

on the market

There have been 61 new site openings in the first seven months of 2019 compared to 38 in the first seven months of 2018. This can be attributed to growing demand and new home types in different locations at attractive prices.

Improved community revitalization is happening at a quicker pace as evident in two new site openings in Scarborough by Insoho Developments and Core Developments.

Land plots subject to outdated zoning laws are being re-zoned to allow more “missing middle” housing which is essential for increasing the necessary supply to meet demand and keep prices affordable.

Examples of notable sites are We26 in Scarborough by Insoho Developments; Clonmore Urban Towns in Scarborough by Core Developments; Marquette in Toronto by Bedrock and Lindvest Homes; Cornell Markham by Ballantry Homes; Caledon Estates by Beaverhall Homes; and, Abbeys on the Sixteenth by Bucci Homes.



Toronto
Marquette
Bedrock and Lindvest Homes

Prices range from \$1,389,000 to \$1,750,000 for 2,371 to 2,968 sq. ft. semi-detached homes
www.lindvest.com



Markham
Cornell
Ballantry Homes

Prices range from \$856,900 to \$989,900 for 2,369 to 3,061 sq. ft. freehold townhomes



Caledon
Caledon Estates
Beaverhall Homes

Prices range from \$1,635,000 to \$3,100,000 for 2,259 to 7,119 sq. ft. detached homes
www.beaverhall.com



Milton
Abbeys on the Sixteenth
Bucci Homes

Prices range from \$498,990 to \$784,990 for 1,340 to 1,900 sq. ft. freehold townhomes



Scarborough
We26

Insoho Developments

Prices range from \$1,020,000 to \$1,295,000 for 2,060 to 2,366 sq. ft.

Detached homes on 17' to 41' lots



Scarborough
Clonmore Urban Towns
Core Developments

Prices range from \$449,900 to \$1,109,000 for 800 to 1,700 sq. ft. freehold townhomes
www.clonmore-urbantowns.com

Use behavioural economics to boost the skilled trades



RICHARD LYALL
RESCON

Ontario must eliminate the barriers to the skilled trades which prevent young people from making the leap into satisfying, high-paying careers earlier in their lives.

Let's face it: the average age of an apprentice should be a lot younger than 27. The province's construction industry is facing labour supply issues across a wide spectrum of trades.

According to construction industry researchers BuildForce Canada, more than 90,000 workers are expected to retire in the coming decade — that's 21.5% of the construction labour force.

As those retirements roll out, construction activity is expected to increase, meaning about 104,000 workers will be needed in the next 10 years, BuildForce says.

That's why RESCON commissioned a report to provide a road map to improve the recruitment of young workers.

A *Behavioural Economics Approach to Recruitment in Skilled Construction Trades* finds that providing young people with better information and timely career information leads to improved decisions.

These important choices become easier if information is EAST — easy, attractive, social and timely (EAST). These techniques include experiential learning opportunities such as tours of construction sites, and educating the students' influencers — including teachers, guidance counsellors, parents and industry.

But in order to get positive results, influencers must learn how to make that career information accessible. If these approaches are used by influencers, the study shows



that an increasing number of young people will consider entering the skilled trades.

One effective way of dealing with this issue is through the creation of a “third wall” of career options in guidance counselling offices. The first and second wall already exist: the first wall in guidance offices explains options for universities; the second provides options for colleges; the third would explain choices for the skilled trades.

However, the Ministry of Education, school boards and the guidance offices would have to dedicate equal resources to the skilled trades as the other two in order for this to be successful.

We must also embrace social media and technology so that we are communicating with young, bright minds in the way that they expect. Many of the online resources about Ontario construction must be updated, improved and made mobile friendly.

In addition, the report says employers, government and labour need to team up to improve the perception of skilled trades jobs among young people, parents and educators.

Frankly, I strongly believe,

influencers must become better informed about the benefits of construction careers, which are lucrative and highly satisfying, so that we can continue to tell the stories of young people thriving in this industry.

The report was launched earlier this year along with another report by Job Talks Canada, *Retaining Employees in the Skilled Trades*, and a video series profiling 50 construction professionals, including a concrete and drain specialist, an excavator operator, site supervisor and mobile crane operator. Learn more about these amazing careers by viewing the videos at www.jobtalksconstruction.ca.

Ontario's future economic growth is dependent on our ability to build housing, infrastructure and transit. Without a skilled workforce in construction, Ontario will not live up to its economic potential. We can't let that happen.

Richard Lyall, president of RESCON, has represented the building industry in Ontario since 1991. Contact him @RESCONprez or at media @rescon.com.

 **POSTMEDIA**



PUBLISHED BY THE TORONTO SUN
365 BLOOR STREET EAST,
TORONTO, ONT., M4W 3L4

Information provided by Trimart Research Corporation. Prices and features subject to change. For more information or to list a new site opening, contact Trimart Corporation at admin@trimart.ca.



■ DIRECTOR MEDIA SALES - TORONTO LOCAL DAVID BATTERSBY
■ ADVERTISING KAREN WHYTE,
KLWHYTE@POSTMEDIA.COM 647-537-6428

■ EDITOR MARTIN SLOFSTRA,
MSLOFSTRA@POSTMEDIA.COM
■ ART DIRECTOR LORI MORRISON