

Welcome

Happy Holidays!

Some might be happy to see the annual turn of the calendar year, as 2023 has overall given us a challenging environment to conduct business, live our lives, and continue to create wealth and prosperity for our families and communities.

However, as we reminded everyone in the previous edition of this client report, patience is often the hardest virtue to control, given our natural human instincts. Here's to a great 2024; one that provides us with collaborative governance and a financial environment that will help increase the success and fortunes of us all.

For this report we are delighted to be highlighting the most precious resource we have – our Earth – and what is being done to invest in its safe keeping and well-being. Along with sustainability as a broad global issue, we will always take the opportunity to talk about one of the greatest miracles of our world: our wildlife, the creatures of Earth, and the unfortunately perilous situation that many magnificent animals are faced with extinction.

From an investment perspective, the rise of environmental, social, and governance investing (ESG) has transformed the investment landscape, offering investors and companies new opportunities to create long-term value and contribute to a more sustainable future. In 2023 we've seen many issues and some skepticism in the sector, so it is critical for investors and companies to overcome the challenges associated with data quality, greenwashing, and the integration of ESG factors into investment decisions. We'll dive into this topic in these pages.

By embracing human engagement in ESG activities and exploring impact-driven opportunities, investors and companies can help create long-term wins for everyone by sustaining the ability of our Earth to house us humans and all its creatures. As always, we hope you enjoy our Client Report; we publish these with your interests in mind.

In this edition of the TCS Client Report it's all about the environment: we meet a real estate legend who is leading a charge for EV's in condominiums, talk about what TCS is doing in the community, and feature a hard-hitting interview with the boss herself, Mother Nature.

Enjoy, all the best for a great 2024!

Simon Man

Kind Regards,

Chief Executive Officer



Florida's International Popularity is Growing; a Record-Setting 2023

One in five of all U.S. international home sales happen in Florida and, of those, one in two are in the Miami market. In 2023, \$5.1 billion worth of homes were sold to international buyers in South Florida, according to Miami Realtors. The state as a whole brought in \$12.6 billion in real estate transactions with foreign buyers.

Miami Set for Price Appreciation

In most major urban areas the tide has turned in residential real estate, and property markets are recalibrating or have already reset, as homeowners take stock of the changing economic landscape. Miami is projected to continue its recent, post-pandemic, trend of price appreciation, according to Knight Frank. The prime price forecast places Miami second to Dubai with a 5% increase projected.



Miami Luxury Market Continues to Cruise



Miami continues to rank high in global markets for luxury real estate and the price appreciation seen over the past few years (+21.6%) tells us just how strong Miami has become for luxury real estate.

Miami is second among American areas for luxury/resort price appreciation, year over year. It also comes in fifth globally. Also, interesting to note that Miami ranks in the top 5 in the world both as a luxury real estate city (4th) and sun destination (2nd)

TCS has new investment opportunities in Florida and if you are interested please get in touch ASAP as the inventory is very limited

Over the years we have been able to understand the needs and wants of our core clients, and we are bringing that outlook and experience to a new market in Miami. We'll bring the fundamentals of what a great real estate investment is and push to create the same deals and opportunities in Miami that we are known for in Toronto.

Reach out for information on Miami opportunities.

Get in touch

Investment News & Notes

The Rise of Environmental, Social, and Governance Investing

Climate change is influencing how people and companies invest their money



People in Canada and across the globe are looking for sustainable ways to spend and are thinking more carefully about where their money goes, from the investments they make to the everyday products they buy. Younger generations are particularly worried about how global warming will impact their future; so much so that it's affecting their mental health. 8 out of 10 people fear their mental health is negatively affected by anxieties related to climate change. Environmental, Social, and Governance (ESG) has transitioned from a niche investment approach and corporate governance topic to a mainstream strategy embraced by investors and businesses worldwide.

