

NEW IN HOMES & CONDOS

Daniels' latest FirstHome project

Developer's Long Valley Phase II Mississauga community opens today

TRACY HANES
SPECIAL TO THE STAR

Potential buyers lined up for Wednesday's preview of the Daniels Corp.'s latest FirstHome development.

The FirstHome program provides new homes at affordable prices and innovative financial programs to assist buyers. The projects tend to sell out within hours and Daniels vice-president Don Pugh expects a similar response to the 12th FirstHome community, Long Valley Phase II in Mississauga, when sales open today.

The 86 units in the previous FirstHome project, Hazelton Place in Erin Mills, sold out in three hours and 47 minutes.

"The unprecedented sell-outs are proof that there is a pent-up demand for solid affordable homes in great locations," says Pugh. More than 5,000 people registered for Long Valley Phase Two.

The development, at the northwest corner of Thomas St. and Winston Church Blvd., will have 120 units, including midrise condominium suites and townhomes, from \$179,900 to \$415,900.

"This is the fourth time we've of-



Long Valley Phase II is the Daniels' Corp. latest FirstHome project.

fered a midrise building and we've been perfecting them as we go along," says Pugh.

Designs range from studio to three-bedroom-plus-den condo suites and one-, two- and three-bedroom condo townhomes. The homes are fully built, so buyers can tour a model of every design, including seven furnished models. They can move in 30, 60 or 90 days after they buy.

Through Daniels' Gradual Deposit Payment Plan, buyers pay \$2,500 with the agreement of purchase and sale, another \$2,500 within 10 days, then \$1,000 every month until 5 per cent of the purchase price is reached or until the final closing on their home.

Daniels' Live Free program waives the interim occupancy fee until the condominium registers and the company has worked with financial institutions to cap the mortgage rate at a low level.

Since the FirstHome concept was introduced in 2004, more than 1,500 homeowners have bought new homes through the program.

"We work closely together as a whole team. It's something pretty special," says Pugh. "It's a pretty scary thing when someone goes to buy their first home and we want to make the process as comfortable and enjoyable as possible."

The Daniels Corp. (danielshomes.ca) was named the Tarion Warranty Corp.'s 2012 Highrise Builder of the Year and is the recipient of the 2012 Toronto Arts and Business Award presented by the Toronto Arts Foundation.

The company has built more than 23,000 homes and apartments across the GTA and is partnering with the Toronto Community Housing to revitalize Regent Park in Toronto's downtown east.

For information, call 905-814-0123 or visit danielshomes.ca.