



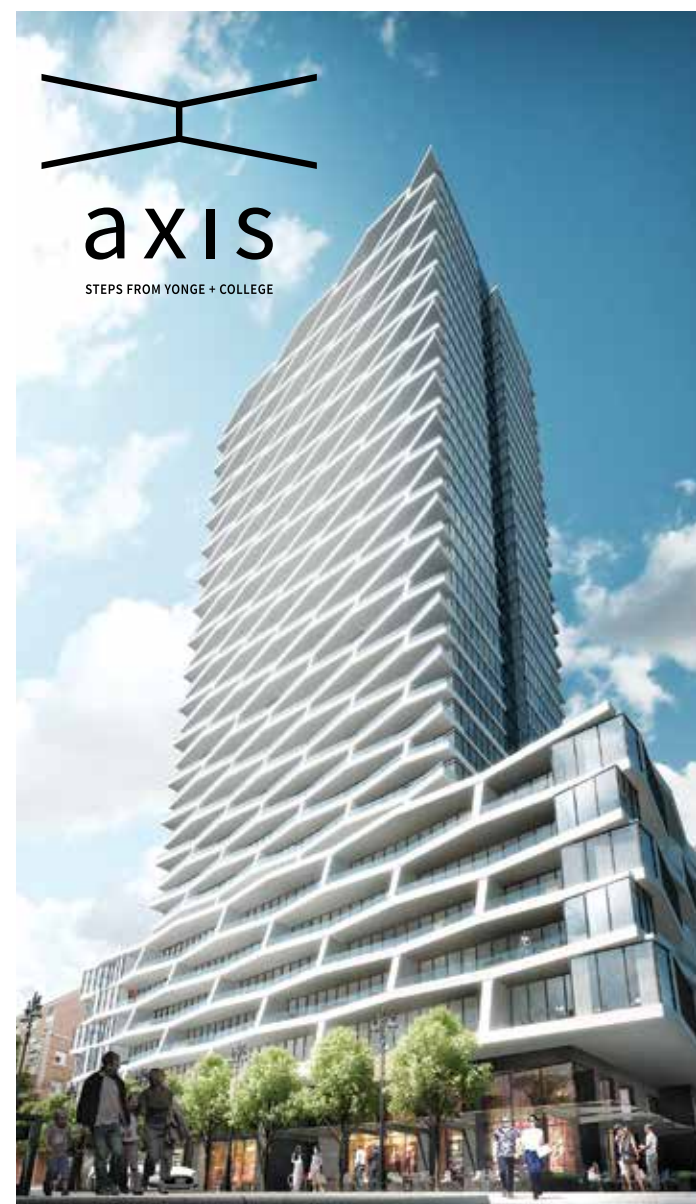
Ken Tong B.Com
Sales Representative

New Condo Expert

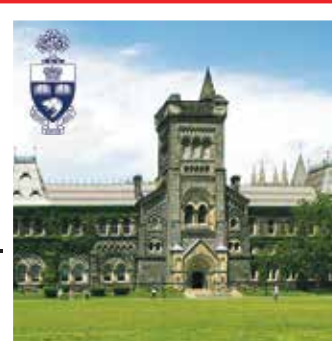
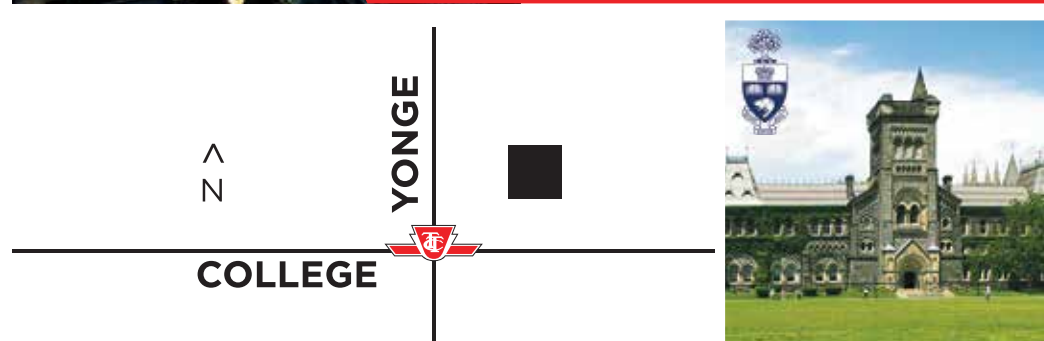
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FOR MORE INFORMATION,
CONTACT ONE OF OUR
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1. Some conditions apply and subject to the registrant's gross earnings. Contact a branch manager for more details. E & O.E. | *Sales Representative **Broker

Living

at Yonge & Bloor

The Real Estate Market Watch

Winter 2017

Living Realty Returns to Downtown Toronto

Since it was established in 1980, Living Realty Inc., Brokerage has maintained an active presence in all areas of the GTA.

This is particularly true for Toronto's downtown core, where the brokerage has taken the lead on helping buyers connect with many exciting high-rise development projects. Just this year, Living Realty had the privilege of being a VIP brokerage for a list of city core projects that includes HOME (Power + Adelaide) by Great Gulf Homes, AYC by Metropia and Diamond Corp, MAX by Tribute Communities, The St. Lawrence by Fernbrook and Cityzen, and many more.

The brokerage's downtown roots go back to 1986, when Living Realty expanded to bustling Spadina Street, in the heart of the city's historic "Chinatown" neighbourhood.

While the Spadina branch has long since closed its doors, the Living team has continued to maintain an active presence in the core. This year, we are very pleased to announce that we are once again putting down roots in downtown Toronto with the opening of our Yonge & Bloor branch – located just steps away from the iconic intersection itself, and some of the city's most prestigious neighbourhoods such as Yorkville, Rosedale and Dundas Square.