A couple facts about ESG:

74%

of finance leaders say that nonfinancial information is increasingly used

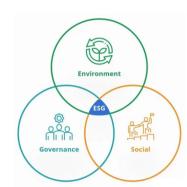
73%

of Canadians believe the world is headed towards environmental

How has corporate Canada responded to ESG concerns?

Appreciation of impact and influence will become essential for companies to maintain their brand status and business authority. It's easy to see the demand for corporate conscience in the public at large and that is usually the way companies learn and react; the customers are always right. There has been a five-fold growth in online searches for the term "ESG" since 2019. Interestingly for companies looking to improve their sustainability, searches for the term "CSR" (corporate social responsibility) have declined. Broadly speaking, for every industry across North America, in all geographic regions, companies of all sizes have been allocating more resources toward improving ESG.

As an example of the proliferation of ESG, over 90% of S&P 500 companies now publish ESG reports. Reporting on ESG is either mandatory or under active consideration in most jurisdictions across North America. Conversely, only 30% of Canada's top 250 publicly traded companies have a net-zero target, so there is risk of a massive wave of greenwashing (when a company makes an environmental claim about what the organization is doing for sustainability, but the claim is untrue or exaggerated).



Will it last?

There is no denying the monumental shift towards ESG, but some say it may have peaked with the attention given to the COVID-19 pandemic, as well as recent wars and humanitarian tragedies around the world. Public attention is at an all-time high, leading some experts to say that the investment landscape will start to see more emphasis on foundational needs of the citizenry. Experts say that today's resources and attention to ESG may be remembered as other trendy concepts of yesteryear which created a lot of work for a lot of people. Some say that ESG is nothing but a catchphrase, and truly where companies should be investing is only in environmental sustainability. ESG (or maybe just the "E") will last if ESG really matters to companies and the public and there continues to be a strategic rationale for all businesses.

What is the impact? Are companies improved by ESG investing?



investment leads to higher company profits. In fact, some reports have claimed actual return on investment numbers. One such report claimed that a 10% increase in ESG spending correlates with a one percentage point increase in profit growth, and that a firm which spends 5% of its budget on ESG can expect a 1% profit increase. It appears that reality matches this theory. 90% of top executives claim that their company's ESG spending will create moderate financial returns, and most of the executives (66%) see this happening almost immediately within a few years of the investment. Studies have also identified that companies perform better financially

There are reports which plainly state that an increase in employers' ESG

when they have a chief diversity officer (CDO), chief sustainability officer (CSO), and an ESG sub-committee on their board of directors. Anecdotally and intangibly, the impact of ESG investing for companies on the workforce is clear: employers with high-level ESG scores are anked as attractive by both current and note

make money rings true. Therefore, companies must change to be able to recognize ESG as a lever to create value and realize the financial benefits of ESG investments. Of course, that is on top of the good that can come by helping to create a better, more sustainable world.

Even with ESG and the good that can come from attention and investment towards these causes, the notion that a company must spend money to



participated in many buildings in these top Toronto areas, here are some examples using only the top 10 neighbourhoods. Location, location, • #4 Avandale: 181 East • #1 Danforth: The Reserve Collection #2 West Queen West: Westside Lofts • #5 Wellington Place: Thompson Residences

- #3 Runnymede-Bloor West Village: Junction Point, Craft
- Residences
- #6 Cabbagetown: The Georgian

It's human nature to cut corners and try to get an edge without putting every available resource into an initiative, and that's why there is so much reporting around greenwashing (making misleading claims about a company's sustainability credentials). Some are combatting this, and some aren't, but it's clear that

The risk of greenwashing

oversight is required and companies need to adopt rigorous ESG due diligence to ensure that the aim remains on ESG factors that have a direct impact on sustainability. For example, if ESG is so important to companies, then why is financial reporting being treated as separate processes by many Canadian companies, with three in four Canadian companies not obtaining reasonable assurances of their ESG reports (73%)?

