

Royal Trust uses crack team to sell condos

By SID RODAWAY
Times Staff Writer

The challenge: sell 122 condominium apartment suites in six weeks.

In today's real estate market, that sounds almost impossible. Conventional wisdom says that the glut of condominiums will take until late this fall to clear. And to make the challenge even tougher, the builder of the project in question took two and a half years to sell off the first 110 units.

But selling the remaining 122 apartments in just six weeks remains the goal of a special team of Royal Trust sales representatives who have come

down from Ottawa to try out an amazing crash-sales technique.

And so far their "whisper campaign" is working like gangbusters. According to Tom McLaughlin, one of Royal Trust's industrial-commercial investment division sales people, the three on-site sales reps sold 66 units in their first three and a half weeks.

The place is the 28-storey Lynwood Lane adult-condominium building on Kerwin Avenue in Cooksville. Built by Tridel-Construction, the attractive structure is at the end of a long, hilly private park on the banks of the Cooksville Creek.

There is nothing wrong with the

building. In fact, McLaughlin says the word-of-mouth campaign kicked off by distribution of a single-page promotional sheet in selected neighborhoods around Toronto. Then the non-believers start pouring through the model suites.

"We came in as a team and we even sleep in the building so we can work all day, seven days a week," McLaughlin says.

The technique has been used successfully in Ottawa, where the same Royal Trust group of sales representatives sold 182 condominium apartment units in just 82 days. This is the first time it has been tried in the Toronto area.

The building has very large one- and two-bedroom suites, all with dens, dining

rooms and family rooms. The one-bedroom model has 1,276 square feet of living space.

Under the original owners, the prices ranged upwards with each additional storey, but to make things simple for the sale, all one-bedroom units are selling for \$37,500 and all two-bedroom units for \$39,900.

Earlier prices on the one-bedroom models ranged from \$43,600 to \$52,200, while on the two-bedroom units the original prices extended from \$45,000 to \$63,600, depending on the floor.

McLaughlin says most of the buyers are over 35 years of age and fully half of them are paying all cash for their units. However, with a 10 per cent down-

payment, mortgages with interest rates from between 10 and 10½ per cent can be arranged. Under this plan, the full monthly carrying cost on the one-bedroom unit would be \$426 a month.

That figure includes a \$63-a-month condominium maintenance fee, which covers all expenses except telephone, and taxes of about \$47 a month.

McLaughlin says that most of the original buyers in the building were pleased with the scheme. Although they paid as much as \$11,000 more for their units, he says that the market momentum created by the rapid selling of the remaining suites will soon put the resale value of all suites past the original level.

in brief



Maurice Patrick O'Kelly of Mississauga has been elected president of the Canadian Photographic Trade Association. O'Kelly is a national sales manager (retail-photo markets, lamp department) for Canadian General Electric. He has been a trustee with the Peel-Dufferin Roman Catholic Separate School Board since 1969, and served for three years on the Mississauga Traffic Safety Council.

Office complex to be built

The development of a nine-acre office complex in Meadowvale by The Co-Operators Insurance Group "reflects the increase in confidence of the economic community in the future of this city," says Mayor Ron Searle.

Searle was commenting on an announcement by Markborough Properties Ltd. and the Co-Operators that the office complex will be located on the south side of Highway 401, west of Mississauga Road. It is part of the new Mullet Creek section of the Meadowvale Business Park.

Co-Operators plan to begin construction of the complex immediately, with occupation anticipated in the spring of next year. There is room for expansion to allow a 200,000 square-foot facility.

H. P. Langer, vice-president of Markborough, said, "We are particularly pleased to have attracted The Co-Operators to Meadowvale. They are a dynamic firm."

Intercraft profit increases

Intercraft Industries Corp., with its Canadian division headquarters in Mississauga, has reported first-quarter net sales up 65.7 per cent — to \$26,523,000.

First-quarter net income this year is \$1,598,000 or \$1.15 per share, up from \$404,000 or 30 cents a share during the same period last year.

The company's Canadian division "continues to improve its profitability," according to the corporation's president, Philip Spertus. Intercraft makes, among other things, picture frames.

Dealer attends Amana meet

A Mississauga businessman was among 100 dealers and salesmen attending an Amana Refrigeration merchandising seminar in Amana, Iowa.

Albert Weber, president of Web-Air Heating and Air Conditioning, heard in-depth presentations on Amana's sales, engineering and promotions.

New location for Bonne Bell

Bonne Bell of Canada Ltd. has consolidated its three local operations with a move to a 28,000-square foot plant at 1 Rimini Mews in Mississauga. The firm manufactures a complete line of cosmetics, which are distributed to major drug and department stores across Canada.

Business

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Trade centre aims to help local firms tap foreign markets

Mississauga manufacturers bewildered by the seeming complexity of finding overseas customers or suppliers can have that challenge considerably eased by the new World Trade Centre in Toronto, according to its information director, Margaret Swaine.

The 25-year-old former federal government speech writer was the guest speaker at the Mississauga Industrial Association's annual meeting Thursday afternoon at the Ramada Inn on Dixie Road. She came to sell local industry on the services her organization can offer.

Located in the old Harbour Commission Building in downtown Toronto, the World Trade Centre is a division of the Toronto Harbour Commission which encourages the increased use of Toronto as a major world sea port.

World Trade Centres are located in 40 countries throughout the world and they each try to serve their entire economic region. Mississauga, then, comes under the service area of the Toronto World Trade Centre.

Its role is much like that of the provincial government's own Ministry of Industry and Tourism with the exception that it is concerned with trade in two directions rather than just one — both in and out of the country.