What services can Living Realty offer?

With a team comprised of nearly 600 sales representatives and brokers, Living Realty is pleased to assist buyers, sellers, and investors with almost any type of property: new or existing; commercial or residential.

- **For buyers:** In addition to professional and personalized service from one of our experienced agents or teams, buyers can take advantage of our online Open House calendar, as well as our New Releases development database (newhomes.livingrealty.com). Our goal is to connect you with as much information as possible – especially when it comes to new homes, for which Living can often offer access to early details, incentives, and promotional offers.
- **For sellers:** In addition to marketing across traditional channels, Living Realty agents have access to digital training and specialized online tools – such as the Featured Listings at news.livingrealty.com – that will help ensure your listings receive the maximum possible exposure. Moreover, many of our agents bring years of dedicated neighbourhood experience and knowledge, and are prepared to help you get the best possible price for your property.

Where and when will the Yonge & Bloor Branch be opening?

To provide maximum convenience for our downtown clients, Living Realty's newest branch will be located at **7 Hayden Street**, just steps south of access to the Yonge & Bloor TTC station.

As of January 2017, the Yonge & Bloor branch is already open and accepting walk-in visitors. A Grand Opening event is also in the works for early this year. Those interested in connecting with our newest branch's team can do so either by phone at (416) 975-9889, or by emailing branch manager Isaac Quan at isaacquan@livingrealty.com.

If you're a real estate sales representative or broker, and are looking for an opportunity to grow your skill set as a part of our new branch's sales team, we've got good news: we're hiring right now! For more info, check out our careers information site at careers.livingrealty.com.



Q&A: Branch Manager Isaac Quan

As the Branch Manager at Living Realty's newest location, Isaac Quan provides mentorship and support for a growing team of real estate sales representatives – all while keeping an eye on the day-to-day functions of the branch itself, in order to ensure that everything runs smoothly.

1. What drove you to pursue a real estate career?

IQ: Several years ago, my wife and I had a very bad experience with an agent while looking to purchase our first house. Our real estate sales representative was condescending, and wouldn't return our calls or answer questions. The only advice she had was to "JUST PAY MORE." Most of my friends had this same experience with their realtors. I went and got my license, and vowed that all of my clients would always be treated as my top priority.

2. What is one of your favourite neighbourhoods to buy or sell properties in?

IQ: Toronto is one of the most diverse cities in the world, and each client has their own unique tastes, needs and

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qualities in a neighbourhood. Personally, I decided to move and raise my family in the Yonge and Eglinton area – I really enjoy the ability to leave my car at home and walk to almost anything I want.

3. As a branch manager, what are some challenges you're looking forward to tackling?

IQ: I'm looking forward to always trying to improve our customer service. We want to build a long-term relationship with each client, and to further strengthen our brokerage's presence in the downtown area.

4. Why did you choose to join Living Realty's sales team, instead of signing up with a different brokerage?

IQ: After interviewing several brokerages I realized that Living Realty was the right fit for me. Living Realty is family owned and operated, and you can notice a strong sense of team culture at all our offices. Each manager, agent, and member of our support staff is always there to help you succeed.

These are just a couple of the main reasons why Living Realty has been so successful since opening its doors in 1980 – and why I am still proud to be a part of the team.

5. Where would we find you on a Friday night?

IQ: After a long week of work and preparing for a weekend full of showings and open houses, you will likely find me at the gym!

Downtown Toronto among Ontario's Strongest Rental Markets

GREATER TORONTO – For readers who follow Toronto real estate, it should come as no surprise that Toronto's Census Metropolitan Area (CMA) played a major role in driving last year's 2.1-per-cent decrease in Ontario's rental vacancy rate.

That figure was first reported in the Canada Mortgage and Housing Corporation's 2016 edition of the *Rental Market Report*, which also revealed that just three CMAs – Toronto, Ottawa, and London – were responsible for 83 per cent of the shift in Ontario's rental vacancy rate.

But just how does Toronto's "Central" zone – the area between the Don River, Lake Ontario, Bathurst Street, and the CPR railway – stack up against its neighbours, when it comes to vacancy? The *Rental Market Report* for the GTA gives us a few clues:

- In October of 2016, the central zone's vacancy rate for two-bedroom suites sat at just 1.3 per cent – just half of the previous year's rate of 2.6 per cent.
- When factoring all other suite types, downtown Toronto still reflected a 0.3-per-cent decrease (year over year) in its rental vacancy rate, which registered at 1.4 per cent in October of 2016.
- For contrast: Over the same span the Toronto East zone's vacancy rate had only fallen by 0.2 per cent, and the West zone reflected no change (remaining steady at 1.9 per cent).

The highly sought-after two-bedroom suites of Toronto's Central zone also commanded an average rent increase of 5.4 per cent – the GTA's largest for that condo type – over the same period. Toronto's Central zone also led all zones in rent by dollars, recording an average of \$1,449 (across all suite types) in October.

If you are an investor looking to earn rental income from a condo investment, Downtown Toronto is a logical choice, with some of the lowest vacancy rates – and strongest rent averages – in the entire province. The process can be easier than you think, with the help of a licensed real estate sales representative, who can help you find a new or existing suite in a profitable location. Contact one of our agents today to find out more!

CMHC's *Rental Market Report* publications – some statistics from which were used in this article – are made publicly available online, and can be downloaded for free at <https://www.cmhc-schl.gc.ca/en/hoficlincl/homain/stda/>.



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