

onthemarket

Last month there were 313 active sites in the Total Market Area. These sites produced 1727 sales with an average of 5.5 sales per site.

New openings continue to gain high sales absorption due to the limited availability of new homes and strong demand fueled by an improving economy, newcomers bringing money to Canada and current owners moving up the home ladder.

Virtual sales continue to play a major role in the buying process but new sales offices are being built in many locations such as Joshua Creek Montage by Valery, Hallet and Primont Homes and Eagles Rest Estates by Fernbrook Homes selling Barrie lots from their North Oakville sales office.

Trimart's top 3 builders year-to-date are:

1. Mattamy Homes
2. Fernbrook Homes
3. Great Gulf Homes



Cityside Fieldgate Homes

Prices range from \$1,228,990 to \$1,638,990 for 1,249 sq. ft. to 3,411 sq. ft.
Detached homes on 36' and 40' lots
www.fieldgatehomes.com

Oakville



Glen Abbey Encore Countrywide Homes

Prices range from \$2,089,990 to \$2,309,990 for 2,632 sq. ft. to 3,706 sq. ft.
Detached homes on 42' lots
www.countrywidehomes.ca

Guelph



Royal Valley Phase 2 Country Green Homes

Prices range from \$764,900 to \$1,189,900 for 1,257 sq. ft. to 2,946 sq. ft.
Semi-detached homes plus detached homes on 40' lots
www.countrygreenhomes.com



Barrie

Soba Sunrise Homes

Prices range from \$699,000 to \$719,000 for 1,260 sq. ft. to 1,450 sq. ft.
Townhomes
<https://sobatowns.com>



Kleinburg McMichael Estates Treasure Hill Homes

Prices range from \$2,815,900 to \$3,848,900 for 4,077 sq. ft. to 5,661 sq. ft.
Detached homes on 60' and 70' lots
www.treasurehill.com

Stouffville

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.



Overhaul of development process will yield huge gains



RICHARD LYALL
RESCON

The City of Toronto is on a crucial crusade to dramatically overhaul how it handles and reviews development applications, something I feel will benefit our community of builders and new home buyers.

The initiative, known as Concept 2 Keys, or C2K, is radically transforming how planning and development applications are reviewed by modernizing organizational structures, processes, and technology.

RESCON is fully supportive of this bold initiative. A more efficient review system will have positive impacts in delivering housing at a faster pace while reducing costs to builders and, in turn, homebuyers.

The city began the C2K initiative in 2020 with an aim to accelerate the development review process and improve the experience of applicants and city staff. The city wants to remove obstacles that are slowing down the process and make the system more efficient with shorter turnaround times.

It's a big undertaking and involves rethinking and radically transforming the devel-

opment review process from the time a developer submits an application, to occupancy by a homeowner. As a result, C2K is being done in phases. This will permit the system to be tested and refined each step of the way.

Phase one involved prioritizing and expediting 21 affordable housing development projects, with more than 2,200 new units at or below market rent, and setting up a new application management function to oversee development applications.

Phase two was launched in June and is focused on application types beyond affordable housing in the Etobicoke-York geographic planning area. The intent of the second phase is to test the scalability of process and technology improvements in a typical development review environment.

The second phase will go on for quite some time yet and entails figuring out how to improve workflows and streamline the application process by implementing an online submission tool to be integrated with the city's existing backend technology. There are other tasks to be completed as well.

New applications received in the Etobicoke-York area will be assigned to C2K's interdivi-

sional application review teams. The plan is to eventually roll the initiative out to other areas over a period of time.

The C2K initiative was launched in response to an end-to-end review of the city's development review process that was done in 2019 by KPMG. The objective of the review was to come up with suggestions to help create a better development review process that would result in good city-building.

The review identified 31 largely systemic challenges impacting the development review process and concluded that the root cause was the overarching structure and organization of the process itself.

Historically, municipalities have relied on antiquated paper-based submissions and review, leading to further inefficiencies in the approvals process. Builders are looking forward to the rest of the C2K initiatives being implemented. We are not producing enough housing to keep up with demand and anything that can speed up the process is welcome.

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

New home builder charged with illegal sales

MARTIN SLOFSTRA

Ontario's Home Construction Regulatory Authority (HCRA) has charged Ideal (BC) Developments Inc. with 10 counts under the Ontario New Home Warranties Plan Act and one count under the New Home Construction Licensing Act, 2017.

This is the first such action taken by the HCRA, which is responsible for regulating and licensing the people and companies build and sell new homes in Canada and began operations in February of this year.

Ideal (BC) Developments Inc. is not licensed to sell new homes in Ontario, and the

HCRA investigated after receiving complaints that the company had illegally entered into sales agreements.

"Selling new homes without a licence is a serious offence," says Wendy Moir Acheson, the HCRA's Chief Executive Officer and Registrar.

"Illegal activities can represent high risks — obviously hurting consumers, and also creating an unfair marketplace."

Ideal is charged with 10 counts of alleged illegal vending — entering into an agreement of purchase and sale without a licence and without being registered with Tarion Warranty Corp. The 11th count is for allegedly failing to

produce evidence during a search warrant. The charges relate to freehold properties on Bostwick Crescent in Richmond Hill.

"The HCRA is determined to protect Ontario consumers from illegal and unethical conduct," Moir Acheson says. "At the same time, our message to new home buyers is — make sure your builder is licensed with the HCRA before you sign an agreement of purchase and sale."

"The Ontario Builder Directory, hosted by the HCRA, is a vital resource for confirming that a builder or vendor is operating legally, as well as providing other background detail to help people make these important decisions," says Moir Acheson.

"We strongly believe that transparency regarding charges is important and helpful for consumers when evaluating and researching a builder."