



FoxyHome: Location and Lot Selection

Creating Vibrant,
Well-Connected Communities

Target Locations for FoxyHome Projects



Location/Location/Location

Key Criteria:



- 01 Accessibility:** Walk scores, transit scores, and bike scores > 90
- 02 Proximity to Transit:**
A non-negotiable criterion

Primary Boundaries:



- 01 East:** Beaches area, east of the DVP
- 02 South:** South of Bloor Street, including areas south of Dundas
- 03 West:** West of Dufferin Street, near High Park
- 04 North:** North of Dundas Street, with exceptions south of Dundas in high-demand areas

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Focus on Vibrant Communities

Mission-Driven Selection



01 Modern, sustainable housing solutions

02 Seamless integration into vibrant neighborhoods

03 Enhancing neighborhoods while preserving their unique charm

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Broker and Agent Commissions

Broker Incentives

Description	Value	Commission (2.5%)
Land Value	\$2,000,000.00	\$50,000.00
Construction Agreement	\$6,000,000.00	\$150,000.00
Total	\$8,000,000.00	\$200,000.00

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Location Priority by Rent Prices

Prioritizing Locations



01 High Rent Areas:

Top priority

02 Low Rent Areas:

Lower priority

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Standard Lot Requirements

Ideal Lot Size Requirements:

Zone	Width	Depth
R	28'	8.5m
RM	28'	8.5m
RD	28'	8.5m
RS	28'	8.5m
RT	28'	8.5m

Further, each property needs to be checked for:

- 01** Emergency travel distance to hydrant (max 45m to a hydrant)
- 02** Protected trees
- 03** Conservation, heritage, and easement/ROW encumbrances
- 04** ESA Phase 1 assessment (Environmental)
- 05** Property has to be free and clear of any mortgages, liens on title and any easements

Zoning and Requirements

Adherence to zoning by-laws

Resource:
[Municipal Website of Toronto Zoning Map](#)

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Lot Identification Process

Steps to Qualify Lots



Identify

Target lots using GeoWarehouse



Analyze

Focus on properties owned for over 20 years



Verify

Perform land registry title searches



Shortlist

Focus on lots with no registered mortgages



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Marketing Strategy

Engaging Homeowners

Social media ads

01

Hand-delivered literature

02

Sticky notes with QR codes

03

Follow-up calls

04

Face-to-face presentations

05

Model suite visits

06

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Decision and Follow-Up

Converting Leads



01 Schedule follow-ups to confirm YES or NO

02 Maintain contact with potential future clients
(3-6 months interval)

03 If YES, proceed to the contract phase

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Initial Steps

01 Phase One ESA report

04 Issue moving assistance funds

02 Architect's lot potential confirmation

05 Engage Architect and order necessary surveys

03 Rent assessment with Bonnie Hoy services

06 Apply for CMCH MLI-Select financing

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Building Permit and Execution

01 Weekly follow-ups on permit status

04 Distribute final construction schedule

02 Confirm overseas material purchases and delivery timelines

05 Site preparation begins

03 Move homeowner to furnished unit

06 Commissions paid at mortgage funding

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Summary



Key Takeaways



Strategic location selection ensures project success



Transparent commission structure incentivizes brokers



Systematic processes streamline lot identification and development



Emphasis on community integration and sustainability



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Target Locations for FoxyHome Projects



Location/Location/Location

Primary Boundaries:

- **East:**
Beaches area, east of the DVP
- **South:**
South of Bloor Street, including areas south of Dundas

Key Criteria:

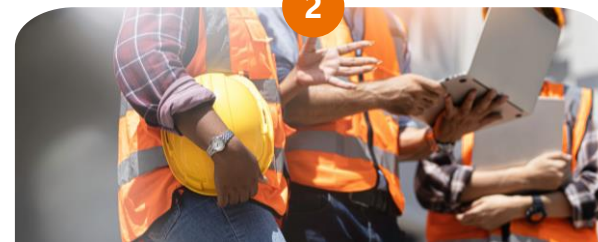
1



Accessibility:

Walk scores, transit scores, and bike scores > 90

2



Proximity to Transit:

A non-negotiable criterion

- **West:**
West of Dufferin Street, near High Park
- **North:**
North of Dundas Street, with exceptions south of Dundas in high-demand areas

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Broker and Agent Commissions

Broker Incentives



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Total:	\$8,000,000	\$200,000

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Location Priority by Rent Prices



Prioritizing Locations



High Rent Areas

Top priority



Low Rent Areas

Lower priority

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Lot Identification Process

Rising cost of living, property taxes,
and medical expenses.



Identify

Target lots using
GeoWarehouse



Analyze

Focus on
properties owned
for over 20 years



Verify

Perform land
registry title
searches



Shortlist

Focus on lots with
no registered
mortgages



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Marketing Strategy

Engaging Homeowners

Social Media Ads



Follow-Up Calls



Hand-Delivered Literature



Face-to-Face Presentations



Sticky Notes with QR Codes



Model Suite Visits



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Decision and Follow-Up



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Schedule follow-ups to confirm **YES** or **NO**



Maintain contact with potential future clients (3-6 months interval)



If **YES**, proceed to the contract phase



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Contract Phase One



Initial Steps



- 01 Phase One ESA report
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- 04 Issue moving assistance funds
- 05 Engage Architect and order necessary surveys
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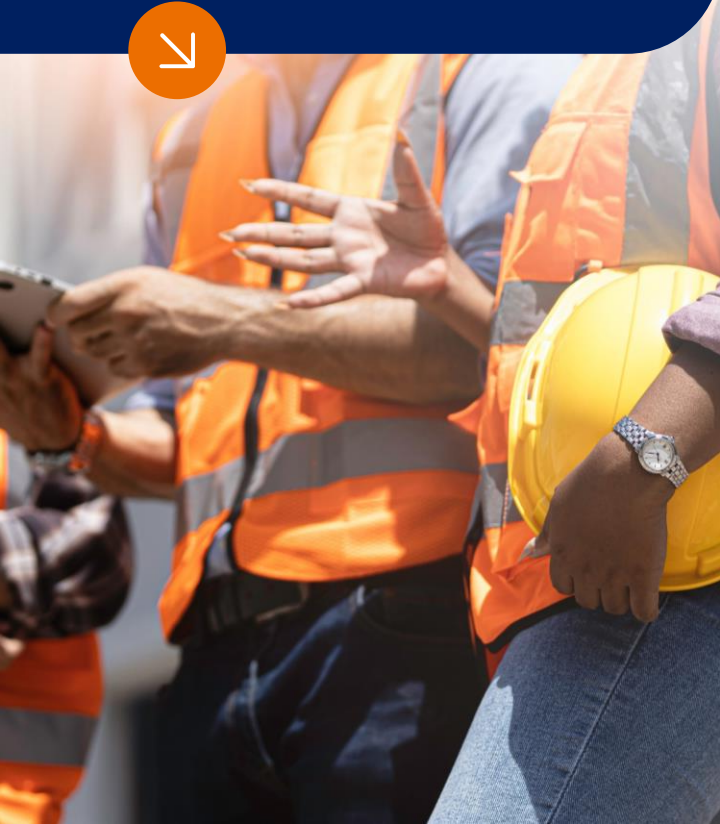
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- 03** Move homeowner to furnished unit

- 04** Distribute final construction schedule

- 05** Site preparation begins

- 06** Commissions paid at mortgage funding

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