



# Why Building New is a Smart Investment

*By Alexandra Jardino of the Dan Cooper Team of Real Estate Professionals.*

Today's new homes are better than ever. Bright, open interiors. A healthy, comfortable indoor environment. Low-maintenance materials inside and out. Solid energy-efficient construction. And all the features you want for today's lifestyle.

Now PCM (Project and Construction Management) is taking new home construction to a whole new level by offering custom luxury homes that put a significant return on any investment. "Our goal is to provide clients with a luxurious home that is absolutely turn key," says Carlos Jardino, President of PCM Construction.

"By that I mean that all little details that people often do or want when moving into a high end home are already thought out and included. Things like alarm systems; pools, complete with pool lights and a remote pool cleaner; full landscaping; heating under stone floors, complete wiring and installation of a Bang and Olufsen sound system; even a built-in indoor barbeque grill and built-in cappuccino maker.

"We construct homes designed for the high end buyer, people who are looking to buy in the three, plus million dollar range. "I've seen so many people purchase million dollar homes and then have to spend at least another one or two million on landscaping and renovating. With us, it's completely turn key – it's all done," explains Carlos.

"When you're going to spend that kind of money, why would you even consider to buy a resale home when you can have everything new? Would you even consider to buy a used Armani Suit or a Chanel Dress?"

"In today's economy, smart money is placed in areas such as real estate, more specifically in south East Oakville, that provides a return on investment year upon year, not thrown away in a volatile stock market," he says. "Year after year for the past 20 years in southeast Oakville, homes have seen a average 9% yearly increase and even higher numbers South of Lakeshore Road East. This has occurred even during the recession in the 80s. In hard times, you hardly ever see Rolls Royce or Bentley go out of business. Without a question, South East Oakville is the Bentley if not the Rolls Royce of the real estate market West of Toronto."

Professional new home builders like PCM are using advanced design, materials and construction techniques to provide home buyers with the widest range of options and great value. What sets PCM apart is the process under which a luxury home is built.

"Building a custom home is a process – not a skill, not an art but a process," he says.

"You run it like a business, (not like some crafty thing from the back of a pick-up truck). PCM cherry picks the best architects, landscapers, suppliers and contractors. PCM then manages and coordinates the whole project with detailed schedules and open communication that everyone commits to. With a small supplier base, we have good relationships, higher quality and more flexibility. We stick to a precise schedule and we build beautiful homes in about 90 working days."

Here are some things to consider when investing in a new home:

- Today's professional builders like PCM understand building science and know how to build a home that not only looks good, but is well constructed and a joy to live in.
- Today's new homes are bright and comfortable year-round, save on energy costs and have good indoor air quality. A new home is carefully crafted with attention to the details-both what you can see and what you can't.
- A new home from PCM specifically will complete with a re-sale home both in price and time.
- As new homes have become more energy efficient, it takes less to heat and cool them. Today's mechanical systems are compact and energy efficient. New integrated systems combine functions, such as space heating and hot water heating, in a single piece of equipment. Heat recovery ventilators ensure a continuous flow of fresh air into the home, while exhausting stale air.
- The buyer gets all the first-time equity, which can be hundreds of thousands of dollars. In fact, they are gaining equity while the house is being built.
- Move-in day is simpler for new-home buyers than for existing-home buyers, who can be delayed because of clean-up or repair issues. With a new home, you have possession the same day your loan closes and funds are available.

Much like a tailor made suit, another key benefit of building a custom home is that the home is designed right from the beginning according to an understanding of your own specific needs and how you live in your home.

This is especially important in the kitchen space which can be laid out exactly to match your needs and lifestyle. With today's open layouts, the quality and the finishing details of a new kitchen are done with careful attention to matching or complementing the surrounding spaces. Enjoy well-appointed, organized workspaces; attractive, separate eating areas; and great natural and built-in lighting.



Homes in Oakville will always be a smart and valuable investment. Ensuring a custom luxury home is also a PCM home buys you peace of mind and ensures you indeed have a home, right from the beginning, and not just another house. And as Carlos says, "When it comes to quality and deliverables, the only limitation is your imagination."

#### The PCM Difference:

- 90 working days turnaround time;
- Impeccable after sales service;
- Quality Engineering and Construction;
- Detailed planning and commitment to quality;
- Schedules day by day and signed commitments from suppliers;
- Architects, designers, contractors all brought in together right from the start.

PCM is the true professional approach to your custom home project. For more information, please visit [www.PCMnow.com](http://www.PCMnow.com) or contact Carlos directly at 416-414-6577.

Visit [www.PCMNOW.com](http://www.PCMNOW.com)

