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2019 NEIGHBOURHOOD REPORT LAWRENCE PARK

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*Sales Representative This is not intended to solicit properties currently listed for sale.

2019 Lawrence Park Report, A Year in Recovery

2019 was the second tough year in a row for Lawrence Park, with only 35 sales, down from an average number of 68. The average price was up 3.6% from 2018 but still down 15.4 % from 2017 when the Toronto market experienced a correction.

Starting in 2009, the average home price in Lawrence Park increased every year, except in 2013 (-3.7%), until 2018. The rate of increase between 2014 and 2017 (20.8%) was dramatic and amongst the highest of any Toronto core neighbourhoods. The second half of 2017 and 2018 was a significant correction, while 2019 was the beginning of our recovery.

The Toronto core market became an extreme seller's market from 2014 to April of 2017 due to a lack of homes for sale and an influx in three home buyers groups;

1. The foreign investment buyer.
2. The York region buyer who was looking to be closer to excellent private and public schools yet wanting a new or substantially renovated home.
3. The builders' market.

We estimate that in 2012 about 5 to 10% of the sales in Lawrence park were from these groups. In 2017, it represented over 50% of the sales.

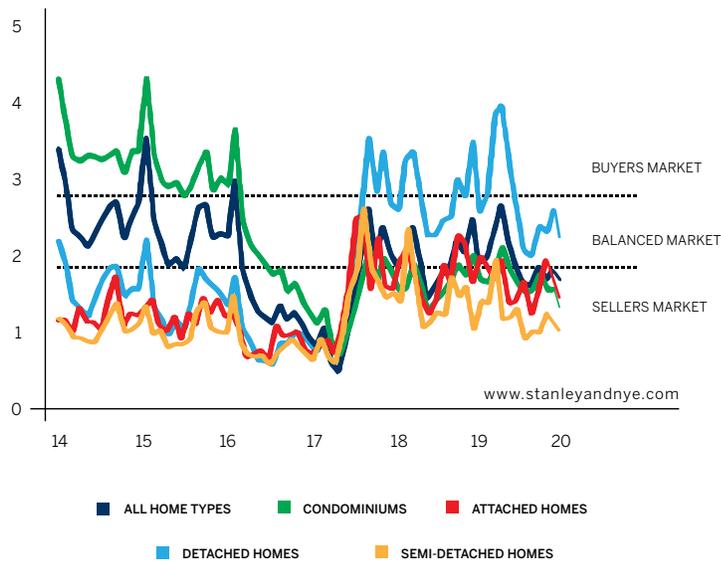
In April of 2017, the provincial government implemented the foreign buyers' tax of 15%. The bank of Canada, sighting a concern

over Canadian indebtedness, introduced a stress test for mortgages that required the mortgagee to qualify at their rate, which was about 2% higher than what the banks charged. The impact was extreme, as shown by a crucial market indicator, Months of Inventory.

| CHANGES IN VALUE OF LAWRENCE PARK HOMES | | | | |
|---|--------------------|--------------------------------------|----------------------|--------------------------------------|
| | Average Price | Percentage Change from Previous Year | Number of Homes Sold | Percentage Change from Previous Year |
| 2010 | \$2,133,200 | 4.9% | 65 | +14.0% |
| 2011 | \$2,292,822 | 7.5% | 68 | +4.6% |
| 2012 | \$2,461,723 | 7.4% | 54 | -20.6% |
| 2013 | \$2,369,715 | -3.7% | 76 | +40.7% |
| 2014 | \$2,593,322 | 9.4% | 67 | -11.8% |
| 2015 | \$3,006,100 | 15.9% | 68 | 1.5% |
| 2016 | \$3,537,100 | 17.7% | 70 | 2.9% |
| 2017 | \$4,273,341 | 20.8% | 56 | -20% |
| 2018 | \$3,631,237 | -15.0% | 35 | -37.5% |
| 2019 | \$3,762,583 | +3.6% | 35 | 0% |



Toronto Months of Inventory (MOI)



The graphs have been created by the Stanley & Nye Group based upon data deemed reliable through Toronto MLS.

