

# THE EARLY BIRD GETS THE WORM

Real estate is a proven investment strategy



**I**n new home construction, timing is everything! The best financial deals are obtained at the presale point because of the many preconstruction sales incentives builders offer. For example, the lowest pricing is usually offered to those that get on the preview lists by pre-registering online. It's at this time the best and largest selection to choose from in lots, exposures, exterior colours and elevation styles are available. But what does that mean to you as a potential buyer?

When selecting your home (assuming the lots are not pre-sited), you have the ability to choose your street and lot.

Here are a few starter questions to ask yourself:

- Do you prefer a sidewalk, which is great for the kids to play on, or no sidewalk, so that more cars can fit in your driveway
- Do you prefer to be on a corner lot or a cul-de-sac?
- Would you like a larger front yard or larger backyard?
- Would you prefer a southern exposure, where your backyard has both morning sun and evening sun?
- Do you prefer a western exposure, so that you have morning sun in your backyard and evening sun at the end of the day in your front rooms? Think of your lifestyle. Are you home in the mornings or the evenings? Do you prefer a sunny backyard or a sunny evening front yard? Perhaps many evenings will be spent sitting

on your front porch watching the kids play or barbecuing in the back and dining al fresco in the sun.

Exterior elevation (the exterior facade of the house) is an important element in lot selection. Many communities have architectural controls imposed upon them by the city planning departments. In other communities, the builder chooses to site homes in a certain patterning to be pleasing to the overall streetscape. For example, the development offers two different architectural styles, one that is all brick and stone with a Georgian flair, and a second that is Hardie Board, stone

Register early to make sure you get the house you want on the lot you want.



and has a Cape Cod style. You prefer the Cape Cod look but the lot you like has two of the same houses already sold on either side or directly across the street, making it impossible for you to place your preferred house style on that particular lot due to architectural controls. But if you had purchased earlier on, you may have had a different lot availability.

In addition to elevations, exterior colour packages are another aspect of architectural control that will affect the lot you choose. The same rule that applies to the elevation style is often applied for exterior colour packages, too.

These are the elements that make up the exterior of your house: brick colour and size, precast colours, stucco colours and textures, vinyl siding and trim, eaves trough colours and materials, window and shutter colours, front door colours and garage door colours. These palettes are coordinated and chosen by architects and designers to ensure that they flow. If your neighbor has chosen the dark red brick with the grey Hardie Board and black door package, it is likely that you will not be able to have the same colour package; sometimes even two lots are mandated in-between and often directly across the street is not allowed, either.

The only way to ensure that you have a wider variety of selections in all of these areas is to do your research, look at your personal circumstances and get on as many pre-registration lists as you can.

BIGSTOCK

*Debbie Cosic is president and founder of In2ition Realty (in2ition.ca), an award-winning brokerage that focuses on sales, marketing and merchandising of new home & condominium developments throughout North America. Cosic has been recognized multiple times as the Marketing Person of the Year by both BILD and NAHB.*