



Edmonton Market Area Edmonton Suburban

New Homes Sub Market Report
Data as of June 2020

Edmonton Suburban

Submarket Report – June 2020



YTD Sales June 2020

Mid Rise Apartment	Low Rise Apartment	Townhomes	Total
7	69	334	410

Annual Sales

2011	2012	2013	2014	2015	2016	2017	2018	2019
1,988	2,173	2,284	3,006	1,392	1,390	1,583	1,128	998

Current Overview:

- There were 64 projects with 76 actively selling phases in the Edmonton Suburban submarket as of the end of Q2 2020, down from 84 phases in the previous quarter, with Carrington Group of Companies' Ara, Elements at Willowhaven and EScapes Building 2, as well as Avi Homes' Glenriding Street Towns, Royal Canadian Development's Regency at Windermere, and Carlisle Group's Creekwood Landing Building 1 all selling out. Additionally, Abbey Lane Homes converted the remaining inventory of their Low Rise apartment building VIP at California Parkland to rental, and P200 Development's Low Rise apartment Harmony (Phase 1 at Harmony) was cancelled due to inactivity.
- These 76 phases represent an estimated 5,800 new home units, of which 1,320 are available for sale and 1,035 have yet to be released to market. In total, 72% of the total released units have been sold. Based on 2019 sales activity, the current availability represents approximately 1.3 years of supply. The remaining inventory decreased by 27% compared to Q2 2019.
- There were 263 new home sales reported in Q2 2020, reflecting a 18% decrease from Q2 2019.
- The currently active phases have an average monthly absorption rate of 1.1 units per month. The typical phase averaged just under 1 sold unit during the second quarter of the year.

Current Supply

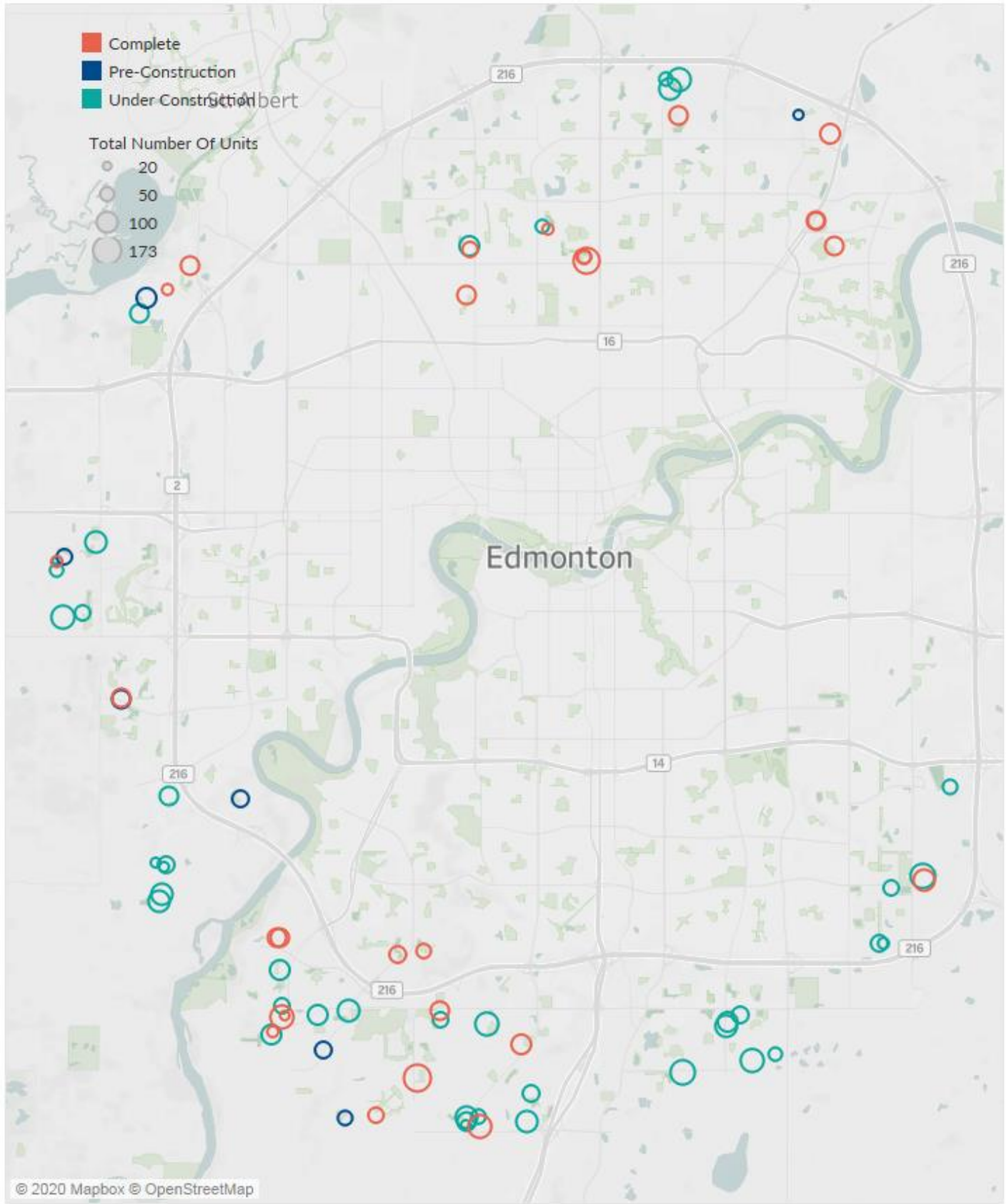
Property Type	Number of Active Phases*	Total Homes	Homes Sold	Homes Available	Unreleased Homes
Mid Rise Apartment	2	161	58	103	--
Low Rise Apartment	20	1,608	977	488	143
Townhomes	54	4,045	2,424	729	892
Grand Total	76	5,814	3,459	1,320	1,035