This chart shows the balance (supply and demand) of the market. In a Seller's market, prices increase substantially, and multiple offer situations are prevalent, and in a Buyer's one, there are too many homes for sale and prices decline.

The correction in 2017 impacted all of the markets but, each region, neighbourhood and home type varied dramatically. The York region changed from a hot Seller's Market with less than one month of inventory to an extreme buyers' one, with almost six months of supply and price declines of 30%, severely restricting the ability for homeowners to move. The most expensive home type, the detached one, was also disproportionately

affected while the condominium market was the least impacted and recovered in a year. In addition to this, when prices corrected, the builders market stopped. Some builders had homes they couldn't sell and land they purchased at peak prices.

Not all high priced markets reacted the same way. The York Mills/Bayview area was impacted more than Lawrence Park for the same reasons. Rosedale, a Heritage District that restricts the building of new homes, was never a destination market for foreign or York region buyers and had more renovators than builders. Its' average price increased right through the correction. Rosedale, usually \$200,000 less than Lawrence Park, was \$400,000 more in 2019.

2020 Predictions

Lawrence Park will move towards a balanced market by the end of 2020. The extent and timing will be dependent on corrections in areas of the York region, modifications to the Foreign buyers tax, bank rates, and softening of the stress test if any of these occur. As new home prices return, the builders will also.

After back to back years of sub performance, with our experience, we expect that Lawrence Park will have a bounce-back year of 60 or more sales and average price increases of 10% or more.



History

The assembly of Lawrence Park began in 1907 by the Dovercourt Land Building and Saving Company. They acquired the north parcel of the park from John Lawrence, after whom this neighbourhood is named.

The president of the Dovercourt Land Company was Wilfred Servington Dinnick. It was under Dinnick's direction that Lawrence Park was developed as a suburb for the "well to do".

The first advertisement for Lawrence Park trumpeted it as an "aristocratic neighbourhood", "four hundred feet above Lake Ontario, and Far from the Lake Winds in Winter". However, Lawrence Park's development was sporadic. The building of houses was interrupted by two world wars, a recession and a depression. It wasn't until the 1950's that this neighbourhood was completed.

Community

Lawrence Park is one of Toronto's most exclusive residential neighbourhoods. It is located in a very peaceful and tranquil setting that includes gently rolling hills, several parks, a ravine, winding roads, (many of which do not have sidewalks) and a lush topography.

Lawrence Park's shops, schools and recreational facilities are located on its periphery, which keeps traffic on the residential streets to a minimum.

The high profile shops and restaurants in the Yonge and Lawrence area, are well patronized by Lawrence Park residents. This shopping district includes fashion, children's, and sporting goods stores, gift shops, bakeries, gourmet dining, casual restaurants plus the ever popular coffee shops.

Many of the residents belong to the prestigious Granite Club which has an abundance of sports and recreational activities, excellent dining and is conveniently located at Bayview and Lawrence.

Homes

Lawrence Park's whimsical houses include a variety of architectural styles including English Cottage, Tudor Revival, Georgian and Colonial style designs. Most of these homes were built between 1910 and the late 1940's.

Lawrence Park is a good place to find a house that blends the old with the new. For the last few years, parts of Lawrence Park have been redeveloped with magnificent new homes that are architecturally complimenting the old, including leaded glass windows, high ceilings and substantial wood mouldings along with rich hardwood floors. Timeless and elegant with all the amenities for the 21st century these homes now adorn the winding streets of Lawrence Park.

