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REAL ESTATE



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**416.322.8000**

**STEVEN FUDGE**  
sales representative

## It's All Visual: The Importance Of Floor Plans

In a competitive market, Sellers are well-served when their listing broker provides more, not less, information for Buyers to review in advance of actually crossing the threshold of a property. Seriously, what's with those Realtors who post blurry, oddly-angled photographs showing open crammed closets, messy kitchens littered with dishes or a feature shot of a toilet?

The same goes for listings without floor plans. For Buyers who are spatially challenged, trying to interpret the size of a property using only general room dimensions can be impossible. Worse, if you're part of a generation who think in Imperial Measurements, trying to resolve whether a place will fit all your stuff can be an even more difficult challenge when a listing posts room dimensions in Metric!

Influenced heavily by the visual, we appreciate a listing which has a floor plan. We can instantly determine if the circular concrete support column in a modern loft is situated in a location that will make furniture arranging a challenge, or if the master bedroom in a darling house can fit our Buyers' king-size bed. A floor plan helps convey whether an open concept space plan will fit a big dining table, or if the kitchen has room for a breakfast nook. As far as we're concerned a floor plan is both essential and an amazing sales tool. That is why we make floor plans part of the comprehensive service that we deliver at urbaneer.com.

As real estate and associated technologies evolve, so do Buyer expectations, and this is becoming increasingly prominent in the visual representation of a property. As we bridge the 'old school' program of traditional print promotions while the internet plays an increasingly critical role, the way real estate will be presented will radically change. And it all starts with a floor plan.

When purchasing a home, bricks and mortar are only part of the equation. As important, is the ability for a Buyer to be able to envision transplanting their lives into a new space. Granted, understanding a property is a multi-sensory experience that incorporates some emotional elements as well, but the anchor is visual.

Pictures are important, but on their own, lack concept of depth and space- both crucial elements in identifying if a prospective property will feel like 'Home'. If the pictures are like the cover on a book, then a floor plan represents the contents, and can in many ways determine the measure of engagement of imagination. Pictures show a property, but floor plans give essential context to a prospective Buyer. They also answer the age old question: where will I put all of my 'stuff'?

Case in point: One of our listings received an offer recently because urbaneer.com posted a promotional piece on the building's bulletin board that boldly showcased the suite's floor

plan. The Buyers, who live in the complex, returned home to face their daily reality of having too much stuff and not enough space. Seeing the flyer, the Buyers suddenly realized they could solve their crammed quarters dilemma by simply moving to a larger suite in their very same building. These Buyers, who were not actively looking to move but were unsettled about their predicament, were instantly presented with an easy solution when retrieving their mail. In our dealings, the Buyers specifically said it was the floor plan that caught their eye. In a quick scan they could instantly see that the unit was large enough to accommodate all their needs.

Sometimes this is how properties sell: The serendipity of a well-placed floor plan.

Take for example as well one of our recent sold listings. It was a one bedroom and den patio townhouse with a private sun-drenched terrace. There were two critical features of this property which made it especially appealing. The first was the generous terrace which is extremely rare to find in a \$369,000 price point.

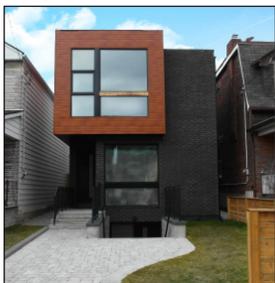
Second, in an era where developers call a front hall foyer with a nook a 'den' (how oh-so-aggravating!), in this listing the 'den' is actually a private light-filled room (with a door!) that could serve as a terrific child's bedroom. In a city filled with single parents and part-time kids, finding a child-friendly residence with parking for under \$400,000 is extremely rare! By including a floor plan on MLS and in urbaneer.com's promotional materials (we are huge fans of PLANiT Measuring for their quick responsiveness and attention to detail), we could successfully communicate these benefits to the property's ideal target markets.

At urbaneer.com, we get the connection between cause and effect when it comes to the visual, and how Buyer's visual expectations are increasing. With a track record of employing the most dynamic and effective ways to market your property, a multi-disciplinary education in housing and over 20 years of real estate experience, we are your pro-urban specialists. Learn more about us on our website urbaneer.com, where you'll find some of our past newsletters on housing dynamics, our custom housing profile, and great images of current listings. Not online? Just call us at 416-322-8000 for an introductory package! All without pressure or hassle!

