

# onthemarket

The low-rise new home market continues to have strong sales heading into the winter months. Pent-up demand has been evident with October's 2020 sales up 68% compared to October 2019.

Builders are releasing more homes for sale on short notice. More new homes available for sale will have a positive effect on inventory supply and keep price increases moderate thereby aiding in overall affordability.

Cities such as Brampton, Barrie, Milton, Oakville, Oshawa and Whitby continue to have strong new home sales and are hot spots for future growth. The mid-rise condominium market is taking off and offering a housing solution to the "missing middle".

Watch for new releases from builders such as Mattamy, Treasure Hill, Great Gulf, Fernbrook, Opus and Deco, Fieldgate, Paradise, Arista, Lindvest and Primont in the near future.



## Lindsay Sugarwood Kingsmen Homes

Prices range from \$340,000 to \$670,000 for 1,300 sq. ft. to 3,200 sq. ft.  
Townhomes plus detached homes on 37' and 42' lots  
[www.thekingsmen.ca/sugarwood](http://www.thekingsmen.ca/sugarwood)



## Richmond Hill Richmond Green Conservatory Group

Prices range from \$1,049,990 to \$1,844,990 for 1,866 sq. ft. to 4,229 sq. ft.  
Townhomes plus detached homes on 30' and 36' lots  
[www.conservatorygroup.ca](http://www.conservatorygroup.ca)



## Thornhill Thornhill Trails Remington Group Homes

Prices range from \$1,050,390 to \$1,111,990 for 2,009 sq. ft. to 2,068 sq. ft.  
Townhomes  
[www.remingtongroupinc/thornhill-trails](http://www.remingtongroupinc/thornhill-trails)



## Brampton Spring Valley Tiffany Park Homes

Prices range from \$1,339,990 to \$1,709,990 for 2,571 sq. ft. to 3,564 sq. ft.  
Detached homes on 40' and 45' lots  
[www.tiffanyparkhomes.com/communities/spring-valley](http://www.tiffanyparkhomes.com/communities/spring-valley)



## Oakville Westham Park Fernbrook Homes

Prices range from \$1,999,990 to \$2,574,990 for 3,484 sq. ft. to 5,505 sq. ft.  
Detached homes on 60' lots  
[www.fernbrookhomes.com/westham-park](http://www.fernbrookhomes.com/westham-park)

# A clear conflict of interest

## Building codes can not or should not favour any commercial products or programs



RICHARD LYALL  
RESCON

Builders in Ontario can't keep up with housing demands in many market segments. It is therefore critical to ensure efficient construction standards and practices remain in place so builds can continue.

A proposal to align the National Building Code (NBC) with the EnerGuide Rating System (ERS), however, threatens to upset the apple cart.

Going down that path is ill-advised as it will only give the impression that there is an inherent bias towards a single, commercially branded proprietary program.

Building codes are not intended to support or favour any commercial products or programs. The change being proposed is a clear conflict of interest and, if it moves forward, would only hinder builder choice.

From the outset, ERS was intended to be a voluntary home rating program administered by Natural Resources Canada (NRCAN), and as such, it uses a proprietary format and rating scheme.

There are numerous home label programs and energy rating systems in Canada, the U.S. and beyond, so aligning the NBC with the ERS is just plain wrong.

The justification or explanation for aligning the NBC with EnerGuide and HOT2000 is that it will ensure industry, and the provinces and territories continue to benefit from ERS tools. However, it is actually the other way around in that the ERS is commercially benefiting from NBC alignment.

Our concern is that the NBC is sending out signals to municipalities that it endorses ERS. As a result, municipalities may mandate compliance with Energy Star or ERS through the development approvals process, an already common problem in GTA municipalities we refer to as municipal overreach.

The result is that a so called "voluntary" program essentially becomes mandated at a municipal level. The proposal, could lead to rising construction costs for builders and ultimately lead to higher prices for new homes.

A building code is intended to regulate construction standards and technical requirements, not provide alignment or to simplify com-

pliance with a single commercial program.

It would make more sense to outline relevant home label programs and energy rating systems using performance path and energy modelling, facilitating an unbiased approach.

We have raised our concerns through the formal public consultation process and the matter was discussed at the Standing Committee for Energy Efficiency (SCEE). However, members of the SCEE did not share our viewpoint.

It is our opinion that the composition and professional roles of many SCEE members may skew their perspective on certain proposed changes and they therefore have a conflict of interest. Because of this, we feel the SCEE has failed to adequately evaluate the result of this proposed change.

We intend to file a formal complaint with the Competition Bureau Canada if this matter is not revisited. Our sincere hope, however, is that the matter can be resolved before it gets to that stage.

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

# Keep your emotions in check



NICOLE ATTIAS  
IN CLOSING

When making any big purchase it is wise to recognize your own and other people's non-verbal cues. Do not give your cards away when making such a major decision.

Some people articulate their ideas extremely well. But when it comes to feelings, however, they have no filter.

When purchasing a home, feelings win, and it might be wise to take a step back and control your emotions.

Emotional intelligence (also known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways..

Getting a better handle on your own feelings will help you make better decisions. Here's how:

- 1. Develop your own level of self-awareness.** Pay attention to the feelings of others, and you will become more aware of your own. How do you behave when excited, overwhelmed or fearful? Now take notice of how others do the same. Practice toning down your gestures, eye contact and body movements when overly enthusiastic during an open house, or any situation that leaves you vulnerable.
- 2. Pay attention to your interactions with others.** During a showing, is your realtor facing you, mirroring you and engaged? Are they distracted with others? What behaviors are they demon-

strating? Are the two of you engaged in conversation? Pay attention to your internal feelings, not thoughts.

- 3. Notice your own stressors.** Match and mirror what others do during conversations. Be empathetic. Take the time to read their feelings as they share important information, such as costs. The right salesperson will offer details in a calm manner and lead you down the right path. Follow how you feel every step of the way. If something feels fishy, challenge it.

The biggest cue for understanding others is you. Trust your gut.

**Do you have a question about the home buying process? Connect with Nicole at [nicole@prospect2win.com](mailto:nicole@prospect2win.com), on LinkedIn or visit [www.prospect2win.com](http://www.prospect2win.com).**