

# on the market

New growth communities continue to have frequent sales with pent up demand still evident. Communities such as Pickering, Markham, Barrie and Woodbridge are experiencing accelerated growth with new releases from the GTA's top builders such as Mattamy Homes, Treasure Hill Homes, Great Gulf Homes and Fernbrook Homes.

Inventory in mature, higher priced areas such as Oakville, Mississauga, Burlington and Thornhill continue to have lower sales due to availability of land issues. New high-rise projects are coming to market in greater numbers than 2020 which was a relatively slow year for new high-rise releases.

Approval time, rising costs of materials such as lumber, iron, labor and land costs plus access to transportation hubs are the main factors affecting inventory supply.

More investment and immigration, plus domestic economic growth will continue to drive the new home industry sales throughout the year. Resilience has been shown through government lockdowns and pandemic restrictions.

The Ontario housing industry will continue to provide sales in large high volume communities.



## Kleinburg Urban Green Kleinburg Pine Valley Estates

Prices range from \$999,900 to \$1,254,900 for 1,813 sq. ft. to 2,804 sq. ft.  
Townhomes  
www.urbangreentowns.com



## Richmond Hill Duchess of Oxford A1 Developments

Prices range from \$1,598,000 to \$2,580,000 for 2,393 sq. ft. to 6,246 sq. ft.  
Semis plus detached homes on 50' lots  
https://a1developments.ca



## Richmond Hill High Point Urban Towns Laurier Homes

Prices range from \$724,900 to \$898,900 for 1,072 sq. ft. to 1,512 sq. ft.  
Townhomes  
www.laurierhomes.com



## East Gwillimbury Creekside at Sharon Village Sundial Homes

Prices range from \$1,279,990 to \$1,841,990 for 1,941 sq. ft. to 5,106 sq. ft.  
Detached homes on 40', 42' and 50' lots  
www.sundialhomes.com/creekside



## Kleinburg Kleinburg Crown Sky Homes

Prices range from \$2,399,990 to \$3,699,990 for 3,452 sq. ft. to 7,610 sq. ft.  
Detached homes on 70' lots  
www.skyhomes.ca

# Provincial government is stepping up, feds must too



RICHARD LYALL  
RESCON

Ontario has stepped up to the plate with a substantial financial commitment to keep workers safe and move ahead with important initiatives to attract more people to the trades. Now it is time for the feds to follow through.

The province pledged a \$1.4-billion investment for personal protective equipment (PPE) in its recent budget to help ensure that supply is sustained throughout the COVID-19 pandemic. While more Ontarians are now being vaccinated, COVID-19 remains a priority. We were pleased to see funding for rapid testing and contact tracing, as it will help mitigate the spread of COVID-19 in workplaces and on jobsites.

We also applaud the move to add construction to the second group of essential workers for phase two of Ontario's COVID-19 vaccination rollout as this will further accelerate our economic recovery.

The government, meanwhile, continues to focus on providing opportunities for

youth through its Skilled Trades Strategy.

We are at risk of running out of qualified skilled trades down the road because of the number of baby boomers set to retire. By 2030, 116,200 construction workers will be needed to offset these retirements.

Many youth and young job seekers have been impacted by the pandemic, so we were pleased to see the proposal for an Ontario Jobs Training Tax Credit which would offset training costs up to \$2,000 for individuals.

The province is also providing additional funds for experiential learning programs for youth interested in the skilled trades. Seventy-five new programs were announced to provide opportunities for Grade 11 and 12 students to develop job-ready skills and explore opportunities in the trades.

We are hopeful that the feds will do their part in the upcoming budget expected to be tabled on April 19. Residential builders have called on the federal government to ensure that Canada receive more COVID-19 vaccines at a faster rate, and that PPE supply chains be maintained throughout the remainder of

the pandemic so that there is an abundant supply for all Canadians, including construction workers.

To boost the supply of trades, we have requested that the federal government significantly increase the allocation number for Ontario's Immigrant Nominee Program to allow the province flexibility to recruit for specific skilled trades occupations.

We also want the feds to introduce a "trusted employer program" within the Temporary Foreign Workers Program that would reward compliant businesses with a streamlined process to hire workers.

Meanwhile, harmonization of the skilled trades in the Red Seal program must continue to allow for greater interprovincial mobility. It is imperative that the feds build on the groundwork of the provincial budget.

The construction industry represents six per cent of Canada's GDP. These initiatives are critical to the post-pandemic recovery of our country and our long-term future.

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

# Canadians renovate to enjoy, not just for ROI

## MARTIN SLOFSTRA

More than half of Canadians renovated their home last year for personal/non-ROI purposes, with three-in-ten (29 per cent) choosing to renovate for non-essential "lifestyle" reasons, such as recreation-inspired projects, a RE/MAX 2021 Renovation Investment Report has found.

A Leger survey conducted on behalf of RE/MAX Canada found lifestyle impact to be the top reason for renovating during the course of the pandemic, ahead of motives such as making essential renovations to accommodate life in lockdown (17 per cent), or to increase the value of the home with the intention of selling in the next one to three years (16 per cent).

Despite the trend of home renovations for personal use and enjoyment, 59 per cent of Canadians still said they always consider the return on investment that a renovation will have on their home's overall market value.

"The notion of the home as an investment continues to be an important consideration for Canadian homeowners; however, they clearly value the home for what it is meant to be: a place to live and enjoy spending time," says Elton Ash, Regional Executive Vice President, RE/MAX of Western Canada.

A lack of inventory is expected to be a continuing factor in the spring housing market, with a spike in demand for single-family dwellings.

With this in mind, nearly one year after the start of cross-country lockdowns, Canadians are still making renovation decisions based on pandemic living, with over half (55 per cent) of survey respondents stating that they have already done or would like to do a home renovation within the next year.

Of this group, 35 per cent say they would opt for minor renovations, such as painting. RE/MAX brokers also identified fresh paint and landscaping as two upgrades that yield a high ROI, despite being low-budget and minor in nature.

Nearly half (47 per cent) of Canadians said they would want to keep their home improvement budget below \$10,000, even if the guaranteed ROI was at least 10 per cent. Three-in-ten Canadians (31 per cent) would bump up their spending from \$10,000 to just under \$50,000, and only four per cent would consider spending more than \$50,000.