



*Chapter*  
EIGHT

REAL ESTATE CONSIDERATIONS

**REAL ESTATE** investments are unmatched in their consistent appreciation over time and, unlike other investments, they can be enjoyed every day! The uncertainty in the stock market has compelled many investors toward the stability found in owning property. Whether the economy is at its best or in recession, real estate has benefits in every circumstance.

The best way to control your investments is to build a new PCM Home in an ideal location, such as South East Oakville. Areas like this are usually immune to great downward swings. They are still the last to get hit by a slumping economy and the first to come back to life.

Regardless of whether the economy is booming, prices are soaring and properties are flipped over night for compelling gains; or if the economy turns sour and a recession is in sight, property values drop and bargains are everywhere especially in land prices; if

your intent is to build a home that is going to be used for a number of years then the point in time when the decision is made to build, is irrelevant.

As a matter of fact, it is when the economy is underperforming that it becomes more interesting to embark on a construction project. This is the time when both land and commodity prices are lower and better trades and subcontractors are available. Building a home during an economic down-swing is probably the most efficient way to increase your personal balance sheet once the market comes back in a stress free way.

PCM always carries a variety of properties to accommodate almost everyone's needs. If there are special considerations to be taken into account, PCM will locate other properties and have them appraised. The potential of every property is limited by the zoning guidelines, and it is for this reason that the location is vital and must be examined with all considerations in

Everyone wants a home that fulfills their personal needs. Purchasing an older home nearly always results in compromise. The exterior may be picturesque, but the kitchen is often old and dated and the interior layout is obsolete. Before buyers walk into a home they already know what they want and quickly work out the pros and, more importantly, the cons. Is it possible to buy a home with everything you want?

At PCM, we realize the difficulties luxury homebuyers have when viewing homes that do not fit all of their preferences. Why would you buy a new home for millions of dollars and then immediately tear it apart? Why not pay the same price and design the exact home you want? As the proud owner of your own PCM Built custom luxury home you'll be able to sit back and enjoy your investment every day while watching it appreciate in value, from year to year.