Schools

| | | |
|------------------------------------|------------------------|----------------------------|
| Blythwood Jr. | 2 Strathgowan Crescent | (416) 393-9105 (public) |
| Sunny View Jr. & Sr. | 450 Blythwood Road | (416) 393-9275 (public) |
| Bedford Park Public School | 81 Ranleigh Avenue | (416) 393-9424 (public) |
| Lawrence Park Collegiate Institute | 125 Chatsworth Drive | (416) 393-9500 (public HS) |
| North Toronto Collegiate Institute | 70 Roehampton Ave. | (416) 393-9180 (public HS) |
| Northern Secondary School | 851 Mt. Pleasant Road | (416) 393-0270 (public HS) |
| St. Clements School | 21 St. Clements Avenue | (416) 483-4835 (private) |
| Havergal College | 1451 Avenue Road | (416) 483-3519 (private) |
| The Toronto French School | 296 Lawrence Avenue E | (416) 484-6533 (private) |
| Crescent School | 2365 Bayview Ave. | (416) 449-2556 (private) |
| Crestwood School | 411 Lawrence Ave. E | (416) 444-5858 (private) |
| Loretto Abbey | 101 Mason Blvd. | (416) 393-5510 (public HS) |
| Blessed Sacrament | 24 Bedford Park Ave. | (416) 393-5226 (separate) |

Stanley & Nye

G R O U P

Highly Informed. Guaranteed Performance

We are a group of three licensed professional agents with 50+ years of experience who have completed over 1000 transactions in Toronto in all price ranges and types of homes/condominiums. We are passionate about what we do, the many people we have been able to help, and those that have consequently become friends.

We each have a diversity of professional and personal skills and areas of expertise that enable us to work together with synergy and energy. You are never without an agent close by, and we view our relationship as one in which you get three for the price of one!

Our journey has taken us through four major brokerages in Toronto to what we believe is the one with the most superior real estate marketing platform in the world. We feel so strongly in our performance and knowledge that we guarantee your satisfaction.

We hope that you invite us to be a part of your journey and look forward to meeting you.



Jennifer Stanley

Senior Vice President of Sales - Life Stage and Lifestyle Adviser

What makes Jennifer exceptional in Toronto's real estate market is her ability to listen and hear you, her caring and compassionate approach, clear communication skills, pragmatism, and experience. Whether you are buying a first home, changing neighbourhoods, expanding, or downsizing, she knows that every decision to move is both exciting, stressful, and one of the most important decisions you and your family will make.

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A mother with a blended family of five who has moved/renovated more than a few times and with over 25 years experience as a Real Estate Agent, Jennifer knows how to transform your needs and desires into reality while she makes every effort to reduce your stress. She emphasizes the importance of preparation, patience, and expert guidance to ensure the very best outcome in your transaction. Her attention to detail, combined with flawless creative execution, customized to each situation, is critical to your success. Knowing and understanding the current market condition as well as national, international, and economic climate allows her to determine the optimal timing, marketing strategies, and tactics for both local and international buyers.

Jennifer's integrated approach allows you to enjoy the peace of mind of knowing your aspirations translate into the best real estate decisions, results for your family, and lifestyle choices.



416.402.5655
gnye@sothebysrealty.ca

Gordon Nye, M.A.Sc., P.Eng.
Senior Vice President of Sales
Professional Engineer- Real Estate Consultant

Gordon's unique advantage for you lies in his Professional Engineering certifications, his rigorous analysis, and interpretation of the Toronto Real Estate Market (neighbourhood by neighbourhood), building knowledge, and his adherence to the ethical standards of an engineer.

Gordon has a bachelor's degree in Civil Engineering, a master's degree in Construction Management, and 25+ years of real estate experience. He was a project manager in Texas, Mississippi, and West Virginia before beginning his career in real estate and has renovated/built 7 of his homes since.

Clients admire the hands-on, pragmatic problem-solving approach towards the condition of a home or its potential, his advice on renovations, and suggestions of what to address before selling a home. Whether you are buying or selling, Gordon is present for the building inspection, interacts with the inspector, and will help you understand the implications of the report, recommendations, and associated costs. His knowledge and vision of how to turn a property into your dream home, as well as the realistic timelines and costs that may be involved, will help you to make informed decisions. With Gordon, you will be able to follow a concrete path to realizing your existing or new homes' potential and value.

There are very few agents in Toronto with Gordons' knowledge of the physical house and even fewer with his depth of statistical market information, analysis, predictions, and reports. This knowledge will give you confidence in his recommendations and makes him formidable in negotiations on your behalf.



