



LUKE DALINDA
SALES REPRESENTATIVE
& VICE PRESIDENT OF PALACE PLACE (MTCC 1053)
TOP 3% IN CANADA* THE #1 TOP SELLING REALTOR AT PALACE PLACE

THE DALINDA REPORT

Est. 1997

FEBRUARY 2014

THE ORIGINAL
PALACE PLACE REPORT
AND PRICE CHART

PALACE PLACE MARKET REPORT



TORONTO – FEBRUARY 5, 2014

JANUARY 2014

The month of January had proved a good start for Toronto's real estate resale market, which had resulted in solid sales, as the Toronto Real Estate Board had reported 4,135 sales of single-family dwellings in January 2014.

Total sales were down by 2.2% from the 4,229 sales that had been recorded in January 2013, and total sales had increased by 3.7% from the 4,078 sales that had been recorded in December 2013.

THE JANUARY AVERAGE PRICE HAD INCREASED BY 9.2%.

The average price in January 2014 had increased by 1.1% to \$526,528 from \$520,398 in December 2013. The January 2014 average price had increased by 9.2% from the January 2013 average price of \$482,080. The 2013 year-end cumulative average price had totaled \$523,043, an increase of 5.2% from \$497,130 in 2012.

ACTIVE LISTINGS HAD DECREASED BY 16.4%.

The number of active listings in January 2014 had increased by 4.2% to 11,903 from the 11,418 active listings in December 2013 and had decreased by 16.4% from the 14,231 active listings in January 2013.

THE HUMBER BAY SHORES AVERAGE PRICE HAD TOTALED \$403,397.

Condominium apartment sales in the W06 west district that represents Humber Bay Shores had increased to 36 sales in January 2014 from 35 sales in December 2013. The average condominium price in this district had totaled \$403,397 in January 2014, which had increased by 10.5% from \$364,985 in December 2013, while the median price in January 2014 had equaled \$314,200, which had been down from \$324,000 in December 2013.

The average home price in Toronto has been forecast by Royal LePage to increase by 3.9% for 2013.

PALACE PLACE

Palace Place had experienced a slow year in 2013. Total sales had decreased from 34 sales in 2012 to 27 sales in 2013. The average price per square foot for Palace Place for 2013 had been \$412, which had been up from \$405 in 2012.

The biggest news of 2013 was that I had set the historic, all-time record price per square foot of \$515 for Palace Place.

(Continued on back page)



ROYAL LEPAGE REAL ESTATE SERVICES LTD.

Brokerage (The company-owned brokerage firm)
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THE DALINDA REPORT IS A MONTHLY REVIEW OF CURRENT REAL ESTATE MARKET TRENDS

* This report article has been written by Luke Dalinda. All statistics have been provided by the Toronto Real Estate Board, Royal LePage, and The Dalinda Report. TM © The Dalinda Report. All rights reserved. The information that has been written herein has been obtained from sources that have been deemed reliable. There has been no reason to doubt its accuracy, but, regrettably, it cannot be guaranteed. Prices have been based on sales that have been recorded by the Toronto Real Estate Board. Remember, important factors that affect the value of a unit are view, upgrades, renovations, the extent of wear and tear, and the motivation of the seller.

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LUKE DALINDA PRESENTS PALACE PLACE

ELEVATING THE PALACE PLACE BRAND OF STYLE AND PRIVILEGE TO A GREATER AUDIENCE

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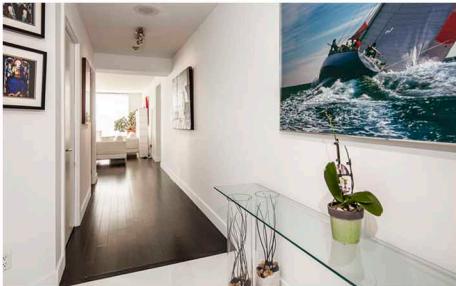
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 Insider intel on the politics and personalities shaping the city.
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REAL ESTATE 7 Comments Like 55 Tweet 605

Condo of the Week: \$900,000 for a sleek Mimico suite with an uninterrupted lake view



Address: 1 Palace Pier Court, Suite 906
Neighbourhood: Mimico
Agent: Luke Dalinda, Royal LePage Real Estate Services Ltd., Brokerage
Price: \$909,000

The Place: A two-bedroom suite in Palace Place. The building offers a slew of amenities, like a private shuttle bus, a putting green, valet parking and a 47th-floor games room with a view. We featured a three-bedroom unit in a neighbouring condo building last year.