*We're here to earn your trust, then your business.*

**Steven Fudge**, Sales Representative  
& **The Urbaneer Team**  
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(416) 322-8000 • www.urbaneer.com • info@urbaneer.com

## We are currently promoting...



### Fantastic Fern Avenue In Roncesvalles Village **\$2,289,000**

For those seeking the exceptional, this contemporary detached 4+2 bedroom residence with 2-car laneway garage located in Prime Roncesvalles Village offers quality turn-key living on 3 luxury levels. Featuring modern bespoke finishes of the highest calibre, this sun-drenched heart-grabbing architectural composition boasts high ceilings, expansive windows, multiple skylights, and an efficient multi-purpose space plan. We love the herringbone floors, indulgent spa baths and massive kitchen island perfect for gathering friends round! If you desire the best of the best, this is a must-see!



### A Modern East York Park View Manse **\$1,089,000**

If your home says a lot about you, then this elegant two-storey, detached home makes a stylish statement indeed! Boasting almost 3000 square feet of living space on a generous lot, this home backs right on to Four Oaks Gate Park! The modern layout includes an open concept living/dining space, a large eat-in kitchen, and a main floor family room. The numerous architectural details - including a coffered ceiling in the dining room, wainscoting, and crown moldings - are illuminated by the wealth of natural light that pervades the space. Situated in the borough of East York, just 15 minutes from downtown and 5 minutes to the DVP, this house makes a statement you won't soon forget!



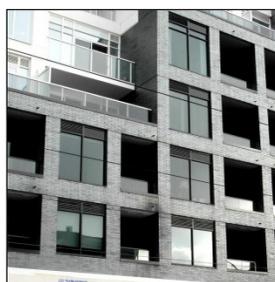
### Mid-Century Bathurst Street Beauty in Forest Hill **\$324,900**

Do you dream of living in a prestigious neighbourhood with quiet avenues, mature trees and large well-maintained homes? For a budget-conscious buyer who desires living in a highly regarded neighbourhood it can be challenging to find a character property in a dynamite location. This charming suite is a brilliant example of how great space plan and location can be found on any budget. Over 800 square feet and configured as a one bedroom unit, this suite features hardwood floors, stainless steel appliances, a sleek kitchen with dark subway tile backsplash and granite countertops. Great flow for entertaining!



### A Refined Rental On Rose Avenue in Cabbagetown **\$3,300/Month**

Unit 3, nestled on the main level of the dwelling, is about 1100 square feet of interior living space. Featuring two well-proportioned bedrooms and two luxe baths, this sun-drenched suite has high ceilings, bay windows, laminate floors, and an open concept layout. There's a cook's kitchen with stone counters, stainless steel appliances and even gas cooking! Plus I love the walk-out to your very own private garden. This suite has been recently renovated and provides all the necessary luxuries sought by today's busy urban professionals. Fully equipped with ensuite laundry, central air, custom blinds, and one-car parking, this sweet suite is available for March 1st, at \$3300 per month plus around \$125 per month for utilities.



### An Executive Rental At Bathurst and Bloor **\$2,400/Month**

Loft 104 is a large and unique one bedroom plus den unit. Thanks to a generous floorplan, this space has the scale - and a layout - that will always appeal to those who are looking for a one-of-a-kind living space. Featuring an open concept living/dining area, a den with sliding glass doors, a custom Nima kitchen, a serene master bedroom, engineered hardwood floors, and repurposed stained glass throughout, this first-time-offered loft in a converted church just steps from Bloor and Dovercourt may answer all your real estate prayers! One generous parking space and adjacent locker complete this stellar deal!

### Steven's real estate expertise includes:

- Featured in the New York Times, Reuters Press Canadian Real Estate Magazine, CBC Radio, Global TV, The Globe & Mail, and National Post
- Multi-disciplinary Master's Degree on Housing
- Over 28 years experience from Renovation & Design to Sales & Marketing
- Comprehensive understanding of Toronto's 42 Central Neighbourhoods
- Consistently a Bosley Top 10 Producer (#8 in 2015!)
- Attained 106.6% of the asking price for our 2014 listings!
- We offer design, merchandising & staging services to help achieve the maximum sale price of your property



Presenting Innovative Urban Spaces  
Call us now at 416-322-8000

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**& The Urbaneer Team**

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### From the Beach to Bloor West... Downtown to Uptown!

At URBANEER.COM, we offer savvy insight and expertise on real estate in the City of Toronto. For over 25 years, we've specialized in the marketing, promotion and sale of Unique Character Freehold and Condominium Urban Housing and renowned for having pioneered the *Innovative Space* marketplace comprised of:

- Architect designed homes
- Character dwellings
- Low-maintenance living
- Loft conversions
- Smart-buy investments

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