



OPPORTUNITY IS WAITING NOW — **GO FOR IT!**

Today's bad word is easy to guess, because it's on the front page of every newspaper, and in every news program on radio and TV.

It is, of course — recession. Frankly, I think we've all heard it enough already, so I don't mind if everyone stops using it.

Here's a better word, one I don't think we hear anywhere near enough. It's a word that doesn't bother looking back; instead it looks forward — opportunity. Go ahead, say it once to yourself right now — opportunity. Don't whisper it. Say it right out loud — opportunity. This is a word with power — opportunity. It can change your life, so seize it now — opportunity!

Times are tough, there's no doubt of it. But, remember — things will get better. And there can be no doubt of that, either. There's been a slowdown in the new homes market. And that means that there is now an opportunity to take advantage of that situation in a way that will reward you time and again in the future.

Now is the time to buy, because prices are low, and they're bound to rise when the economy recovers. How do I know that? The answer is easy — because that's what house prices always do in Toronto. One of the most dramatic ways I know is to take a look at a graph on a website maintained by A. Mark Argentino, an enterprising real estate broker in Mississauga. Using the official numbers provided by the Toronto Real Estate Board, Mark has created a stunning image of the energy behind the GTA market.

The graph — <http://www.mississauga4sale.com/TREBprice.htm> — shows that prices have peaks and valleys, but constantly keep going up in the long term. Check the numbers. Put yourself back in the last recession. If you'd bought in 1991, you would have paid an average price of \$198,000. Today, that average house is worth \$379,000.

There are bargains just like that now available at new homes communities across the GTA. This is your opportunity — go for it! ■

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