Bragging Rights: The completely uninterrupted lake views speak for themselves. Also, you'll be living in something of a landmark. You know the tower by that white bridge off the shoulder of the Gardiner Expressway? This is it.

Big Selling Point: The suite was remodeled with sleek high-end finishes inspired by the designs of Studio 54 legend Ian Schrager.

Possible Deal Breaker: You may prefer your waterfront property and all-white décor to come with ocean views and Miami temperatures.

By the Numbers:
 • \$909,000
 • 1,985 square-foot
 • \$1,589.47 in monthly maintenance fees
 • 3 bedrooms
 • 2 bathrooms

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 Enter your email to receive our weekly newsletter.

WHAT YOU GET WHEN YOU LIST WITH LUKE DALINDA*

- I have set **more record prices at Palace Place** than any other realtor, and, at the same time, I have saved clients thousands of dollars with my very competitive commission rates.
- I am the only Palace Place realtor that is a **Platinum Level Marketer in The Toronto Star**, and I have advertised the most in The Globe & Mail.
- My Palace Place listings are **the highest-ranking search results** for Palace Place on Google.
- My listings at Palace Place are **now featured exclusively among the world's finest real estate at LuxuryHomes.com**.
- **The Dalinda Report**, the original Palace Place and Humber Bay Shores newsletter, is sent to **thousands of households in Toronto West**.
- Only I offer professional photography, home staging options, and **incomparable marketing flyers and Internet exposure**.
- As the longest serving realtor, when it comes to Palace Place, I wrote the book, literally.

Simply listing on MLS is just not enough. As your fellow owner and the first #1 top realtor at Palace Place, **I have been working extremely hard to increase the values at Palace Place and to earn the right to represent you.**

I am on-site and available 24/7.

FOR THE FIRST TIME EVER, TORONTO LIFE HAS
AWARDED PALACE PLACE THE PRESTIGIOUS
CONDO OF THE WEEK TITLE FOR SUITE 906.

THE DALINDA TEAM IS PROUD TO INTRODUCE OUR NEWEST PROJECT

the Residences
VICEROY SNOWMASS
SNOWMASS.CA



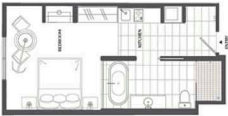
GET THE DEAL DONE WITH THE #1 TOP SELLING REALTOR AT PALACE PLACE!*

* Such achievement has been based on the number of sales that had been sold from 2010 to 2013 from TREB MLS data.

* This is not intended to solicit clients that are under contract with a brokerage.



SKI IN/SKI OUT CONTEMPORARY CAREFREE LIVING
CONDE NAST TRAVELER (READERS' CHOICE AWARDS 2012)



RESIDENCE 603

- Morning Kitchen
- Bedroom/Living Area With Fireplace
- Spa Bath With Separate Shower

416 236 1871 | EMAIL



RESIDENCE 633

- FULL KITCHEN
- LIVING/DINING AREA WITH FIREPLACE
- MASTER BEDROOM WITH FIREPLACE
- EN-SUITE BATH, DOUBLE VANITY, AND SEPARATE BATH
- GUEST BEDROOM WITH SEPARATE FULL BATH
- BEDROOM/LIVING AREA WITH FIREPLACE
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- PRIVATE SUNDECK

416 236 1871 | EMAIL

Located just 6 miles from the Aspen airport, The Residences Viceroy Snowmass combines whole ownership and the luxuries of resort amenities to offer the ultimate in carefree living. Offering studios - four-bedroom residences, interiors are sophisticated, comfortable, and authentically luxurious. With one third of the inventory sold in the first season now is the time to inquire about ownership opportunities.

