

The condo club

► Condos specialists used to be real estate underdogs in Toronto ► The Toronto Condo Network now a force



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Once a month, the Toronto Condo Network holds their breakfast meeting at Marché in Brookfield Place.

This group consists of some of Toronto's savviest and astute realtors and has hosted distinguished guest speakers such as John Tory.

Started 20 years ago by Bette Ursini, at a time when condos were new to Toronto, the group now has 200 members.

"When it started, there were about 20 members in the whole city that were concentrating on condos. We had no computers or cellphones; I had to fax everyone to get together for a meeting," she says.

Condo specialists were

rare in a marketplace dominated by houses.

"There was The Summit, there was Harbour Square, there was hardly anything at that time. But the ones that were specializing in condos, we needed to share information, we needed to get together."

Membership has its privileges
One of the key benefits of membership with the Network is their web presence.

Member realtors pay a modest annual fee to have their own website and listings on TorontoCondoNetwork.com.

Ursini founded the group with synergy in mind. "It's a great concept to bring realtors together," she says.

"Instead of double-end-

ing your own deal, we work together; you sell mine, I'll sell yours, we still get the deal. So it's win-win. If we work together we're better off instead of competing."

No condos for families?
With so many years in Toronto's condo marketplace, Ursini can visualize the trends.

She's concerned about the rapid proliferation of smaller units being sold to investors.

"Now they're all going to come on the market, so how many renters do we have in the downtown core?"

She foresees a need for family-sized units that's just not being addressed.

"There's going to be a



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**BETTE URSINI, FOUNDER OF THE
TORONTO CONDO NETWORK**

demand down the road for large units. I mean, this is OK for a single, but when a



► The monthly Toronto Condo Network meeting brings together some of the city's top realtors.

single becomes a couple they want space and there's not much of it going up right now, where you have an oversupply of tiny condos."

As far as Toronto's red-hot condo market slowing down, "We've been saying for three years, 'when's it going to tip?'" says Ursini.

"There is a demand because it's investor demand. It's the developers that are feeding the investors. Every building going up now is these tiny units.

If we end up like New York and our prices go that way, maybe we can accommodate the small space and no parking."

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