

IN THE NEWS



MetroPlace

IS THE HOME OF THE FIRST-TIME BUYER

Free first-time buyers seminar gives purchasers confidence to make the right decision

DESPITE HYSTERICAL HEADLINES ABOUT REAL ESTATE AND OMINOUS WARNINGS ABOUT THE ECONOMY, for a segment of the condo market, there has never been a better time to buy.

Indeed while move-down buyers have seen their homes drop in resale value, and real estate "flippers" have seen the bidding wars of the past disappear overnight, first-time buyers continue to succeed in the new reality of today's real estate market.

"Today's first-time buyers are seeing great value in the current market," says Shawn Richardson of Liberty Development. "Now more than ever, first timers are seeing unique benefits to the current

condo market, including aggressive prices, record-low interest rates, and a more competitive environment. They are also enjoying projects, like our Metro Place condos in North York, which are targeted specifically to the needs of the first-time buyer."

And while first-time buyers are beginning to recognize the unique opportunities available, developers like Liberty understand that the decision to buy is not only the biggest, but often the most intimidating decision of a purchaser's life. To help make it easier for prospective buyers, Liberty Development recently held a free first-time buyer seminar at Metro Place and another at its

Thornhill City Centre development.

With insider insights into real estate law, mortgage rates and condo marketing provided by Barrister and Solicitor Leslie Brown, TD Bank Mortgage Specialist Brian Ingram, and Elliott Taube, Sales and Marketing Manager of The International Home Marketing Group, dozens of first-time buyers attended the seminar where presenters discussed the benefits of home ownership over renting, financial planning, deposit structures, low interest rates, and the differences between condominiums and freehold homes.

"There's no doubt that the first-time buyers who attended the seminar left better informed and

DOZENS OF FIRST-TIME BUYERS ATTENDED THE SEMINAR WHERE PRESENTERS DISCUSSED THE BENEFITS OF HOME OWNERSHIP OVER RENTING, FINANCIAL PLANNING, DEPOSIT STRUCTURES, LOW INTEREST RATES, AND THE DIFFERENCES BETWEEN CONDOMINIUMS AND FREEHOLD HOMES

more confident about the choices ahead of them," says Richardson. "With so much hype in the media these days, fluctuating mortgage rates and conflicting marketing messages from different projects, its no wonder buyers often feel overwhelmed. But by taking the time to actually talk with our team of professionals, purchasers left the seminar savvier and more confident consumers."

As recognized industry leaders committed to providing communities designed for first-time buyers, Metro Place from Liberty Development has quickly become one of the most anticipated new residential projects in the city among buyers.

"This is partly due to our comprehensive commitment to this market," says Richardson. "Among our first-time friendly features, Metro Place boasts a variety of open-concept floor plans and a high proportion of one- and one-bedroom-plus-den layouts that are perfect for entertaining; units with fresh, contemporary features and finishes including premium appliances, European-inspired cabinetry and laminate flooring; and an unparalleled location that's close to York University, is steps from a Downsview transit station and the major 400-series highways, and is uniquely positioned between purchasers' downtown workplaces and mom and dad's house in the

suburbs." With an on-site mortgage specialist, a team of in-house design consultants, a great location, contemporary design, dynamic amenities and seminars to create a better-informed buyer, Metro Place has truly become the home of the first-time buyer.

For more information about Metropolis, or other opportunities to live at Metro Place, call 416.630.5575, or visit www.metroplacecondo.com.