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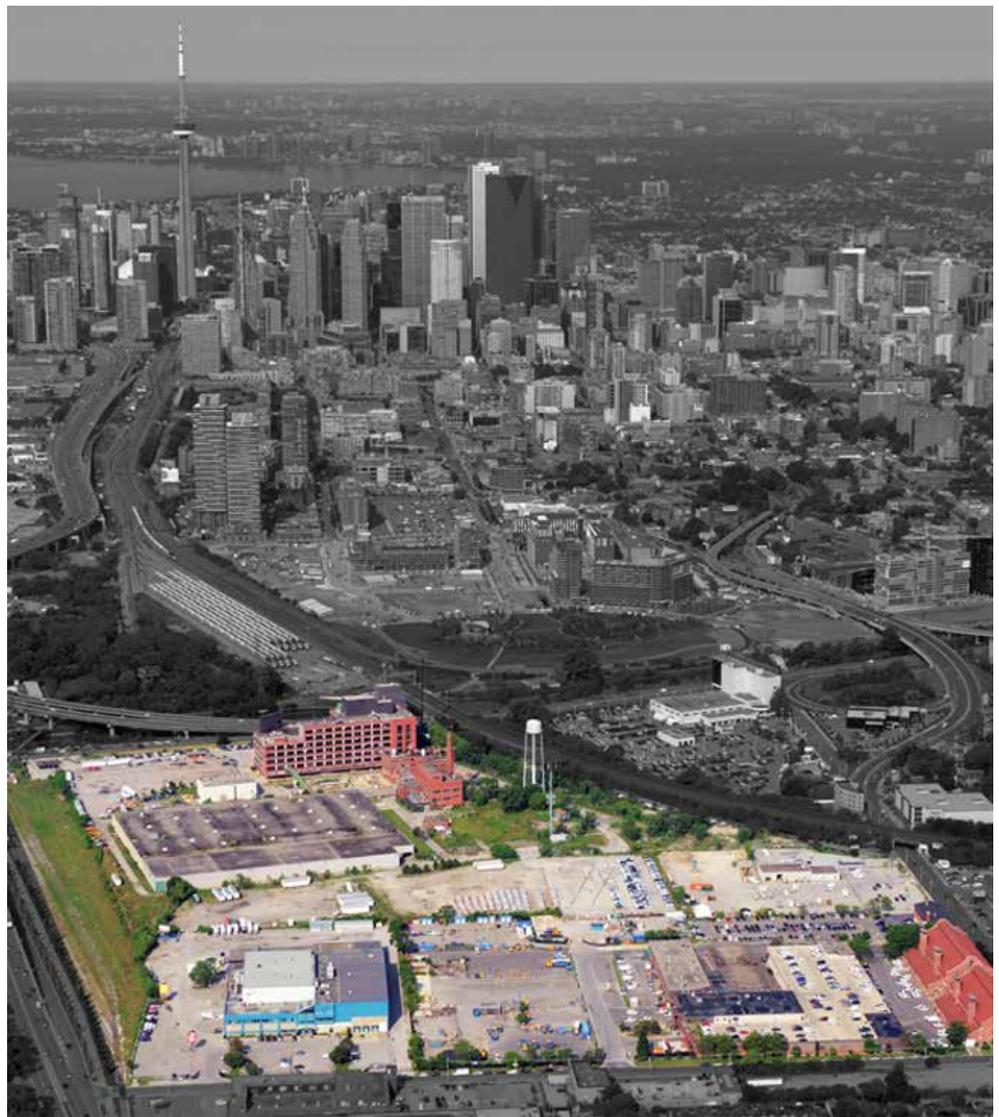
Right at Home Realty Brokerage Inc., 905-695-7888

In my articles and television shows, I have pointed out that one of the most important criteria of a successful investment is the correct choice of location. Specifically this factor, in combination with choosing the proper developer and the project itself are the three main postulates that allow investors to earn excellent profit.

We carefully watch the development plans of various regions and choose the most perspective locations. This enables our clients to earn a profit many times greater than the average investment income. If considering the price of condo apartments in Toronto starting from 2013, then the average price growth for the apartments is about 50% over these years.

In comparison, the projects that we were working with over the same time frame increased in price by 80% or more. There are even projects that doubled their value over the past four years; this is possible due to a thorough analysis of the city in regards to a particular territory. Imagine that you purchase a house or apartment in an undeveloped area, you have to take the bus to the nearest subway station, there are few employment opportunities in the region, and a large office complex is a sufficient distance away.

An apartment in a project that is starting to be built in such conditions will not be expensive and it seems like there is nothing interesting here; however, if you possess the information that within the next few years significant infrastructure will be constructed in close proximity, then the picture instantaneously changes. If by the end of



WHERE DO INVESTORS BUY?

construction or within the next few years, a large office or outlet complex will be built in close proximity to the project, the transportation will become more accessible or a new park will be built, then these factors will significantly impact the price of the real estate. The price of an apartment in Toronto is closely tied to the rent demand in the region and as soon as rent becomes in high demand, the price of the rent and the value of the apartment itself increase. These are the projects that investors make money on.

In this article, I would like to tell you about a region in downtown Toronto that within the next ten years will become the most

demand project amongst investors. This region is called Downtown East. To begin, I will briefly discuss some history: this region is one of the oldest in the city; it contains numerous historical buildings that cannot be demolished, restaurants with a rich history, and attractions such as the Lawrence Market and the Distillery District. Moreover, this region is in close proximity to Lake Ontario and to major office complexes. Approximately five years ago, a large-scale reconstruction of the area began. Currently, many historical buildings have been renovated, a large office complex – the Globe and Mail Centre – has been built, restora-



tion of the Lawrence Market and Distillery District are complete, many residential complexes have been built, and for the Pan Am Games a large Olympic village was built as well as a stadium. The village is now being converted into a residential complex.

Residential and office buildings are actively being constructed along the shores of Lake Ontario which will soon acquire a yacht club. All of these factors are currently in progress and investors have long

been putting money into this region. Our first projects in this area were sold out in 2013 and clients that have listened to our advice and invested into this region have a great profit today but the most interesting is yet to come. Due to the rapid population growth in Toronto (according to statistics, the population of Toronto will reach eight million by 2030) and high demand for office spaces from both Canadian and foreign companies, the development of To-

ronto is very fast-paced. Very soon, Toronto will be compared to mega-cities such as London and New York.

Toronto has decided to begin the construction of the currently largest project in Canada: East Harbour. The project will include over 12 million square feet of office, university and retail spaces, the construction of Toronto's largest retail complex – the East Harbour Megamall, and the development of transportation infrastructure which includes new subway and GO trains stations. In the next 10-15 years, the territory connecting Don Valley Pkwy, Gardiner Expy and Distillery District will become a new office-retail region which will be analogous to an old office complex along Front St, between Yonge St and University Ave. East Harbour alone will introduce over 50,000 employment vacancies. Besides East Harbour, there are plans of many office, retail and residential projects which will take over the territory near East Harbour.

The discussion of these projects is in the final stages and very soon, they will enter the market. The demand for apartments in this area is very high among investors and at the moment, our company is negotiating with several large developers which should release their projects to the market in September or October of this year.

We already obtained exclusive access to one of the projects and plan to begin sales in September. The decision regarding the others is still under discussion. I have been dealing with investing in real estate for more than 20 years and having thoroughly analyzed the situation around East Harbour, I can confidently say that investors who buy real estate in this area will make excellent profit in the future.