Moreover, less than half (48%) of Canadian companies reported their actual process for identifying and managing climate impact. This is not just the case for environmental but humanitarian issues as well; only 38% of Canadian companies disclosed policies around Indigenous relations, and just 19% disclosed a reconciliation action plan. Canadian companies are missing opportunities to add credibility to their

sustainability disclosures, while its unclear if they need to.

impact.

Summary

mainly surrounding reporting and greenwashing – and that it requires regulation and oversight. On the other side of the issue, staunch supporters of ESG emphasize that managing corporate sustainability effectively can be vital to a company's financial performance (in addition to the good it can do for our planet). Either way, it is evident that the opportunity to increase revenue, reduce cost and shed risk by managing a company's sustainability is real. To act or not to act, is the question.

Those who are critical or skeptical of the rise of ESG (either for investing and in general) will point to the challenges with the current ESG environment



2021 ESG funds invest in companies that operate with sustainable and ethical practices. While much more popular a few years ago, these types of funds are closing at an increasing rate. However, the performance is strong. Over the last five years, if you

invested \$100 into an ESG fund it would have grown to \$157 vs. \$160 in the S&P 500. The reasons for the closures? Some experts cite higher fees and less interest because the funds aren't "outperforming" (a high

bar). However, others point to the lack of tangible facts and evidence that these funds are able to prompt any meaningful

Featured Client

TASSO ERACLES

PRESIDENT OF SMART EV SYSTEMS AND SMART ENERGY RECOVERY.



Tasso is currently the President of Smart EV Systems and Smart Energy Recovery. Tasso is a property management legend and served as President of FirstService Residential in Ontario. Tasso has 30+ years experience in the condominium management industry.

Tasso is the founder of Simerra Property Management where he directed the company from start up to eventually partnering with FirstService Residential. In addition to managing the overall business, Tasso also provides consulting services to developer clients who initially need property management advice in preparation of launching their developments.

He has been an instructor at C.C.I. (Canadian Condominium Institute) director courses and has presented at national and industry related conferences for GTHBA, BILD and C.C.I. Simerra Property Management, under Tasso, was awarded with the Real Estate Institute of Canada's award as the 'Outstanding Condominium Management Company'.

TCS

What is the relationship and how did you get started with Simon? Could you talk about some of the initial meetings and how you started with offerings that were presented to you?



Simon and I worked on a number of projects together for the same client through the years and got to know each other professionally, along with John Mehlenbacher. We arranged to get together and discuss how we can help each other and build on the working relationship. Over time we became good friends as well.

TCS

For everyone, the past few years has been a trying period of time, what has been the biggest insight or takeaway for you or your business that has come from the pandemic hitting the globe?



As was the case in previous slow downs, patience, and confirmation that real estate is cyclical. You have to ensure your business and investments are properly capitalised and you are able to ride out the downturn. Understand it is only a loss if you sell it.

TCS

What about away from the office, what do you like to do when not working?



I enjoy working out and trying to get back into shape by riding my bike mainly. I also enjoy traveling but my number one favourite activity these days is spending time with my family, particularly my grandson.

TCS

You have a long-standing career in property management and as an entrepreneur, but you are now paving the way with EV products now, what is the back story of how you started with the EV sector?



EV's originally presented multiple problems to my developer and existing condominium clients, which only grew as EV acceptance and mandates increased. I saw it as a growth industry with no clear leader and no practical solution for my clients. I spent 2+ years, after I sold my management company, with my team, researching and developing an offering that would benefit developers and existing condominiums. We launched in mid-2023. It has been very well received and have a large client currently working with us to bring our offering to their projects across North America. We're launching in Western Canada in Q1 of 2024 and then looking to launch in the USA shortly thereafter.

TCS

As a leader in your field, you need to give a lot of advice; what advice would you give to someone that is looking to invest in the condo market, what would be the top considerations that they should be focused on?



