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Project : Whitehaus

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Overall Rating - Investor Buy

Whitehaus offers an excellent blend of location, value and functional layouts. Pricing is lower than we forecasted prior to the project's launch and compares very favourably against surrounding projects and neighbouring developments. Investors can expect to see positive cash flow and healthy returns on their investment.

Yonge & Eglinton is a premiere location in Toronto and is the second largest employment centre in the city. The Yonge-Eglinton Centre is undergoing \$100 Million in upgrades and the Crosstown LRT will add significant value to the neighbourhood increasing real estate values tremendously .

Project: Whitehaus  
 Builder: Lifetime Developments  
 Address: 2360 Yonge Street  
 Units: 366  
 Storeys: 29  
 Occupancy: Feb 21, 2019  
 Parking: \$55,000 on all suites over 605 square feet

Lifetime Developments has an established reputation as one of Toronto's most respected condominium developers and has a long track record of successful completions. Even with the low price point they are able to include a multitude of amenities and well appointed suite finishings. Maintenance is very reasonable at \$0.52/psf considering the variety of amenities.

On the whole, we are bullish on the project for investors and give it a 4 out of 5 rating on the strength of its pricing, location, strong rental market, unit selection and quality of build.

Pricing

With pricing coming in at \$100/psf less than upcoming projects, Whitehaus offers investors great value in a great neighbourhood. Yonge & Eglinton offers terrific demographics for the modern condominium investor, while supplying the amenities that owners and tenants look for when deciding on a location.

**\$673/PSF**

*Downtown living in a midtown location at north of the city pricing.*

Location

Living at Whitehaus, you are at the hub of a new renaissance that's transforming Yonge & Eglinton into the city's most exciting and connected community. A Toronto Life magazine survey has ranked the Yonge & Eglinton neighbourhood as the 1 st out of 140 neighbourhoods in Toronto! Everything you'll want or need is literally steps away. A bustling economic hub, Yonge & Eglinton is also the 2nd largest employment centre in Toronto and the fastest growing. The average household income is \$40,000 higher than in the GTA.

**98** Walk Score

**95** Transit Score

Neighbourhood Outlook 

Yonge & Eglinton is quickly becoming one of Toronto’s most predominant intersections and communities. The Crosstown LRT will provide residents with an east-west transit corridor. Part of a multi billion dollar investment from the Ontario government, the Crosstown LRT will run across Eglinton Avenue. In conjunction with the Yonge subway line, residents will be connected to all points east, west, north and south in the city.

**\$100M**

*Facelift to the Yonge-Eglinton Centre.*


Just south of the development, the Yonge-Eglinton centre is undergoing a \$100 Million upgrade. The proposed expansion will add a further 40,000 sq. ft. to midtown’s premiere shopping destination which currently houses 75 shops and services that span from the Cineplex/SilverCity Theatre, Pickle Barrel and a Metro grocery store.

The Building 

Whitehaus, designed by Diamond Schmitt Architects will rise 29 floors, offering 366 units with gorgeous interiors by Cecconi Simone Interiors Inc. Features will include 9 feet floor to ceiling windows, quartz counters, stainless steel appliances, and european style kitchens. Residents will enjoy amenities including a fitness centre, event kitchen, residents lounge, dog wash, artists studio and ping pong lounge.

Amenities

- Fitness Centre
- Event Kitchen
- Resident Lounge
- Dog Wash
- Artist Studio
- Ping Pong Lounge

The Developer 

Limetime Developments has been creating successful residential developments for over three decades. Lifetime aims to create unique spaces with design innovation, architectural excellence, and inspiring new heights. They also price their developments extremely well in order to sell out, and move onto their next project. We believe Whitehaus will deliver on these values and create an iconic Yonge Street address. Past high-profile projects include Karma at Yonge and College, the fastest selling development in 2011. Following in its footsteps, INDX development priced incredibly well and became the fast selling development in 2012. Lifetime is a name people trust, and offers fantastic pricing on all its developments.

Past Projects

- The Code
- INDX
- Karma
- The Bond
- The Yorkville Condominiums
- Bisha
- X2
- Four Seasons Private Residences
- M5V

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