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Brent Stanley
Certified Negotiation Expert

Brent is high energy with personality plus, the new generation realtor with an in-depth knowledge of social media and digital marketing. He excels with first time buyers, condominiums, millennials, and Gen- Xers and has substantial experience with first time buyers, condos for personal and investment use as well as commercial properties.

Brent grew up in Toronto and watched it blossom into a luxury, world-class city. He has a marketing diploma from Humber College and postgraduate education in hotel and restaurant management, which started at Les Roches in Switzerland and concluded in Marbella, Spain, where he also became a Sommelier. Brent worked in British Columbia with the Banff Fairmont as well as China with the Kempinski Hotel and has a basic knowledge of Mandarin.

Brent grew up with two of the top realtors in Toronto as parents and found his calling in real estate over five years ago.

When he is not working, he is usually hanging out with his French bulldog "Mr. Butters" or pursuing several of his other passions, music, golf, tennis, swimming, skiing, or volunteering for the Knights of Columbus.

WHAT OUR CLIENTS SAY ... TRUE PROFESSIONALS

“You are ‘True Professionals’ and I have enjoyed working with and learning from you. There are two reasons why we picked your team versus the others.

1. Your team presented in a very professional, positive yet fact-based manor
2. The Sotheby’s brand.

We do not do business with just anyone as our brand is important to us and we felt it made a statement about the quality of the property being offered. Some of your competition fell short in this category either individually or as a firm. They may sell a lot of real estate but character, professionalism, cultural awareness, brand and integrity matter.”

B.G.

“From our first meeting Jennifer and Gordon, presented themselves extremely professionally and provided a level of candor that was refreshing. We knew that our house gave the impression of being dated and Gordon and Jennifer were the only agents who really provided us with concrete suggestions on how to freshen up the house and maximize our return.

Gordon went to great lengths to make the updating as painless as possible for us. We have never experienced agents who have gone that extra mile for their clients, but they did. They brought in a stager who, working with Jennifer really helped to show off the best features of the house. The photography was well done, and the video was exceptional. All of this was incredibly important to reaching our end result.

The sale didn’t proceed as planned, as we only had one low-ball offer as of our original offer date, but Gordon and Jennifer kept working busily, and during the next weekend’s open house, with an offer pending we received two more and achieved precisely the price we were looking for. We enjoyed a successful outcome, but more importantly we had the comfort of Jennifer and Gordon walking beside us and helping us through the entire process.”

J.M.

“We have known and used Jennifer Stanley and her husband Gordon Nye to buy and sell our homes for many years. My husband and I feel that they are experienced, skilled, ethical professionals. They are consistently ranked among Central Toronto’s top agents with more than 50 years of experience and have considerable specific experience dealing with “Seniors”. They make a complicated and potentially stressful experience a seamless one. They brought in specialists to prepare the property to achieve the highest price. In addition, Gordon’s professional engineering designation enable him to realistically address structural and infrastructure considerations associated with an older property.”

C.D.

WHAT OUR CLIENTS SAY ... TRUE PROFESSIONALS

“When Sonia and I decided to sell our townhouse this fall, we wanted you and Jennifer to be our agents, since both of you had so efficiently sold our previous home and enabled us to find the present one eight years ago.

I contacted you last July to discuss our present plans and some of the problems we faced in preparing the property for sale. You immediately came up with several excellent suggestions, clearly outlining the present state of the real estate market and what we could expect. Shortly after you came to the house to help us fix one of the problems, I refer to above.

Unfortunately, some health issues came up and we had to post-pone which was not an easy decision. We were especially concerned about informing you of this, since you had already spent considerable time helping us, indeed well beyond “the call of duty”. However, you were most understanding and supportive. We consider ourselves extremely fortunate to have you and Jennifer as agents.”

B.& S.

We rank Jennifer Stanley and Gordon Nye amongst the very best of real estate agents. Their diligence and unsurpassed awareness of current markets were of the highest level during the sale of our home.

