

# CONTRIBUTORS

## 2024 EXPERT PANEL

*High level advice from some of the industry's top builders*



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## INDUSTRY ALL-STARS

*Homebuying insights from marketing and sales icons*



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## WHAT'S YOUR OUTLOOK FOR THE GTA HOUSING MARKET FOR 2025?

**Stephanie Lane**

This year has been challenging for housing markets, and this trend may persist into 2025. While mortgage interest rates are easing, resale market activity remains tepid, affecting those who rely on selling their current home to buy a new one. However, certain neighbourhoods are attracting buyers with unique lifestyle and in-home features that are not commonly offered, prompting purchase decisions. A prime example is Clarehaven Estates in Claremont, North Pickering, where Geranium sold 97 per cent of the homes within 10 months of launching in October 2023. Clarehaven offers rare 100-ft.-wide estate lots, stunning architecture, modern multi-generational layouts and luxury finishes – elements that resonate with today's families.

## AND FOR GERANIUM? ANY SIGNATURE OR MILESTONE MOMENTS COMING?

**Vimal Patel**

The housing industry faces significant infrastructure challenges, traditionally managed by municipalities, but now increasingly shifted to developers. While Ontario's government has introduced infrastructure funding, alternative solutions are needed. At Geranium, we're rethinking infrastructure delivery to create

cost-effective solutions for residential developments.

A major milestone is our Midhurst Valley master-planned community just 10-minutes from Barrie, which originally required more than \$150 million in treatment facilities. By applying creative thinking and collaborating with the municipality, we implemented scalable facilities at a much lower cost, while still adhering to all the required regulations. This enabled the immediate delivery of 1,000 homes, with 350 already completed. We're now applying this innovative approach to other developments in areas facing similar challenges.

## INFLATION IS DOWN AND WE'VE SEEN CONSECUTIVE INTEREST RATE REDUCTIONS. AS ACTIVITY PICKS UP, WHAT ARE SOME OF THE REASONS BUYERS SHOULD CONSIDER GERANIUM?

**Lane**

Established in 1977, Geranium is one of Ontario's most reputable builders. As a vertically integrated company, we manage all aspects of land development and home building, creating vibrant, niche and master-planned communities for diverse markets. Our innovative approach focuses on lasting value, meeting current needs while allowing for future flexibility.

It's important for prospective buyers to research the builder

they're considering purchasing from.

At Geranium, we understand that purchasing a home is a significant investment, and the process can feel daunting. Our experienced teams are here to guide you through every step, from selecting and personalizing your new home with preferred features and finishes, to providing ongoing support after you move in.

## WHAT ELSE ABOUT YOUR COMPANY OR COMMUNITIES WOULD YOU LIKE PROSPECTIVE BUYERS TO KNOW?

**Patel**

We are proud to collaborate with stakeholders to design and build master-planned communities that exceed expectations. Our focus is on creating complete communities that offer not only homes but essential amenities. For instance, Midhurst Valley in Springwater includes parks, playgrounds, master-planned trails and schools. At Allegro in Aurora, we worked with the community to deliver a significant park, additional trails and public greenspace, making up nearly half the property. We also host annual events to help homeowners connect and foster lasting relationships. Geranium is dedicated to giving back, demonstrated by our three-year partnership with Habitat for Humanity GTA and our staff's volunteer efforts building homes for families in need.