



BOAZ FEINER

PRINCIPAL,
GERANIUM

by WAYNE KARL

It is reassuring during these current challenging market conditions that there are still successes to celebrate. Significant ones.

Take Geranium, for example. Fresh off launching one of the fastest-selling lowrise communities in the GTA with homes priced at more than \$2 million, it also has a number of other projects on the go. Most of them positioned in the luxury lowrise category, which just happens to be doing very well at the moment, thank you very much.

We spoke with Principal Boaz Feiner to get the inside look at this vertically integrated land development, home design and construction company, how it excels in today's environment and what might be next.

Let's start with a general topic: How do you view the GTA housing market today?

While we've experienced stronger years and uncertainty remains in the housing market, many prospective buyers are hesitant. Some are waiting for clarity on interest rates or potential price drops, especially if there's no immediate need to purchase.

However, Geranium's strategy focuses on offering home styles suiting niche markets; recently

such as bungalows and true estate communities. By creating unique community plans and home designs, we've been successful in fulfilling an ongoing demand for these types of homes, and as they're not commonly offered, many buyers have moved forward with a purchase.

And what's your outlook for 2025?

In a challenging market, Geranium has performed well, which I credit to our ability to offer something unique with clear value to prospective buyers – something they might not find elsewhere. A great example is our upcoming Courts of King's Bay community in Seagrave, just a 10-minute drive from Port Perry. Here, we've designed bungalow and bungalow-loft homes on lot sizes that blend with the existing surroundings, while featuring modern interiors, finishes and features that stand out from the typical offerings. Instead of creating a broad range of homes to appeal to everyone, our success lies in identifying market gaps and designing homes that meet the specific demands of the area. By tailoring our developments to the unique needs of the area, we continue to offer innovative, high-quality homes that resonate with future homeowners.

You recently broke ground at Clarehaven Estates in North Pickering. How is that community coming along?

Clarehaven Estates is the result of many years of thoughtful collaboration with area residents and city, regional and provincial governments. By actively listening and understanding community needs, we've designed a development that not only enhances an already thriving neighbourhood but also minimizes the impact of introducing 70 new homes on up to one acre lots. After a highly successful sales program that surpassed our expectations, we proved that even in tough market conditions, there are still niche opportunities to deliver value to homebuyers. Within just one year of commencing sales, in August, we celebrated the start of construction and I'm proud to report that the building is progressing smoothly and on schedule.

Clarehaven Estates was one of the fastest-selling lowrise communities in the GTA with homes priced more than \$2 million... What do you attribute this success to?

The success of Clarehaven Estates, with homes priced at more than



Clarehaven Estates, Claremont

\$2 million, can be attributed to several key factors. First, we carefully developed 100-ft.-wide true estate lots, offering the space and exclusivity buyers sought. We then created a collection of homes, thoughtfully designed in size and style to meet the preferences of our luxury market audience, many of whom are multi-generational families. All while ensuring prices were competitive for this segment.

Location was also crucial. Clarehaven Estates is ideally situated, providing residents with easy access to daily amenities, excellent commuting options and the tranquility of a country setting. This blend of intentional design, strategic pricing and a prime location made Clarehaven Estates an irresistible choice, leading to its swift success.

You had another major announcement recently, with Belwood Estates and an interesting collaboration with GolfNorth Properties...

The two companies previously partnered on a successful golf course redevelopment in Port

Perry, which is now complete. This earlier collaboration set the stage for another community, this time in Fergus.

GolfNorth Properties has a vision for the former Fergus Golf Club, reimagining this as Belwood Golf Club with a new Doug Carrick executive-style 18-hole design and a new clubhouse to elevate the golfing experience, while keeping public golf affordable and accessible. Geranium will build 118 half-acre lots with connectivity and exclusive membership opportunities with the new golf course once complete.

What does this community involve, in terms of home types, sizes, pricing and timeline?

The first phase of homes was released for sale in late September, offering an exciting collection of bungalow and two-storey homes on more than 100-ft.-wide estate lots just steps from the soon-to-be revitalized Belwood Golf Club. The location is in a natural setting, a few minutes drive from Fergus and Elora, shopping, dining and recreation. It is also a short drive from Guelph and Hwy. 401.

Bungalow plans range from 2,557 to 3,321 sq. ft., and two-storey homes from 3,067 to 5,161 sq. ft. Prices start from the mid \$2 millions.

If government – municipal, provincial or even federal – consulted you for advice on housing policy, what would you say?

Continue to promote supply of all types of housing. Streamline the approval processes further and support the timely delivery of essential community infrastructure, including water and wastewater services, schools and hospitals.

What else would you like prospective homebuyers to know about Geranium?

Geranium is a vertically integrated company with in-house expertise in land development, home design and construction. This allows us to create master-planned communities that offer strong connectivity for future residents. A great example is the 10,000-home Midhurst Valley community in Springwater Township, near Barrie.