They need to decide what type of investor they are going to be, either a short or long-term holder of real estate. They have to be prepared to carry any investment they make in tough markets (similar to the one we're experiencing now) with higher interest rates or other challenges. They have to understand that investment condo features are not the same as a condo they would buy to live in as their home. They need to get in early on a project and have a good team helping and advising them from start to finish. That is why TCS has been so successful because it's what they do and they have the experience and knowledge base to help an investor with these types of decisions.

TCS

Any regrets about deals that you didn't participate in over the years that stand out for you?



Just one....I should have bought more units!

TCS

Lastly, we'd love to chronicle some of your results, perhaps an example of what you originally put down on an early investment, what kind of return that equated to?



Historically, I've at least doubled the deposit I've put down on a pre-construction condo. My very first one was in Port Credit and it was purchased for \$119,000 with a \$12,000 deposit and was sold less than 3 years later with a clear profit of \$30,000 or about a 250% cash-on-cash return.

My most recent investment condo is a 640 sqft 1-bedroom with den purchased for \$435,000 with a \$65,000 deposit about six years ago; it's now just being completed in the Yonge/Eglinton area. Even in this market, I'm projecting to make at least \$200,000 but I'm not selling it and will carry it for at least a year with the belief that the market will be better and look to get even more with a better tax liability.

In Conversation

WITH MOTHER NATURE



Fun facts about the Earth: • Everyone has long days, but our guest this week has seen her days increase from about 6 hours, when Earth was formed 4.6 billion years ago, to

- the 24-hour day we know now. Our day is increasing by about 1.7 milliseconds every century.

 Earth is home to 8.7 million different species of plants and animals!

Today we have the extraordinary opportunity to sit down with a truly iconic figure – none other than Mother Nature herself. Thank you for joining

us. Thanks for everything, give it to us straight – how bad is it?



wonders that exist on Earth. More of that is needed.

You are welcome. Put it this way: I am so proud of those who are fighting and working to save the natural characteristics of the planet and the

Another important question, are we failing you?



graffiti from subway cars to eventually eliminate crime on the subway, we need to think differently and much more outside the box. If the bad and hate in the world is lessened, then human nature will kick in and less of it will happen every single day until we are at an acceptable level.

amount of bad (poverty, polluting, war, human crimes) will have to be eradicated for the good to shine through. Sort of like constantly removing the

What is your stance on artificial intelligence (AI)?



then act on that thinking. Use the brains and power of the collective that are afforded to you by nature as humans.

Many individuals, organizations, and governments are increasingly recognizing the importance of investing in green initiatives. We talk about it in this report, but what role do these initiatives play in sustaining the balance of the planet?



How can businesses and investors align their interests with the principles of sustainability and environmental responsibility?





TCS

It's a common misconception that economic growth and environmental conservation are mutually exclusive. They are interconnected. Sustainable practices and green initiatives can stimulate innovation, create new job opportunities, and foster economic growth. Long-term prosperity is

intrinsically linked to the health of our planet. By investing in green initiatives, we ensure a more resilient and sustainable future for both the

Some argue that there's a trade-off between economic growth and environmental conservation. From your unique vantage point, how do you see

TCS

environment and the economy.

What specific green initiatives do you believe hold the most promise for addressing the current environmental challenges?



TCS

What message would you like to convey to individuals, businesses, and governments considering investments in green initiatives?

I would emphasize the interconnectedness of all life on Earth. Every action, no matter how small, contributes to the collective well-being of the planet. Investing in green initiatives is not just an ethical choice; it is an investment in the future of humanity. Together, we can build a world where

There are several promising initiatives, but a focus on renewable energy sources, reforestation efforts, and sustainable agriculture practices, are particularly crucial. Transitioning to clean energy, restoring ecosystems, and promoting responsible land use are key steps in mitigating climate



species?

