

## **My Analysis of Apex Condos in Hamilton**

Due to my brokerage's special relationship with the developer of this building, we've been able to secure a limited amount of inventory for our friends, family and clients in the Pre-Launch phase of this amazing new development.

People always ask us to "Let them know, when something good is coming". This is me letting you know.

Below is a brief outline of why we think this is such a great opportunity. If you have any interest, it's best for us to get on the phone and have a conversation. Units will be limited, and timelines will be quick at the launch. Now is the time to work through any questions so that you can make an informed decision later.

For those of you that missed out on this developer's last project in Hamilton, this is your chance to get in right at the beginning.

## **Top Reasons Why I Like This Development**

1. Amazing first level pricing, before the prices go up in future phases
2. Investor program with \$35K in unit upgrades included
3. Positive cash flow investment
4. Low condo fees due to unique sub-metering strategy that benefits unit owners
5. High growth location: future LRT Stations, first phase in the larger Hamilton master plan
6. Great protected views due to its unique location
7. Strong developer with "shovel ready" status (More important now, than ever!)
8. Hamilton's amazing growth expectations based on economic fundamentals

## **Pricing Analysis:**

When analyzing a condo investment, we look at where the current market is and attempt to find property that allows me to walk into a deal with equity in hand.

The current pricing bar for pre-construction condos in Hamilton has been set by the recently sold out "Television City" project. This is a comparable building and sold this spring, selling out two towers (over 600 units) in weeks.

In addition to Apex, having a superior location, free lockers with each unit (Something that sold for \$11,000 at TVC) and condo fees that are \$0.24 cheaper per sq/ft. You will be able to purchase your unit at Apex for a lower price at our pre-launch pricing.

Apex pricing will be comparable to that of Television City or higher upon full public release. At this time, we are expecting to have discounts available for our clients which could be in the range of \$40K - \$55K per unit.

As a bonus for our investors, there is also an additional \$35K in upgrades. They include: upgraded suite finishes, stainless steel appliances, a free locker, a fully owned heating and cooling system (no rental fees), and reduced assignment fees.

### **Rents and Cashflow:**

When you purchase a new condo in the GTA, most investors expect to negatively cash flow for the first 3 - 5 years. Investors plan to earn their return on mortgage paydown and capital growth.

This condo in Hamilton is unique. The pricing offered to you now, along with the strong current rents for these types of units put you in a projected positive cash flow situation from day one of ownership.

### **Hamilton As a City To Invest In:**

Great economic growth (ranked #1 in Ontario by the Conference Board of Canada), strong employment, and significant infrastructure investments have resulted in both strong real estate value appreciation as well as strong rent appreciation. Couple that with how affordable Hamilton is compared to the rest of the GTA and you have a recipe for great long-term growth.

I can't say enough about the future prospects of Hamilton. I've been working with investors in the area for close to a decade and its outlook is as strong now as it's ever been. More and more people from within Ontario are moving into Hamilton for opportunity, ensuring many more years of consistent growth.

Located in one of Hamilton's best "hot spots" for investing. This building is poised for amazing long-term demand from both owners and renters looking to benefit from everything Hamilton has to offer.