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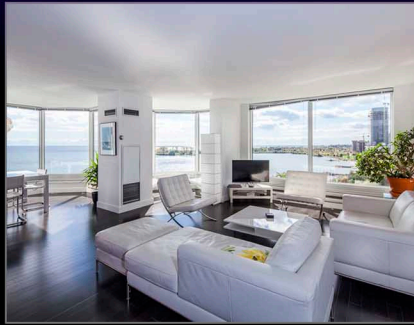
FOR MORE INFORMATION CONTACT
DAIVA DALINDA
416-236-1871
DDALINDA@DALINDA.NET



Aspen Snowmass Sotheby's IN ASSOCIATION WITH RELATED

PALACE PLACE, 1 PALACE PIER COURT, SUITE 906

FOR SALE AT: \$909,000



Toronto Life's Condo of the Week!

Suite 906 is a modern condominium residence, with approximately 1,985 square feet of living space and breathtaking views of Lake Ontario. This suite features Ian Schrager-inspired finishes. Call Luke Dalinda today! 416-725-7170

PALACE PLACE, 1 PALACE PIER COURT, SUITE 2906

FOR SALE AT: \$949,000



Suite 2906 is a magnificent condominium residence, with approximately 2,028 square feet of living space and enchanting views of Lake Ontario, the city, and the Humber Bay Shores parkland. Call Luke Dalinda today! 416-75-7170

THE DALINDA TEAM HAS ACHIEVED TOP 3% IN CANADA STATUS SINCE 2007.*

* Such achievement has been based on the number of sales that had been sold from 2010 to 2013 from TREB MLS data.

PALACE PLACE MARKET REPORT (CONT'D)

My biggest complaint of 2013 is that Palace Place owners are not doing their homework and far to often have accepted lower market valuations from realtors looking to make a quick sale.

Buyers take note!

When these new shoebox condos are selling for \$700 to \$1000 per square foot, you can see that there is a lot of room for improvement in our \$412 per square foot average.

In 2013, there had been 476 sales of condominium units that had been priced under \$450,000 in the Humber Bay Shores area. In 2013, there had only been 117 sales of condominium units that had been priced above the \$450,000 price point. Of that amount, there had only been 38 sales of condominium units that had been priced between \$500,000 and \$600,000. Of those, only 4 sales were from Palace Place. Finally, since January 2013, there had only been 37 sales of condominium units that had been priced above \$700,000.

The big difference between 2012 and 2013 is that 2013 had seen the release of over 57 suites from Nautilus, 16 Brookers Lane, a brand-new Monarch building. To date, 48 of those suites have sold and 9 suites remain on the market.

Traditionally, Palace Place has stood on its own with the introduction of new condo buildings into the marketplace. While Nautilus is definitely not Palace Place, it is a very modern, brand new condo that offers great views and balconies. Palace Place has experienced a challenge in competing with this "new factor". Add the challenges of qualifying for a mortgage under the new rules, and it is clear how we have seen a decrease in sales.

2014 will see even more new inventory come on the market, and a lot more is scheduled for 2015. It will take hard work and passion to keep the incredible value proposition of Palace Place at the forefront.

I continue to seek innovative solutions to attract buyers to your suite. I truly believe that Palace Place is the best-built building in Toronto and one of the city's foremost residential opportunities.

TESTIMONIALS

July 17, 2013

"Thank you so much Luke. Well done. You are Palace Place # 1 agent!!!!!! We will pass the word around for sure! Thanks for your fantastic service in this transaction. We appreciate your confidence and professionalism."

- Joe & Odette Leuthard

August 1, 2013

"Dear Luke - Today is August 1st - 2 months since the closing of the sale of our lovely # 4601 at Palace Place. And we are writing to say thanks - to you for bringing our sale to happen. We appreciate your very professional effort on our behalf.

