

REASONS TO BUY

ALBA

Location

Location continues to be the single most important factor when purchasing real estate and Alba does not disappoint. It is **PERFECTLY SITUATED** in the center of Mississauga, close to its growing City Centre, Cooksville Mobility Hub and South Mississauga with easy access to Lakes, Parks and Trails.

Located at 1 Fairview Rd E, on the North east corner of Fairview and Hurontario –the **Yonge Street of Mississauga**– Alba is the most connected address in Mississauga.

Transit and Connectivity

For any real estate investment, it is proven that the feature that adds the most demand and value to a home is proximity to rapid transit. Research shows that properties located close to transit typically sell for 30- 40% more than competitors and absorb quicker than properties further away.

Alba is in the heart of a transit haven and

- Only a 7 minute walk to the Cooksville Go Mobility Hub.
- The Hurontario LRT stop will be right at your front door allowing easy access to Mississauga's waterfront or only a few stops to Square One
- Steps to 7 Different MiWay Travel Routes
- Only 4 minutes to the Flourishing City Centre
- 12 minutes to Canada's largest airport, Pearson International
- And Easy access to 7 major highways connecting you to anywhere in the GT

Massive Growth

With Mississauga's population expected to grow by over 100,000 people over the next 20 years, the city is on a trajectory for massive transformation and growth.

Over 18 million sqft of development coming to Downtown Mississauga and over 6000 residential units to be built in only a 1 km radius of Alba.

Alba is the perfect investment located central to not one but two burgeoning communities, having the benefit of capitalizing on existing and future amenities while being the epicenter and the most connected to transit, employment and area growth.

Employment Hub

Properties located in areas that have good employment prospects have always been in demand and have shown substantial increases in property values over the years.

With this demand, these locations typically see significant development in many areas such as retail, commercial, residential and hospitality.

Mississauga is recognized, by Forbes, as Canada's Best Employer, and home to 75 Fortune 500 companies and 98,000 registered businesses.

Its employment market is forecasted to grow from **477,000 to 590,100 jobs by 2051**, a **24%** increase.

And **Alba being located at the center of Mississauga, it is surrounded by this growing employment hub.**

Demand and Affordability

Mississauga has become one of the GTA's most coveted locations to own and invest.

Mississauga has maintained and even increased residential demand in 2020 when Toronto experienced an exodus. Its condo resale and preconstruction **demand outpaced Toronto** showing sustainable growth.

Mississauga residential inventory absorbed quicker than Toronto over the past year and its average number of days on market in 2021 is **1.6x less than Toronto**

Average DOM Toronto Central- 21

Average DOM Mississauga - 13

Condo Value retained and increased in Mississauga throughout 2020.

Mississauga Condo YOY change– 3% Increase

Toronto Condo YOY change – 7% decrease

AND Mississauga is approx. **30% more affordable** than Toronto

Mississauga's rental demand was also resilient, as **vacancy rates stayed below 1%**.

Vacancy Rate	Toronto	Peel
Q1 2021	1.70%	0.80%
Q1 2020	0.90%	0.40%
Q1 2019	0.70%	1%

Mississauga has easy access to Toronto amenities being only 20 mins away. Alba is located in an area primed for growth and in a city carrying similar rents to Toronto for a significantly less price. Alba will provide one of the most affordable options for home ownership.

A New Standard of Living

2020 has changed what people value and desire when looking for their home. Proximity to amenities, parks, schools and an altogether more livable location has become a priority.

Over 20,000 sqft of life-enriching amenities in your building, minutes to over 500 parks, surrounded by over 30 educational institutions, easy access to over 2.2 million sqft of retail and only 8 minutes away from Mississauga's beautiful waterfront.

Located in between two communities undertaking major city initiatives, such as Downtown 21 and Vision Cooksville, both with a mission to create a more walkable, connected and vibrant core – Alba offers residents the opportunity to own in a location and building that suits every lifestyle and desire.

Edenshaw Developments

When you choose to invest, who you invest in is as equally important as where you invest.

Choose a builder known for putting the purchaser first, delivering meticulously planned, quality residences, from concept to design, including thoughtfully selecting the communities they help to develop.

Edenshaw encapsulates what you want in a developer and delivers projects that are built to last.