

# onthe market

The New Homes market in the GTA East is expanding rapidly with estimates of 6,000-10,000 new homes to be built in the Pickering area alone in the next 10 years. This can be attributed to affordability and lot size.

It's a matter of meeting the market demand," one sales representative from Pickering's New Seaton stated. Builders will monitor their sales and production very closely to determine when and how many homes to build but the long-term expectations are high.

Prices have leveled due to the implementation of the new mortgage lending criteria. However, it is expected to be only a temporary cool-down effect and that the market will continue to rise with Townhomes and Detached Homes in high demand.

Examples of notable sites are New Seaton in Pickering by TowerHill Homes; New Seaton in Pickering by Brookfield Residential; New Seaton in Pickering by Aspen Ridge Homes; Allegro in Aurora by Geranium Homes; and, Hiddenbrook in Whitby by Tiffany Park Homes.



## Pickering

### New Seaton

#### TowerHill Homes

Prices range from \$726,990 to \$1,162,990/1,573 to 2,766 sq. ft.  
Townhomes, Detached Homes 30' & 36' now selling  
[www.towerhillhomes.ca](http://www.towerhillhomes.ca)



## Pickering

### New Seaton

#### Brookfield Residential

Prices range from \$699,990 to \$1,114,990/1,370 to 2,610 sq. ft.  
Townhomes, Detached Homes 30' & 36' now selling  
[www.brookfieldresidential.com](http://www.brookfieldresidential.com)



## Pickering

### New Seaton

#### Aspen Ridge Homes

Prices range from \$860,990 to \$1,533,990/1,778 sq. ft. to 4,198 sq. ft.  
Detached Homes 30', 36', 43' & 45' now selling  
[www.aspenridgehomes.com](http://www.aspenridgehomes.com)



## Aurora

### Allegro

#### Geranium Homes

Prices range from \$2,200,000 to \$2,950,000/3,350 to 4,680 sq. ft.  
Detached Homes 52' & 61' now selling  
Over 50% of Phase 1 Sold  
[www.geranium.com](http://www.geranium.com)



## Whitby

### Hiddenbrook

#### Tiffany Park Homes

Prices range from \$599,990 to \$1,020,990/1,836 to 3,151 sq. ft.  
Townhomes 20' & 23'; Detached Homes 36' & 37' now selling  
[www.tiffanyparkhomes.com](http://www.tiffanyparkhomes.com)



Coastal Chic is intended to remind home buyers of their last beach vacation with its warm blues and tactile qualities.

# Building homebuyer ties that bind

**Empire partners with designer Andrew Pike to launch video series**

### DIANNE DANIEL

Special to Postmedia Network

When your expertise is brick and mortar, how do you stand out in an online world? By giving consumers a reason to keep coming back to your website.

That's the aim behind a new video series launched by Empire Communities in partnership with nationally recognized interior designer Andrew Pike, founder and principal designer at Andrew Pike Interiors Inc.

Filmed on location at the Riverland development in Breslau, Ont., near Kitchener-Waterloo, each of the eight episodes is a chance for homeowners to glean expert décor tips directly from the expert who created the five gorgeous interiors of the Riverland model homes.

"It's our goal to connect with homeowners in a way that maybe we haven't in the past," said Sue MacKay, Empire vice-president, marketing. "Whether someone ends up buying a home from Empire or not, it's really just to be able to share this knowledge, be a resource and give people a reason to come back to our blog ... and hopefully we'll be top of mind if they're moving and looking for a new community."

The mixed community in Breslau is the ideal setting for the video series because the models range in style and size, each one targeting a different demographic.

Modern Farmhouse is a clean, light and primarily white space, nearly devoid of colour, while Hollywood Glamour is the large corner lot boasting a bold, graphic and modern interior with black and gold accents.

Coastal Chic is intended to remind homebuyers of their last beach vacation with its warm blues and tactile qualities.

New Traditional shows how to mix the older pieces you love with newer design trends and Refined Industrial incorporates darker woods, deep grey tones and metallic finishes.

In each video, Pike takes viewers through his design thought process behind the models, sharing insider tips and tricks for achieving a cohesive look throughout a new home. His primary piece of advice is to keep the finishes neutral and then layer on top.

"I love to layer my kitchens. So, if I do a dark wood flooring with a light cabinet, I'll do a darker countertop to give it almost that sandwich effect," said Pike. "I find when you work in two tones, it's very successful."

New homeowners often struggle with how to create a cohesive flow from room to room. Pike said it doesn't have to be "complicated or costly." By choosing paint colours from the same palette throughout, maintaining a consistent flooring material and sticking to furnishings that are all in the same wood tone, anyone can achieve a "polished and ele-



Designer Andrew Pike takes viewers through his design thought process behind each model, while sharing insider tips and techniques.

gant finish," he said.

Though it can be tough to get rid of older furnishings or accessories we love, Pike maintained that a new home is the perfect time to purge. "We all have things we know and love ... but you have to assess: Does it actually work?" he said. "Things don't always work in every space so you're going to have to be a little bit cold and callous about it."

"Décor and design is near and dear to most people's hearts ... but so many people don't even know where to start," added MacKay. "We have such an expert in the field with Andrew, we thought let's utilize his knowledge base and convey that to our homeowners to make their experience even more exciting."

To watch the video series, or subscribe to new episodes, visit <https://empirecommunities.com/tag/decor/>.

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