Canadian Apartment Investment Conference

Competing with New Developments and Condos

Case Studies in Hamilton and Toronto

Sept 4, 2019
Opportunities

- Unprecedented low vacancy rates
- Rapidly increasing rental rates
- Low cost of Capital

A good time to invest!!!

Challenges

- Predicting future construction costs
- Low turnover in older buildings
  - Where to put a fitness room

Where can ROI be maximized???
Case Study – Regency on Main

320 Newly Constructed Luxury Rental Units

Downtown Hamilton

Initial Occupancy Fall 2016

Fully Leased
Case Study – William Thomas Student Rentals

370 Newly Constructed Student Housing Beds
Downtown Hamilton
Initial Occupancy Summer 2018
Fully Leased
New Build Best Practices

Entrance Lobby - Condo comparable
Property Management Office - View to the lobby
Amenity Areas - Fitness, Party/Study Room, Terrace
Security - Entry Control and Cameras
Upgraded Unit Finishes - Laminate, Stainless, Blinds, Lighting
Submetered Utilities - Hydro, Water
In Suite Laundry
Case Study – Willow Glen Apartments

320 Units Constructed 1980

Black Creek / Trethewey

$16M Invested Over 5 Years

Fully Leased
Case Study – Kings Gardens

200 Units Constructed 1983
King & Dufferin
$5M Invested over Past 3 Years
Fully Leased
Older Buildings Best Practices

Common Areas – Renovated Lobby and Hallways
Upgraded Unit Finishes - Laminate, Stainless, Blinds, Lighting
New/Upgraded Amenity Areas – Fitness, Library, Pool
Other Asset Upgrades – UPG, Windows, Risers, Elevators
Convert to Submetered Utilities - Hydro
Best Practices – Marketing & Leasing

Branding, Logo
  • Building name, web site, trademark

Market Studies
  • Apartment and Condo, 2 km radius, Regular updates

Rent Map
  • Unit specific rents – size, exposure, height

Model Suite
  • Critical during initial rent up

Web Advertising
  • Photos, Floor Plans, Pricing, “Push” to other sites

Professional Sales Approach
  • Mystery Shopping, Lead Tracking, Closing

Rental/Tenant/Landlord Portal
  • On line application & lease, Payment, Work Orders

Tenant Demographic Profile