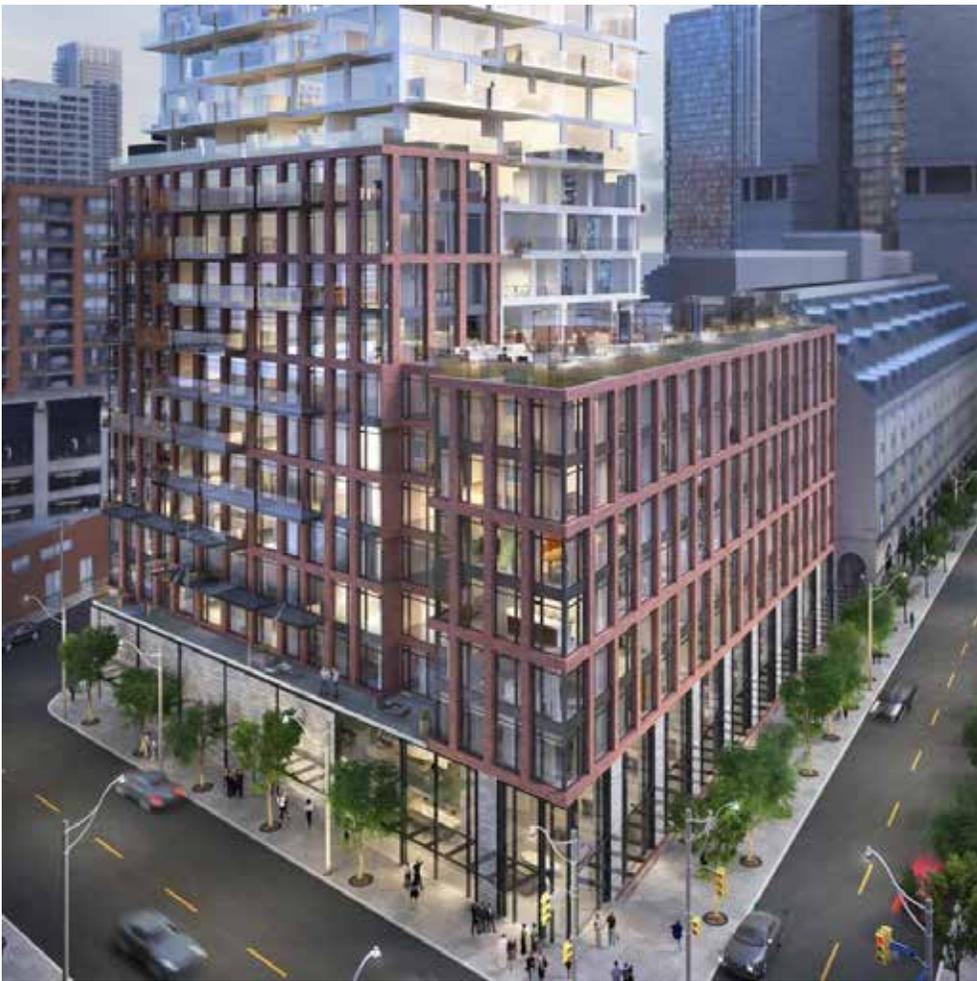


75 | ON THE ESPLANADE

**In this article, I will bring
your attention to
the most anticipated project of 2016:
"75 ON THE ESPLANADE CONDOS."**

This project was scheduled to come up for sale in the spring of this year; however, for multiple reasons, it was re-scheduled for the fall. Sales for this project will take place in the near future and we are more than happy to tell you that our company was granted the right to the first sales of this project. Currently, we are accepting requests regarding the reservation of an apartment. In the immediate future, you will have access to detailed information about this project which includes prices and layout on the site WWW.CONDODEAL.CA. Furthermore, you can find a full financial analysis on investing in this project on the site. There has been a lot of commotion around this project, especially since many investors were expecting this project for over a year. Thus, to avoid speculative deals, the developer instilled a limitation on sales: a customer may obtain no more than one apartment from this project. This eliminates the participation of large investors who tend to buy out entire storeys. This is a very common occurrence in the apartments of downtown. This condition comes in handy for smaller-scale investors who buy one or two apartments and register them under themselves and their spouse. Upon completion of construction, such projects will not have many apartments up for resale and this sufficiently contributes to the rise in price.



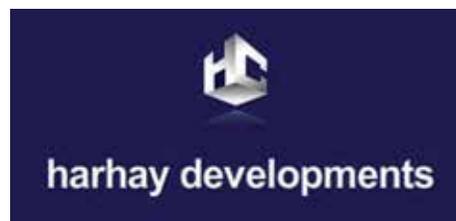


Now, a bit about the project: it is located in one of the best areas in the city – 75 The Esplanade St. – which is 200 meters east of the Yonge and Front intersection. This area is starting to undergo construction of new office buildings. Furthermore, it is 400 meters from Union Station and a mere 10 minute walk away from the City Hall, Air Canada Centre, the Lakeshore, and transport to Toronto Island.

Two subway stations are five minutes away by walking, which enables quick access to any part of the city. This project has a rating of 99 out of 100 on the Walk Score – a scale that analyzes the location of a project and assigns a respective score based on how close (walking distance) the project is to important places. Such a score is very rare, even for downtown Toronto. This project consists of a 34-storey building which has 350 units of various sizes ranging from small studio apartments to spacious three bedroom apartments. The first two floors will have cafes, stores and commercial spaces. This is an architectural project of one of the most known architectural companies called “ArchitectsAlliance” which ensures living conditions of a five star hotel. In addition, when you leave the lobby you will find

yourself on a street that has the city’s best restaurants, bars and micro-towns where life on the weekends does not calm down until late evening.

The project’s close proximity to the central office area makes it in very high rental demand. Accordingly, the rent offers correspond with the prestige of the region. The micro-town itself is in a state of rapid development. In the past few years, it has undergone extensive changes: many historical buildings were restored, the Lawrence Market was reconstructed, numerous infrastructure projects were built, and the construction of a massive office complex is close to completion which is estimated to employ more than 5000 people. There is no doubt that over time, the already high rent prices will increase even more. The developer of this project, *Harhay Developments*, has an amazing repu-



tation and is known for good quality. The customers buying apartments from this project may rest assured that the project will be completed on time and the quality will be as promised.

This project is appealing to customers looking for apartments for themselves as well as for investors who make profit by reselling units in newly built projects in downtown. For investors, this project is precious and any of the following three investment strategies can be applied in this case. 1) Buying the contract and reselling it several months prior to completion of construction. 2) Purchase on the excavation stage and reselling several years after completion of construction. 3) This strategy creates a passive income with a full return on invested funds within 3-4 years after the investment. Any of the mentioned strategies will bring substantial profit from this project. I have mentioned the importance of choosing the right project in multiple previous publications since in reality, only 5-10% of emerging projects will bring sufficient profit. We delicately choose the projects that we work with. Knowledge of the layout of downtown, statistical data and insider information allows us to make the right decision for several years which brings our clients huge profits. In our opinion, the project “75 The Esplanade” is a project destined for success and thus, money invested into this project should bring substantial profits.

Furthermore, good news is that the developer plans to quickly sell the apartments and begin construction so potential customers will be pleasantly surprised. You can find further information about this project on the project’s website: WWW.CONDODEAL.CA. If you have any questions or require a consultation regarding choosing an apartment, come to our Richmond Hill office. We will be more than happy to answer all of your questions and help you out with choosing an apartment in this project or investment deal in the excavation stage.

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“Secrets of Real Estate” on RTVI