Mother Nature, let's talk about another miracle and that is Earth's wildlife. Protecting wildlife is a matter of great concern for many. What steps do

you believe individuals, communities, and governments should take to ensure the well-being and conservation of our planet's diverse animal



TCS

ecosystems, restrict illegal wildlife trade, and promote conservation initiatives.

Illegal wildlife trade is a persistent challenge. How can nations collaborate to combat this issue effectively?



In conclusion, what message would you like to convey to humanity regarding the ongoing conservation of the planet?

The diversity of life on Earth is a testament to the interconnected web of existence. Each species, no matter how small, plays a vital role in

Nations should strengthen law enforcement efforts, enact and enforce strict penalties for wildlife trafficking, and share intelligence to dismantle illicit networks. Education and awareness campaigns can help reduce demand for illegal wildlife products, while supporting local communities in

Thank you, Mother Nature, for sharing your insights with us today. It has been an honour to have you here.



TCS CONTRACTOR OF THE CONTRACT



The pleasure is mine. Let's continue working together and move things forward.

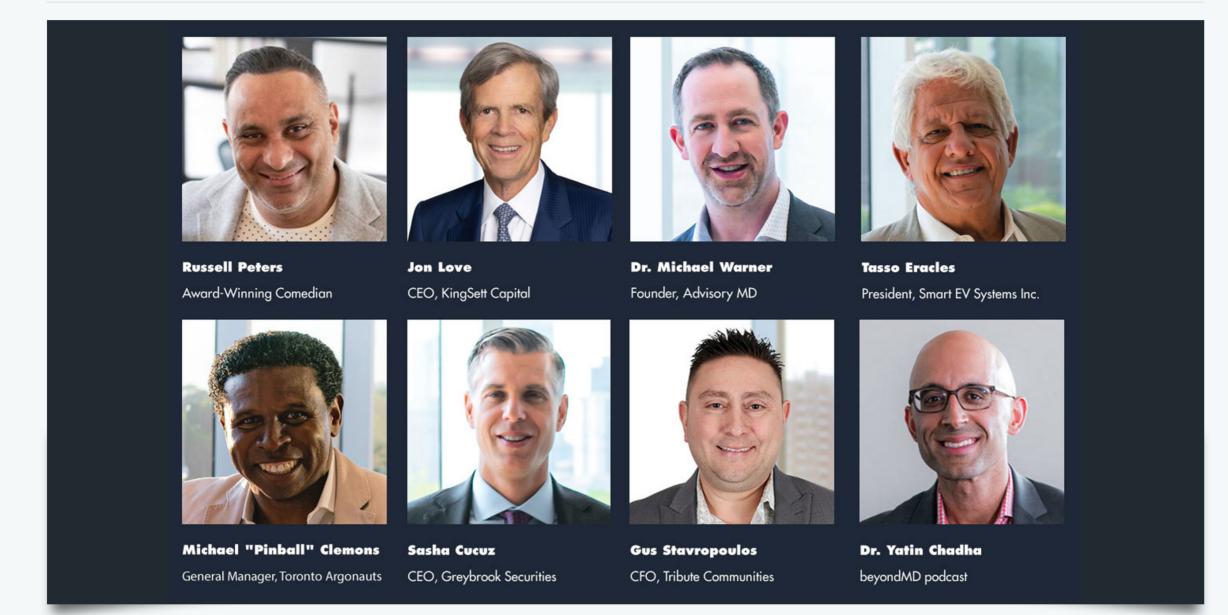
Highlights

TCS Visits the Lang School of Business at the University of Guelph



As part of TCS' commitment to supporting the leaders of tomorrow, CMO Rich Kuypers recently visited the campus of the University of Guelph to help award the winners of the annual scholarship recognizing excellence in real estate appraisal, The Condo Store Real Estate Investment Scholarship. Thanks goes to the Lang School of Business and Professor Rogier Holtermans for the guidance and support of this partnership. The 2023 winners, shown here with TCS' Rich Kuypers, after presenting and winning the award: Lara van Orman, Nathan Baggs, Jay Brauer, Anna Bernardi.

