

# on the market

The low-rise new home market achieved 1700 sales in September and is launching new releases on a regular basis.

The top three selling sites for last month are: Symphony Towns by Marlin Spring; Neighborhoods of Mount Pleasant by Townwood Homes; and, Neighborhoods of Mount Pleasant by Rosehaven Homes.

New growth communities continue to offer an affordability advantage and the mid-sized townhome and detached home market is performing well.

Trimart's top three selling cities year-to-date are: Brampton with 1,232 sales; Barrie with 997 sales; and Milton with 855 sales.

Trimart's top 10 builders are as follows: 1. Mattamy Homes; 2. Treasure Hill Homes; 3. Minto Homes; 4. Great Gulf Homes; 5. Kingsmen Homes; 6. Pace Developments; 7. Pratt Homes; 8. Rosehaven Homes; 9. Townwood Homes; 10. Marlin Spring.

For more information call Trimart at 905-820-6711.



## Woodstock Havelock Corners Kingsmen Homes

Prices range from \$544,900 to \$669,900 for 1,735 sq. ft. to 2,375 sq. ft.  
Townhomes  
<http://thekingsmen.ca>



## Oshawa Breeze Phase 3 Midhaven Homes

Prices range from \$704,900 to \$834,900 for 1,290 sq. ft. to 2,228 sq. ft.  
Detached homes on 30' and 40' lots  
[www.midhavenhomes.com](http://www.midhavenhomes.com)

## Correction

In the On the Market feature published in the Toronto Sun Home and Decor section of October 10, 2020, page 8, we mistakenly ran and repeated the images from the previous week (October 3, 2020 issue). Note that all builder information



## Barrie Bear Creek Ridge Bradley Homes

Prices range from \$815,000 to \$880,000 for 2,342 sq. ft. to 3,151 sq. ft.  
Detached homes on 45' lots  
[www.bradleyhomes.ca](http://www.bradleyhomes.ca)



## Bradford Horizon Lormel Homes

Prices range from \$803,990 to \$928,990 for 2,030 sq. ft. to 3,240 sq. ft.  
Detached homes on 30' and 38' lots  
<http://lormelhomes.com>



## Maple The Arthur Treasure Hill Homes

Prices range from \$929,900 to \$1,039,900 for 1,707 sq. ft. to 1,872 sq. ft.  
Townhomes  
[www.treasurehill.com](http://www.treasurehill.com)

including location, name of site, square footage and pricing that normally runs as part of the feature is correct.

We regret and truly apologize for any inconvenience caused by our error.

## Low inventory of new homes should concern us all



MARTIN SLOFSTRA  
EDITOR'S  
NOTE

Of all the numbers associated with the real estate and new home construction sectors, there is one number that should concern us the most.

And that is the current level of new home inventory, a shockingly low 1,542 new low-rise homes, as calculated by market research firm Trimart Research Corp. (which supplies the On the Market feature that appears weekly on this page.)

The inventory applies to what it calls its Total Market Area which is bordered by Waterdown in the west, Newcastle in the east and Barrie in the north.

Concerning also is how this number continues to decrease from the July level which was at 2,258, down to 2020 in August and at 1673 in September.

(Worth noting also are the regional variances, the North

has the largest share at 46.4%, or a total of 716 available homes, the West has 27.6% of available homes, the East with 17.1% of available homes and Central with only 3.0% of total new home inventory.

To some extent, the pandemic is to blame as it has slowed down construction across the province. Industry estimates put new home construction at 75 per cent of capacity due primarily to worker distancing and other safety protocols now in place.

Long-time industry observer and Trimart CEO Lloyd Martin suggests a healthy level of inventory to be no less than 5,000, which he says is closer to the norm for Toronto and area as established over the last number of years, and in line with a healthy supply and demand situation.

And we all know what happens when supply is down, prices go up and affordability suffers.

Also concerning, the new home inventory shortage comes at a time when buyers

look to their homes as a place of comfort more than ever before.

According to a just released report from PwC Canada and ULI called *Emerging Trends in Real Estate*, Canadians are looking to suburban areas as a viable alternative away from major cities like Toronto given the affordability issues and the on-going pandemic.

As more people work from home and look for more affordable housing outside dense cities, there is a stronger demand for environments that combine live, work and play elements.

With remote working making it possible for more people to live in the suburbs, the report expects the trend to pick up across Canada, not just larger city centres but smaller cities too.

Other cities like Ottawa are also looking into the 15-minute city which allows urban residents to meet their daily needs, such as a trip to the grocery store or school, within 15 minutes of their home either by walking or cycling.

The report expects the migration trend away from bigger cities to smaller centres to pick up but there's a problem if new home inventory levels can't keep up.

## Combining forces to combat racism



RICHARD LYALL  
RESCON

RESCON and 20 of our partners have joined forces and launched a roundtable that will work to address racism in the construction industry. We are determined to be at the forefront of this fight.

I am especially proud of the fact that our industry decided to address this issue. We have acknowledged that racism exists in construction and are taking action to address it. We have an incredibly diverse, multi-racial and multi-cultural industry that welcomes all creeds, and we will not tolerate any racist behaviour.

Racist acts that happened in summertime on construction sites were incredibly disturbing and not something we associate with our community. The despicable acts were aimed particularly at the Black community.

I know that our industry, workforce and members of the roundtable were appalled at the incidents and believe they were acts of cowardice

that have no place in our society. While the incidents in no way exemplify the more than 400,000 people who work in Ontario's construction industry, they did expose a serious problem. We knew something had to be done.

RESCON has already taken concrete action on the issue. Prior to forming the roundtable, we held a webinar on the issue and initiated a Construction Against Racism Everywhere campaign.

We produced hard hat stickers with the CARE logo and distributed them to employers. Workers are being encouraged to put them on their hard hats as a symbol of solidarity.

One goal of the CARE campaign is to raise awareness that racism is not acceptable in the construction industry. On social media, RESCON and supporters of the campaign can use the #RESCON-Care hashtag.

We then formed the roundtable to get everybody on the same page and take concrete action. The idea behind this initiative is to bring the industry together and have an honest conversation.

The roundtable includes employers, unions, employment agencies, educators, organizations representing various contractors, provincial and municipal governments, and the health and safety sector.

There is a broad cross-section of the industry on the roundtable and there are opportunities to grow the coalition. We realize this is a long-term effort and we need to bring more people into the fold.

The roundtable held its first meeting Oct. 15. Subcommittees are now being formed to deal with specific issues such as employer policies, regulations and legislative requirements, education and training, and marketing and communications. The roundtable will meet quarterly.

We realize there are no quick fixes here. But it is important to get the ball rolling. The roundtable is only the beginning of the process.

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