J. & B. G

“This is a terrific outcome. What a blessing it was to have you shepherd this through for me....MPAC must shiver in their boots when they see you coming!”

K.C.

Not only were they helpful and honest but also added a lot of value in the transaction. They helped us to work with the sellers to deal with a buried oil tank and were personally involved in moving this process along as well as finding an architect to work with us on changes and a designer to work with in getting our current home ready for sale.

In summary Gordon and Jennifer are a cut above.

C.B.

WHAT OUR CLIENTS SAY ... TRUE PROFESSIONALS

My husband and I, first met Brent 2 years ago. It was a difficult time as both my parents were very ill and I needed to sell their home. We interviewed a few agents and discussed their assessment of the house – how much it would sell for, how much work/money we should put into the house to maximize the return, who the potential buyers were. In that first meeting, Brent impressed us with his deep knowledge of the market and his boundless energy to work for the sale. The advice we had received from another agent was that the target buyer was a builder and so we should not do anything to the house because it would be a waste of time and money. Brent thought differently. He advised that with a number of selected repairs/renovations we could get more as we could broaden the appeal to potential home owners. Brent put us in touch with contractors and worked alongside us to make sure the work was done on time and on budget (approx. \$6,000). Brent's hard work and advice netted us over \$200,000 more than we would have gotten from a builder. Brent is head and shoulders above any agent we have ever used. We would not hesitate to recommend him. His insight, strong work ethic and professionalism are exceptional. Equally important, Brent is very easy to work with and a nice guy to boot!

Thank you so much for all of your help in selling our house. We still can't believe that we were signing a final offer within 24 hours of the agent open house!

Your intimate knowledge of the market, attention to detail and comprehensive management of buyers made the process a very positive one. Your negotiation skills helped us over achieve our objectives. As clients, we felt well informed and in expert hands throughout.

S.K.

The fact that you were able to find us a property that was not yet on the market in such a short period of time is a testament to your knowledge, professionalism, networking and relationship skills. You were both such a pleasure to deal with and made the process both quick and fun! This is "First Class Service" and we will not hesitate in recommending you!

K & M

Thank you so much for all your help in selling our house. We still can't believe that we were signing a final offer within 24 hours of the agent open house! Your intimate knowledge of the market, attention to detail and comprehensive management of buyers made the process a very positive one. Your negotiation skills helped us overachieve our objectives. As clients, we felt well informed and in expert hands throughout.

S&K

*In a time of global communications and global markets,
there is only one true international real estate band.*

SOTHEBY'S INTERNATIONAL REALTY CANADA **A Canadian Story**

We are a proudly Canadian national corporate brokerage, with real estate offices across Canada. Sotheby's International Realty Canada serves our clients with an experienced team of real estate, marketing and financial professionals committed to providing you with superior service, marketing expertise and the highest ethical standards in the industry.

Aligned with our network partners in over 72 plus countries Sotheby's International Realty Canada's sales representatives provide an exceptional level of service and design and execute intelligent, exciting and strategic sales and marketing programs. By utilizing the renowned brand and by drawing upon the practical experience of our people, we are uniquely positioned to present real estate opportunities to a far-reaching and exceptionally qualified client base.

Quite simply, Sotheby's International Realty Canada presents an unparalleled opportunity to showcase exceptional real estate to the most qualified local, national and international audience.

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Central Toronto Neighbourhood Reports To Help You Make Informed Decisions

Lawrence Park

Chaplin Estates

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Moore Park

Allenby Area

Hogg's Hollow

Rosedale

Davisville Village

Ledbury Park

York Mills/Bayview

Bedford /Wanless Park

Teddington Park

Banbury/Don Mills

Trinity-Bellwoods

Cricket Club

Sherwood Park

Leaside Area

Annex Area

Cabbagetown

Forest Hill

St. Clair/Summerhill

Each report will include your neighbourhood performance, our prediction for 2020 and access to the homes sold in each during 2019. Privacy Laws require that you request this information from us.

For your free 2019 copy please contact us at 416.616.4149 or email us at jstanley@sothebysrealty.ca or gnye@sothebysrealty.ca

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