Conversations with Canadian Game Changers Video Series **Published**



with Canadian Game Changers. All seven episodes, plus the original 2-part interview with brand ambassador Russell Peters, have now been published and we couldn't be happier to tell such great stories and get so many incredibly diverse perspectives on the future of Toronto real estate and many other topics.

Great people, important topics, strong leaders. These are some of the phrases used to describe our most recent content series, Conversations

We are grateful for our guests and the time they took out of their schedules earlier this year to join us at the incredible Grand Touring Automobiles dealership and sit down for a chat about Toronto, the economy and life in general. It was a great experience for us at TCS and we hope that you were able to watch, learn and enjoy.

TCS CEO Simon S. Mass Moderates Luxury Real Estate Event in Miami

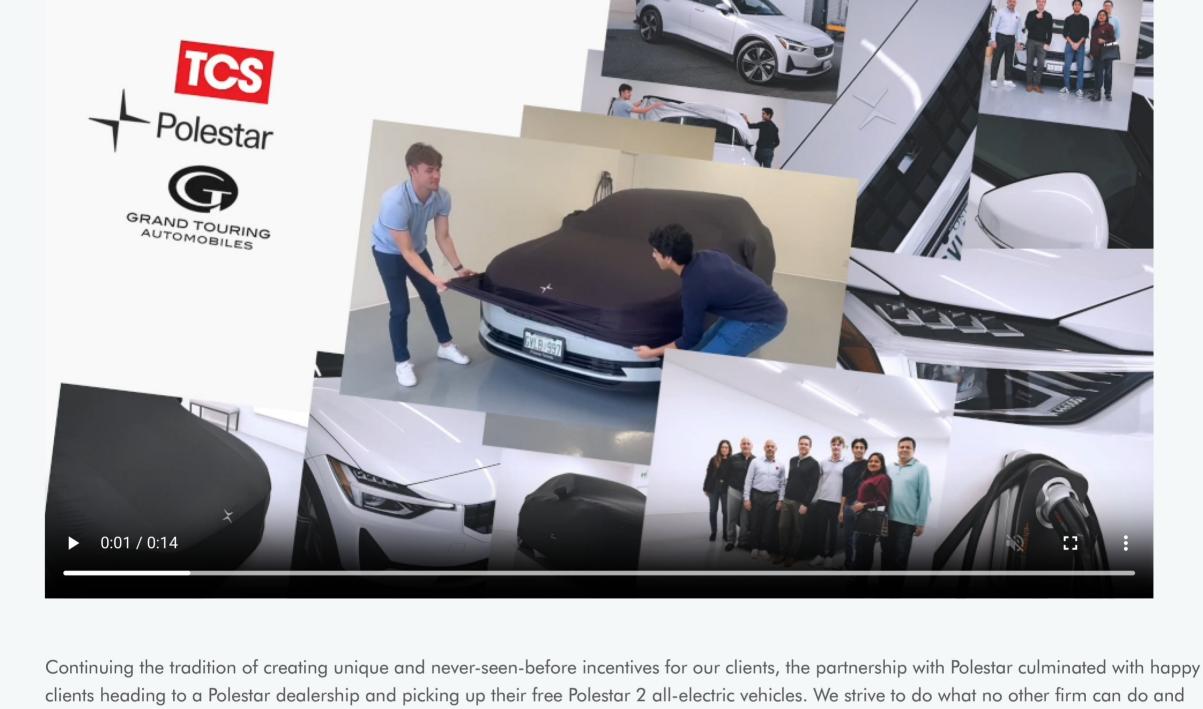


From L-R: Edgardo Defortuna, Fortune International; Simon Mass, The Condo Store; Jay Phillip Parker, Douglas Elliman Florida; Gil Dezer, Dezer Development; Katya Demina, PROFILEmiami; Daniel de la Vega, ONEsir; Demetri Demascus, PROFILEmiami