"Our trade officers will help any firm seeking overseas markets," Ms. Swaine told the small group of Mississauga manufacturers.

Much of the building is leased to private groups involved with international trade. Other facilities include a small display hall, dining facilities for club members and a lounge. Company membership in the international World Trade Centres chain gives that firm's agents complimentary privileges at

the 99 other centres around the globe.

In addition to an eight-language simultaneous translation service for businessmen, the centre tries to bring buyers and sellers directly together. When difficulties arise, the centre's representatives can advise on international trading procedures.

The centre acts as a central storage and clearing house for data on international trade. It saves time and trouble by providing information that was often available by contacting a number of different sources.

MIA exec

Jim McPherson, marketing director of Ontario Research Foundation, was elected as the 1978-79 president of the Mississauga Industrial Association at its annual meeting Thursday afternoon.

The new slate of executive officers was chosen unopposed by one of the smallest turnouts at an industrial association meeting in recent memory. "It must be the great weather," said outgoing MIA president Chad Murray. About 25 members attended the meeting at the Ramada Inn on Dixie Road.

McPherson's election is part of the group's efforts to keep its leadership balanced between the manufacturing and service fields. Murray is president of Gibb Manufacturing, a wrought-iron forming plant in Lakeview.

The new first vice-president is Marlene Anderson of The Anderson People, a personnel and placement agency; vice-president, Herman Miller, production manager at Caterpillar Canada here in Mississauga; secretary, Don Wilson of J. A. Wilson Display; and treasurer, John Hillier of the Bank of Montreal.

Abbott pushes aid programs

Mississauga MP Tony Abbott, federal minister of state for small business, joined with Prime Minister Trudeau last week at an Ottawa press conference to promote some of the new small-business programs developed under Abbott over the last year.

Abbott said that millions of dollars are available to small-business operations to improve technology — particularly from the \$26 million Enterprise Development Program of the department of industry, trade and commerce.

He also described how 800 permanent jobs will be created for recent university and community college graduates in small- and medium-sized firms under the Small Business Intern Program.

He covered several other areas, including federal sales-tax amendments, provision for more venture capital, improved access to government procurement contracts and a reduction in federal red tape.

Abbott also said that a national "sourcing list" will be prepared and maintained by the department of industry, trade and commerce to help firms market their products and to identify market opportunities.

"There will be a computerized sourcing system which will assist companies in marketing both at home and abroad. There will be, as well, a business opportunity system which will notify participating companies of market opportunities for their products," he said.



Sales representatives are calling Rathburn Place townhomes "the best in Mississauga." The extras include air conditioning and top-grade broadloom. There will be 228 homes in the development. Above, a dining room in one of the model suites.



Photos by Debbie Randerson

Rathburn Place

Solid construction, plenty of extras

By JIM ADAIR
Times Staff Writer

Rathburn Place, a new townhome development off Burnhamthorpe Road, east of Dixie Road, is offering family rooms complete with fireplaces and panelling.

The development will, when completed, have 228 homes, two schools, a shopping centre, two tennis courts and a park.

There are six designs to choose from, and the homes have either three or four bedrooms.

Sales representatives are touting Rathburn Place as "the best townhomes in Mississauga" because of their solid construction and the extras they offer.

Some of the extras include central air-conditioning, fridge, stove and dishwasher, a choice of cushion vinyl tiling in the kitchen and recreation rooms, and ceramic tiling in the bathroom.

Then, there's the broadloom. "We're putting in broadloom that you don't see in

\$200,000 homes," said representative Norm Breitkreuz. It's high quality Bigelow broadloom in a variety of colors, from which the customer may pick two.

Master bedrooms have two-piece washrooms, and there is also a two-piece washroom on the lower level of the home.

Optional extras include a walk-out patio from the family room, available for \$500 more.

For added privacy, end units are sold for \$500 more.

The prices start at \$61,495, with a minimum down-payment of \$4,000.

A mortgage at 10¼ per cent can be arranged with a downpayment starting at \$6,300, and second mortgages are available.

Until the condominium is registered, there is an occupancy charge of \$400 per month.

So far, eight units have been sold since the sales office opened a month ago.

United Way

Xerox leads in donations

The Peel United Way would like all businesses to copy Xerox during 1978.

Two divisions of Xerox in Mississauga have been presented with the United Way's highest awards for their contribution to the 1977 United Way fund.

The 131 employees of the Xerox Manufacturing Centre on Caravelle Drive in Malton received the gold medal for their contribution of \$4,638 — a per-capita donation of \$33.60.

Xerox Research at

Sheridan Park was awarded the silver medal for its contribution of \$4,599 a per-capita donation of \$75.39 on the part of the 61 employees.

To qualify for a gold medal, companies required 90 per cent participation by employees and a per capita donation of at least \$25.

A silver medal required participation of 60 per cent, with a per capita donation of at least \$25.

Eleven other companies and 10 employees groups

were presented with awards of merit for their contribution to the 1977 fund.

The 1977 United Way fell short of its \$1 million goal, but did manage to collect over \$922,000.

The per-capita donation in Peel region was \$2.61, low in comparison to figures from other communities, but up from the \$2.01 of the previous year.

"We recognize we don't look good when our figures are compared, but we have to realize that we



Erin Mills Motors opening

Mayor Ron Searle (left) was on hand Friday as Erin Mills Motors officially opened its new dealership at 2560 Motorway Boulevard in Erin Mills South. The dealership, featuring a distinctive pyramid structure, will sell Volkswagens and Mazdas. The grand opening ceremonies feature a

draw on June 24 for use of a Mazda for a year or 12,000 kilometres, whichever comes first. With Searle is Erin Mills Motors general manager John Betry.

Times Photo by KEN KERR