

on the market

The low-rise new home market is performing exceptionally well with large sales volumes in August. Treasure Hill Homes sold an impressive 450 homes across eight sites in August, and Great Gulf Homes and Mattamy Homes also had robust sales numbers.

New site openings are increasing with strong sales results including but not limited to Glen Abbey Encore Part Two (Fernbrook, Countrywide, Primont, Lindvest, Castleridge and Hallet Homes), Towndominiums by Rosehaven Homes, 50 Ann by Brookfield Residential, Twelve Oaks by Green City Developments, Ventura by Honeyfield Communities, Pathways by Countrywide Homes, Hello by Remington Homes and more. (For full list of sites and information contact Trimart at 905-820-6711)

Examples of notable sites are: Urban North Townhomes in Barrie by Pace Developments; Twelve Oaks in Richmond Hill by Green City Developments; Avant in Bolton by Treasure Hill Homes; 50 Ann in Bolton by Brookfield Residential; and, Glen Abbey Encore in Oakville by Countrywide Homes.



Barrie

Urban North Townhomes

Pace Developments
Prices range from \$519,990 to \$594,990 for 1,261 sq. ft. to 1,471 sq. ft.
Townhomes
<https://myurbannorth.ca>



Richmond Hill

Twelve Oaks
Green City Developments
Prices range from \$749,900 to \$1,069,900 for 1,306 sq. ft. to 2,132 sq. ft.
Townhomes
<https://twelveoakstowns.com>



Bolton

Avant

Treasure Hill Homes
Prices range from \$799,900 to \$919,900 for 1,760 sq. ft. to 2,370 sq. ft.
Townhomes
www.treasurehill.com



Bolton

50 Ann
Brookfield Residential
Prices range from \$515,900 to \$879,900 for 730 sq. ft. to 1212 sq. ft.
Condominium suites
www.brookfieldresidential.com



Oakville

Glen Abbey Encore
Countrywide Homes
Prices range from \$1,639,990 to \$1,819,990 for 2,865 sq. ft. to 4,067 sq. ft.
Detached homes on 45' lots
<http://glenabbeyencore.com>



Opus Homes is making it easy for buyers to learn about their new homes with a program that uses QR codes to access educational videos on their tablets or smart phones.

Get to know your home



MARTIN SLOFSTRA
EDITOR'S
NOTE

In these pandemic times, we are turning to video perhaps more than ever, as we all adjust to the new norm.

One builder that is discovering the power of video is Opus Homes, which recently unveiled its Know Your Home program, a way for homeowners get to know the inner-work-

ings of their new home.

The neat little touchless program uses QR codes that home buyers can use to access videos on their smartphone anytime.

So, for example, if you have maintenance questions about your new furnace, water heater or humidifier or any other part of a new home, you need only scan the QR code sticker on those items, and instantly, up pops a video with answers from one of the knowledgeable experts of the the Opus team.

Extended construction hours are a necessary thing



RICHARD LYALL
RESCON

COVID-19 has transformed the way businesses work in Ontario. The construction industry is no exception.

We have changed our practices and adapted to ensure that we can keep up with the demand for much-needed housing in the GTA, all the while adhering to important health and safety guidelines.

At last check, the residential industry was running at 75 to 90 per cent productivity. There is room for improvement, however a big reason for the recovery has been an order extending construction hours that was announced by the provincial government back in April at the outset of the COVID outbreak.

The extended hours have enabled the industry to continue building essential infrastructure while ensuring workers can practice physical distancing on worksites.

Government brought in the order to allow the industry to continue to work 24 hours a day, seven days a week on new hospital builds, expansions and other essential projects like COVID-19 assessment centres. The order expires Oct 7, 2021. Residential is allowed to work from 6 a.m. to 10 p.m.

Builders are sensitive to community concerns, though. They often do less noisy work in the earlier hours and work with the community and neighbourhood associations in an effort to mitigate disruptions.

The provincial order has enabled the industry to accelerate construction of these important projects and allowed employers to take steps to protect workers.

There were many good reasons for extending construction work hours. Allowing construction to continue past regular hours gives worksite managers more flexibility to stagger shifts and limit the number of workers in one place on a site, such as at hoists.

It is imperative that the construction industry be allowed

This touchless educational program will be made available to all current and past new home buyers of Opus Homes.

Andrea DeGasperis-Ronco, principal of Opus Homes says she got the idea from a Dyson hair dryer she received as a gift — instructions for how to use it can be activated by scanning a QR code with a phone — and so she was inspired to use the same idea for new homes.

As for the Know Your Home videos, they are short, easy to digest and informative, I know as I tried it out myself.

Pandemic or not, expect to see greater use of video technology as builders connect with home buyers. "It's convenient, it's personal and makes it so easy," says DeGasperis-Reno, who uses videos to introduce herself to new homeowners because, as she points out, "I want them to know who I am."

And how effective is video? She offers another example. "Every time we sell a community or new home site, we would have a workshop for new buyers but it had to be cancelled because of the pandemic. Once we moved from an in-person meeting to video format, attendance went up from 55 to 95 per cent."

to continue to work beyond regular hours. There has been some pushback lately on the government's decision to extend the construction hours.

Toronto city council as well as some neighbourhood associations have called on the premier to roll-back the provincial order and restore the city's power to regulate noise on construction sites.

However, the situation must continue if we are going to get much-needed housing built in the GTA. Prior to COVID, we were already significantly under-producing on the amount of homes that are needed.

Ontario's construction industry, meanwhile, has acted responsibly and responded to the challenge by continuing with necessary builds. Now is not the right time to upset the apple cart.

Ninety-seven per cent of pre-construction projects were delayed by COVID-19, with 32 per cent delayed over six months. Although the industry has bounced back well from the pandemic impact, we still have work to do.

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

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.