*A phase is defined as a component within a project (E.G. A project consisting of three buildings would be counted as having three phases)

Current Pricing & Size

Property Type	Avg. \$/SF Min	Avg. \$/SF Max	Current Avg. \$/SF	Avg. Min Size	Avg. Max Size
Mid Rise Apartment	\$293	\$390	\$344	619	1,357
Low Rise Apartment	\$265	\$317	\$290	690	1,158
Townhomes	\$220	\$232	\$223	1,221	1,488

Current Active Phases



Active Phases – Top 5 by Quarterly Sales

Phase Name*	Developer	Type	Open Date	Current Avg. \$/SF	Homes Sold	Quarterly Sales
Moda	Dolce Vita Homes	Townhouse	Sep-2018	\$252	38	23
Stillwater (Rear Lane Townhomes at Stillwater)	Mattamy Homes	Townhouse	Mar-2018	\$212	52	19
Essential Allard	Rohit Communities	Townhouse	Apr-2016	\$237	78	13
Stillwater (Village Homes at Stillwater)	Mattamy Homes	Townhouse	Mar-2018	\$177	74	12
Elements at Windermere (Building 4)	Carrington Group of Companies	Low-Rise Apartment	Mar-2018	\$272	47	11

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Market Insights

- Some developers offered webinars for potential buyers to attend, as well as virtual events specifically targeted at realtors where bonus commissions were extended to the attendees during the first half of Q2 2020. These buyer webinars covered various topics, and some leveraged the inclusion of third-party industry professionals, as was the case of Landmark Homes purchaser Zoom calls in early May.
- While some sales centres in the Edmonton Suburban submarket continued to offer virtual or appointment only client interactions, most sales centres re-opened to walk-in clients whilst maintaining social distancing protocols during Q2.
- Q2 2020 saw several phases in the Edmonton Suburban area convert a portion of their remaining inventory to rental. Some notable examples were Cover Properties' Essence at Windermere which converted nearly 70% of its total unsold condo inventory to rental, and is now advertising the Townhome portion of that development as available for sale or lease whichever occurs first, Abbey Lane Homes' Quay at Terwillegar which converted 24 unsold units to rental while keeping 14 market units, and Aldritt Group of Companies' Stafford Greens Phase 1 which leased 11 units and kept 6 market units.
- An increased number of purchase-assurance type promotions were introduced to the Edmonton Suburban submarket by various developers in Q2 2020; some notable mentions include: A promotion where the developer allowed the cancellation of the purchase with no cost if the buyer were to experience sudden loss of their job due to the current health crisis, and a guarantee that if the base price of the purchased home decreased from the time of contract to when the buyer took possession, developer will reimburse the price difference plus up to a \$20,000 purchase rebate at closing if the buyer used the developer's preferred mortgage lender. A promotion in which the developer would cover the purchaser's mortgage payments and condo fees for up to one year if the buyer experienced loss of income due to COVID-19. And an offer in which the developer would subsidize the buyer's mortgage payments for up to six months and offered two years of free condo fees if the buyer was to lose his/her job due to COVID-19.

Future Phase Supply**

Coming Soon (Next 12 months)

Property Type	Number of Phases	Total Homes
High Rise Apartment	--	--
Mid Rise Apartment	2	234
Low Rise Apartment	--	--
Townhomes	2	87
Grand Total	4	321

***Based on new openings/releases projected to launch within the next 12 months as confirmed at the time of this report*

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