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THE BEST INVESTMENT PROJECT OF 2017: «LAKESIDE RESIDENCES»

I have been dealing with condominium investment deals in Toronto for many years. One of the most important factors that determine a successful investment that will bring investors great profit is diligently observing various regions in Toronto and noting where big changes are scheduled to occur. Obtaining a unit at the excavation phase in such a project gives you the opportunity to re-sell it for much more than the asking price upon completion of construction or give it up for rent as a long-term investment. By the time this moment arrives, the area will have experienced drastic changes; hence, the demand for the units increases, as do the rent rates. Consequently, the price of the apartments also rises. It is important to note that such investments are completely risk-free as they do not depend on the general increase in prices on the market. In my opinion, this is a key factor. The investor has to be in absolute safety and the rise of market prices should be a helping hand for the profit, but by no means should it be the primary source of income. All is good while the market is steadily growing in value, but you need to acknowledge that this cannot occur permanently. The stagnation of the market dealing with detached homes and townhouses began in the spring of this year. This and the fact that the rules for obtaining a mortgage became stricter further pushed the condo market up. This tendency will continue in the near future and apartments will rise in prices. How-



ever, it is dangerous to rely solely on this factor. The 150-200% yearly profit on the deposit made at the excavation stage that we currently see is not eternal. Let's recall 2011-2014, for example. This was a period of stagnation in the condo market where the price increases were close to zero. Many people who obtained apartments during this time did not make any profit. Our clients, however, due to the right selection of projects, made a sufficient profit of 20-30% yearly from their deposited money. Do not forget that in order to make 25% yearly in profit from the deposited money, the apartment needs to increase in value by only 5% per year. Properly choosing a project will provide a large increase in prices merely due to the increase in value of the region, even if the market is at a stand-still. This is true investing. Those who try to catch the general increase in prices on the market are

not investors, but speculators and this year we witnessed the result of such speculative deals in the segment of detached homes and townhouses. Recently, I have been receiving many calls from clients who have come to our seminars about investing strategies. They ask, "Why do I need this? I would rather buy a townhouse from the builder in Richmond Hill, put a \$75,000 deposit and upon completion of construction after a year re-sell it for \$200,000 more." Surely, that worked during that time, but this is pure speculation and if it were to occur now, many would find themselves in a difficult situation. Some even had to abandon their deposit and in terror are awaiting court trials from the builder which will cause them to lose even more money.

I would now like to transition to the project that we are starting to sell. I will outline the



East Harbour



East Harbour



East Harbour

most important facts that will make it clear why we chose specifically this project out of tens of others and why we are calling it the best investment project of 2017.

The project will be built in one of the fastest-growing regions price-wise in Toronto: Downtown East. Investors have taken note of this region long ago as last year the government confirmed the building of the largest retail-office complex in Canada called **East Harbor** which will include **MEGAMALL**. "Transit Hub" will also be built in this area – a large station on **MEGAMALL's** territory that will have GO lines, a new subway line, a high-speed streetcar and many bus routes. **East Harbor** alone will bring more than 50,000 employment spots to the region.

Lakeside Residences will be built at the address 215 Lake Shore Boulevard East, Toronto and this is the last large complex that will be built in the **Bayside region**. It is 200m from the recently built shoreline that has the only artificial beach of Toronto: Sugar Beach. Further, there are many large office centres nearby including **George Brown College**. On the first few floors of the complex there will be retail spaces, cafes, restaurants and banks. The developer of the project is one of the largest construction companies in the world: **Greenland Group** which has construction projects in the US, Canada, Europe and Asia.

Considering the facts mentioned above, one can be certain that upon completion of construction of the micro-region and the project **East Harbor**, the area will become the most demanded in Toronto, with corresponding prices.

That is not all! News released last week excited those who follow the development of the city. **Google** made a press release that confirmed the successful completion

of negotiations with the Toronto government regarding the construction of an "office-city" that will be called **Google Smart City**. This city will contain the head office of **Google Canada**. No official data has yet been released about how many job oppor-



Future Google Smart city lot

tunities this will bring to the region but it is not hard to guess that the number will be in the tens of thousands. **Google Smart City** will be a mere 10-15 minutes of walking distance from **Lakeside Residences**.

The nearby complex called **Lighthouse** that entered the market approximately half a year ago was sold out in a single day; the demand was six times more than the amount of units. Unfortunately, we could not guarantee a unit to all those who desired to acquire one in that project.

Specifically for this reason we began the negotiations about primary access to sales in **Lakeside Residences** in the beginning of this year. Currently, all documents are signed and everyone who approaches us in time will be provided with an apartment. You can obtain further details on our internet portal: www.condodeal.ca or through telephone via **416-832-8343**. Several presentations about this project will be held in our office at the address **10376 Yonge St Unit 306**. In the pre-sale days, the office will be working until 9pm.

LOCATION: FAST GROWING AND APPRECIATING AREA.
CLOSE TO FUTURE EAST HARBOUR MEGA MALL AND TRANSIT HUB, GOOGLE HEADQUOTER AND NEW GOOGLE SMART CITY, TORONTO FINANCIAL DISTRICT.

TORONTO FINANCIAL DISTRICT