



**1375 Midland Avenue  
Toronto, Ontario**

This 145 unit apartment building complete with a registered day care is located on the east side of Midland Avenue, just south of Lawrence Avenue East, in Scarborough, Ontario.

**What We Have Learned**

The marketing team strategically positioned the asset to maximize its appeal in the market place and to maximize the sale price.

- The vendor had spend approximately \$2 millions towards major capital expenditures such as new windows through out the building, garage concrete and rebar repairs, balcony concrete and rebar repairs, new balcony railings and many recent repairs to the apartments.
- The property utilities costs were very high. The team had the owner commission a utility report from a reputable engineering firm outlining a budgeted scope of work and expected utility savings. The report was instrumental in assisting prospective purchasers in realising the turn around potential for the asset.

**Reference**

“I have enjoyed working with you and I have found that you have a zealous attention to obtaining a buyer and that you offer a professional ability of smoothing the transaction...”

**Marc Brawer**  
Florida USA