



# NEW HOMES & CONDOS

FRIDAY, JUNE 26 & SUNDAY, JUNE 28, 2015

## NEW HOMES & CONDOS

# Be part of Canada Day celebrations!



### HUGH HERON ON-SITE INSIGHT

If you call Canada home, you have a lot to celebrate! July 1st is just around the corner, and it's an amazing time to do just that.

I love Canada Day each year when the Greater Toronto Area comes alive with municipal celebrations, family get-togethers, food, fun and fireworks.

How privileged we are to enjoy the company of people from all walks of life, ethnicities and cultures.

Seeing residents gather to pay tribute to something they share — living in the greatest country in the world — is heart-warming.

Yes, I am saying once again Canada is the greatest country in the world, and I'll continue to shout it from the rooftops.

Toronto and the GTA continually receive top marks for

quality of life and internationally renowned places to do business. And, why not?

One of our greatest attributes is the fact that we are relatively safe compared to many countries across the rest of the globe.

There are families who come here to revel in that kind of security for their multiple generations. They also know that if they work hard, they can improve their station in life.

We have a fantastic education system and training opportunities, so the possibilities are varied and exciting.

As we start down the path to a federal election this fall, remember that another big draw to Canada is the fact that we CAN elect our government officials.

There are many countries

where people do not enjoy the privilege of taking part in elections — and trust me, immigrants who become citizens take this responsibility seriously.

Canadians have a lot to learn from immigrants, as long-time citizens often take for granted the lifestyle luxuries we indulge in on a daily basis.

Canada is not perfect, but I am proud of the fact that we embrace the differences in people rather than punishing them.

I admire the work ethic that drives the Canadian dream. I've been involved in the home building industry for four decades, I've seen it all — booms, recessions and everything in between.

We continually come out of the low periods strong, and often stronger, and it's because of the indomitable spirit of our residents.

There will always be doom-and-gloomers, but when you put things into perspective, they are usually wrong.

As I say time and again, although there can be outside forces beyond our control, essentially WE make the

economy. Just think back to the 1980s, when "experts" warned us we'd never see single-digit interest rates in Canada again.

Never underestimate the power we have individually and collectively to make a difference in this country and turn things around.

For example, people continue to buy new homes across the Greater Toronto Area, which is solid proof of our underlying optimism.

When you consider the billions of dollars generated from all sectors of the new home construction industry, this injection of funds contributes greatly to Canada's gross domestic product.

Then think of the property taxes and income taxes paid to all levels of government during the stages of home construction. The money helps to support numerous elements that contribute to our high quality of life. Each and every person who works hard and displays good citizenship is an important part of our social and economic health.

Superb education, multi-faceted recreation facilities, inspired cultural venues, a

proud heritage, overall safety, world-class entertainment, internationally renowned health care, a strong economy, joyful multiculturalism, a growing social infrastructure ... we have it all right here in our own backyard!

Whatever your background or country of origin, when July 1st rolls around, find some Canada Day celebrations nearby.

Get to know more of your neighbours, hoot and cheer

with your old and new friends, and when the fireworks light up the sky, think about the dazzling life you enjoy here in the greatest country in the world!

— Hugh Heron is Principal and Partner in the Heron Group of Companies, President of Heathwood Homes, Chair of The Mikey Network and has served with a number of industry groups and associations including CMHC and OHBA.



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