


NEW HOMES & CONDOS

New home buyers get more for their money



HUGH HERON

ON-SITE INSIGHT

New home prices in the Greater Toronto Area may have reached record highs but so has the value in these excellent residences.

This is another example of what I always say — to place aspects of the market in their proper perspective.

Competitiveness among new home builders and developers is alive and well across the GTA, and as a result, we know we have to come through with our A-game to attract buyers.

Purchasers benefit from receiving the best-built homes ever, with features and fin-

ishes home buyers around the world envy.

Ontario Building Code alone ensures a high level of quality, and many builders go above and beyond Code to provide added value.

The market is driven by consumer desires, and with today's prices, consumers demand a lot. We do our market research, and we come through with the appointments that are meaningful to those who will choose to live in our communities.

As a matter of fact, since I came to Canada and started building new homes in 1967,

the industry has focused on making sure we satisfy our markets.

Today, the attention to detail is amazing. For example, Heathwood Homes and Andrin Homes will soon offer Country Lane, the first master-planned community in Whitby in 10 years.

The homes range in price from \$800,000 to over \$1 million and in size from 2,200 to 3,800 square feet. Thousands of interested people have registered, so we know the demand is there, and we understand those who buy will expect excellence.

We also know we have to supply a high level of standard features and finishes to satisfy their needs, as well as layouts that do the same. In keeping with the way families live nowadays, the designs are contemporary and transitional, with both open-concept and private areas.

Among the features are

10-foot ceilings on the main floor and 9 feet on the second floor, plus a free-standing tub in the master ensuite.

By including 8-foot front entry doors, we create a real sense of grandeur, which is appropriate for homes of this caliber.

We are also including rough-ins for future solar panels and the grey water system, a provision for LED lighting in the pot lights on the main floor, and rough-ins for electric cars in the garage.

In the end, purchasers will get a lot for their money, including future-ready provisions that will make their homes desirable for many years to come.

Heathwood and Andrin are not alone in this commitment to offer new home buyers an exceptional product. Many new home builders include the most advanced wiring, outstanding environmentally friendly elements, innovative designs and more.

Condo developers have gone above and beyond to innovate so that even the most compact of suites is beautiful and functional.

Remember, too, that new home value encompasses potential future resale value. Homes across Toronto and the GTA will always be in demand.

We have 100,000 immigrants settling here each year, because we live in one of the safest places in the world. Our quality of life is looked upon as the best globally.

It's a matter of pure business sense to offer consumers what they want. Builders and developers face challenges such as land shortages and increasing labour and materials costs but we take steps to make homes as affordably priced as we can.

There's an old saying that you get what you pay for. When it comes to new homes, that's true — especially in the

GTA.

Historically, it has been proven that owning real estate is one of the best investments you can make.

As high as new home prices seem, look at the big picture and realize that you can still purchase homes here for far less than the equivalent residences in major cities such as New York, Chicago and Vancouver.

The time to get into the market or move up is now, before prices and mortgage interest rates rise again.

— Hugh Heron is Principal and Partner in the Heron Group of Companies, President of Heathwood Homes and Chair of The Mikey Network, as well as a former Member of the Board of Directors of CMHC, and a Past President of the Toronto Home Builders' Association and the Ontario Home Builders' Association.



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GIVING BACK TO THE COMMUNITY WITH HEART

In 2003, the Heron Group and Heathwood Homes established the Mikey Network to honour the memory of former partner Mike Salem, who experienced sudden cardiac arrest (SCA) and died on a golf course in 2002. This non-profit charitable organization promotes heart-healthy living and places public-access defibrillators called Mikeys in high-risk public places. In Mike Salem's name, the network works with community partners to offer a second chance at life to people of all ages who experienced SCA. To support this worthy cause, visit www.mikeynetwork.com



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