

Erin Mills development creates buying frenzy

By JOSEPH CHIN
Staff

Peter Scourtoudis insists he's not crazy; he's simply a savvy homebuyer out to cop a good deal.

Scourtoudis has been camped out since Wednesday morning at a new condominium townhome development in Erin Mills.

And sales don't begin till tomorrow. "People may think I'm a bit nuts," conceded the 60-year-old, who works as a service manager at a car dealership, "but I'll have the last laugh when I come away with the choicest unit."

Scourtoudis is not alone.

Not long after he and his wife, Frances, staked out their prime spot, other like-minded prospective buyers began arriving.

By lunchtime yesterday, the queue had swelled to more than 60 people.

Many came armed with sleeping bags, folding chairs, beach umbrellas, beer coolers — and a steely determination to stick it out.

So what's the appeal?

"I like the location and the style of the homes," said Scourtoudis. "I'll have my cheque book in hand when the sales office opens on Saturday."

Since 1973, Scourtoudis has bought more than six homes, all in Mississauga.

Now, with his two children ready to fly the coop, he's looking to downsize.

"It's not easy to find a well-built small home, and I've heard good things about this builder," he said.

His words are music to Don Pugh's ears. The vice-president of low-rise housing for Daniels Corporation has seen it all before: similar projects in Mississauga have all sold out in a matter of days or weeks, and he's confident Picket Fences II, located at the northwest corner of Winston Churchill and Erin Centre Blvds., will be no different.

"I hope to sell all 107 units this weekend and send my staff home," Pugh said.

What makes the Daniels projects unique is that all the homes are pre-built, and buyers can take possession in as early as 30 days. The properties are also all fenced and sodded.

"It eliminates the anxiety about buying from a floor plan, and creates a great deal of excitement, as visitors can actually see what they're purchasing," Pugh said.

"Buyers get a chance to walk through the home that they'd like to purchase, and see it, touch it and understand what the room sizes are like and understand the orientation of it."

By pre-building, Daniels spends less on marketing, which keeps prices down.

The units range in size from 1,641 sq. ft. to 1,903 sq. ft., and start at \$284,000. Scourtoudis has his eyes on a 1,743-sq.-ft. model.

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Neighbourhood watch — Customers came prepared this week as they lined up to buy into a new townhome development in Erin Mills. The homes go up for sale on Saturday afternoon.
Staff photo by Nikki Wesley