

GERANIUM LAUNCH AT CLAREHAVEN ESTATES MEETS WITH STRONG DEMAND

A new offering of 70 estate homes set on lots of up to one acre each has generated great excitement among homebuyers, in an otherwise lacklustre market. Renowned community developer and new-home builder Geranium sold more than 50 per cent of the homes within 10 days of the recent sales launch at Clarehaven Estates in the Hamlet of Claremont.

The brand-new portfolio of bungalows, bungalows with lofts and two-storey residences in North Pickering priced from the low-\$2 millions, is meeting pent-up demand from families eager to purchase a home designed for modern living and accommodating multi-generational families comfortably. Many homebuyers are from Durham and York Regions, as well as areas farther afield.

"In the current market climate, where many potential purchasers have chosen to sideline their buying decision due to interest rate hikes over the past year and a half, this is a tremendous response," says Stephanie Lane, director, sales and marketing. "The success is the culmination of our strong brand reputation, a great location surrounded by nature and rich in nearby amenities, large lot sizes rarely seen in today's new communities, and beautifully designed homes with tons of optionality to suit a wide array of homebuyer preferences. It's highly rewarding to see the response to a luxury home offering during this time. Demand we've experienced informs us that homebuyers are acclimatizing to current interest rates, which are not unreasonable when you look at rates over the past 30 years."

The allure of an estate lot, luxury design features and market appropriate pricing is the trifecta



of success for Clarehaven. Home sizes range from 2,557 to 5,149 sq. ft. with an array of options, including lofts, elevators, media rooms, offices and five-bedroom plans. Geranium includes standard features such as extensive rear yard loggias, three-car garages, bedrooms with private or shared ensuite, and elevated interior finishes such as 10-ft. main floor ceiling heights, EV charger and grey water rough-in, oak hardwood flooring and staircase, elegant cabinetry and marble or quartz stone countertops add to the built-in value of each home.

"We've wanted a larger property for a few years," says Clarehaven Estates purchaser P.K., a repeat Geranium buyer. "Finding a community of lots of this size with such exciting home designs to choose from, made Clarehaven Estates an easy decision for our family. Claremont is a quiet country town, but also close and convenient to everything we need."

Homeowners can experience the best of country living surrounded by lush natural landscapes, wildlife and picturesque scenery just a few minutes drive to shopping, golf, ski resorts, hiking trails and Markham-Stouffville Hospital. In addition, Toronto is only a 30-minute drive easily accessed via nearby Hwy. 407, and Clarehaven Estates is near GO Transit and bus service offering unbeatable connectivity.

Claremont itself is home to an elementary school, daycare centre, recreation centre and library, veterinary services, general store, fire station and many more daily conveniences. Historically, Claremont is known for being the birthplace of famous Canadian landscape painter Tom Thomson, who influenced the work of the Group of Seven.

For more information and to register, visit geranium.com.