Rosemary and I have enjoyed very much our years in our Penthouse at Palace Place - which began when the only structure on the ground was a temporary sales office, through the travails of losing the building's builder to bankruptcy, and to some 20-years with our grand view of the city of Toronto and of Lake Ontario. They were great years. We send you and your family our best wishes for many good years and good health at Palace Place.

Luke, It is great knowing you. You are amazing - you put all of yourself in everything you do. We admire you for your precious children. Continued great success."

- John & Rosemary Galbraith
(Founders Franklin Templeton)

1 TO THE POWER OF 5 - LUKE DALINDA'S TEAM



LUKE DALINDA
Sales Representative



DAIVA DALINDA
Broker



VALENTINA MORASKY
Sales Representative



MAUREEN GALEA LLB
Barrister & Solicitor



TONY LEUNG
Regional Sales
Manager,
Mortgage Alliance

PALACE PLACE, 1 PALACE PIER COURT 27 SALES - 2013

Unit	Square Feet	Current AVG Prices	Current AVG Prices PSF
01	1,985	\$ 855,000	\$431
01	2,836	\$1,150,000	\$405
02	1,204	\$ 552,000	\$459
02	1,186	\$ 580,000	\$489
03	1,985	\$ 950,000	\$478
03	2,028	\$ 960,000	\$473
04	790	\$ 350,000	\$443
04	833	\$ 349,900	\$420
05	1,228	\$ 490,000	\$400
05	1,491	\$ 620,000	\$416
06	1,985	\$ 820,000	\$413
06	2,028	\$ 928,000	\$457
07	788	\$ 300,333	\$381
07	833	\$ 329,900	\$396
08	1,223	\$ 547,000	\$447
08	1,201	\$ 400,000	\$333
09	1,388	\$ 475,000	\$342
10	1,388	\$ 457,000	\$330
10	1,395	\$ 512,500	\$367
11	1,106	\$ 383,000	\$346
12	813	\$ 320,000	\$394

PENTHOUSES

PH01	2,437	\$ 1,255,000	\$515
PH02	1,642	\$ 625,000	\$380
PH03	2,437	\$1,250,000	\$512
PH04	1,955	\$ 655,000	\$335
PH05	2,437	N/A	N/A
PH06	1,633	N/A	N/A
PH07	2,437	\$1,070,000	\$430
PH08	1,550	\$530,000	\$342



LUKE DALINDA'S 2014 PALACE PLACE SALES



SUITE 4306*	JUST SOLD	\$895,000
SUITE 2802****	JUST SOLD	\$540,000

2013

SUITE 3906*	RECORD PRICE	\$928,000
SUITE 1211*	RECORD PRICE	\$383,000
SUITE 4305*	JUST SOLD	
SUITE 602*	RECORD PRICE	\$552,000
SUITE 3410*	JUST SOLD	\$505,000
SUITE 406*	JUST SOLD	\$810,000
SUITE 4601*	RECORD PRICE	\$1,255,000

LEASED

SUITE 4003*	RECORD PRICE	\$4,200
SUITE 4309*		\$2,700
SUITE 705*	RECORD PRICE	\$2,700

2012

SUITE 4110*	RECORD PRICE	\$512,500
SUITE 1410*	RECORD PRICE	\$457,000
SUITE 2806**	SOLD	
SUITE 306*	SOLD	
SUITE 1706****	RECORD PRICE	\$783,333
SUITE 4305*	RECORD PRICE	\$620,000
SUITE 1707*	RECORD PRICE	\$300,333
SUITE 3504*	RECORD PRICE	\$335,000
SUITE 3705*	RECORD PRICE	\$617,000
SUITE 2208****	RECORD PRICE	\$547,000
SUITE 3002*	RECORD PRICE	\$580,000
SUITE 4206*	RECORD PRICE	\$784,000
SUITE 4305****	RECORD PRICE	\$610,000

LEASED

SUITE 3904**	RECORD PRICE	\$1,800
SUITE 4009*	RECORD PRICE	\$2,700

* SELLER REP. ** BUYER REP **** BUYER & SELLER REP



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