A legally binding agreement arises only upon execution of the notarized deed of sale before the competent notary public.

Date and time of receipt: _____

(Please leave blank, to be completed by Swiss Property Management AG.)

Swiss Property Management AG
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Telefon 041 555 97 14
Email: vermarktung@swiss-pm.ch

sulaiflims.ch