In late September, TCS CEO Simon Mass moderated a talented panel of Miami real estate leaders at the sold-out 'PROFILEconnect: State of the Market Miami 2023' at an exclusive showroom in the Wynwood area of Miami. The event featured some of the biggest names in the Miami real estate industry, including Fortune International's Edgardo Defortuna, Gil Dezer, Douglas Elliman's Jay Phillip Parker, Kobi Karp, ONEsir's Daniel de la Vega, Ronny Finvarb, and Royal Palm Companies' Dan Kodsi. The group discussed current and future state of Miami's commercial and residential real estate markets.

TCS Polestar Client Incentive Update



Both recent vehicle incentives (adding to the Jaguar program in 2020) are not being made by other firms in the industry, that is the TCS advantage.

being able to provide a significant number of clients with a free two-year walk-away lease on the luxury 2023 Polestar 2 cements that fact for TCS.

CardioLink Update

program at St. Michael's Hospital received some great news this fall. Dr. Subodh Verma, who runs the program, gave an update to all major donors, including TCS.

CIHR funding (Canadian Institutes of Health Research). The research presented showed data for why people have strokes after heart surgery and is making great inroads into improving outcomes for these patients. In addition, the research is looking at ethnic determinates for risk of heart disease. Congratulations to Dr. Verma

With the help of all supporters, the Foundation was able to raise the

\$430,000 required in matching funds to unlock a significant amount of

TCS' long-standing history supporting the CardioLink clinical trials

and his team as well as the St. Michael's Foundation.

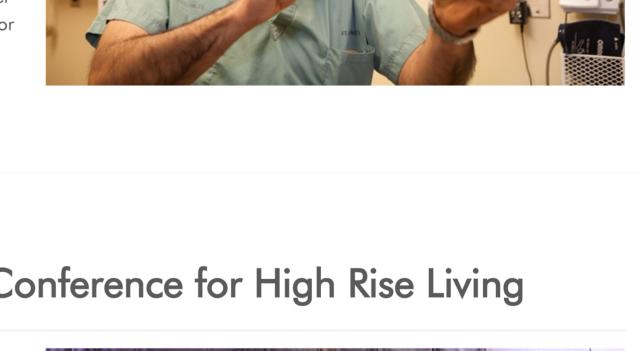
Simon Mass Presents at Elevate Conference for High Rise Living Earlier in December, TCS CEO Simon Mass was invited to participate

and present on a panel at the brand new Elevate conference in Miami.

The conference was conducted by Zonda and Livabl and was dedicated

to high rise living. Simon spoke along with Ed Carey of Audience Town

furnished bespoke unit program. The conversation found its way to



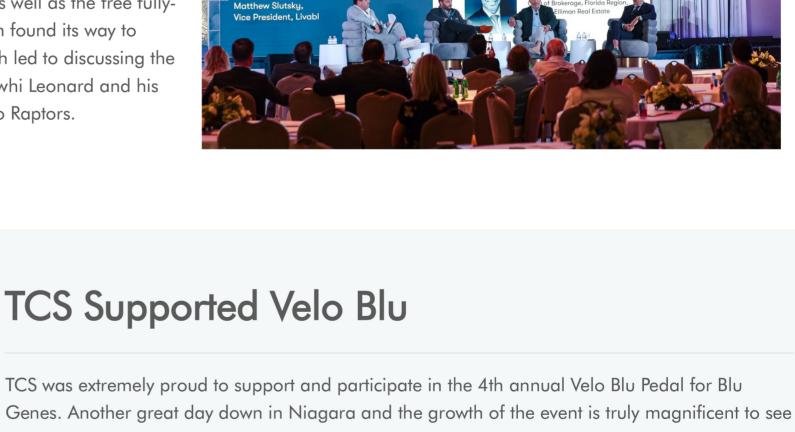
and Jay Parker from Douglas Elliman Real Estate and the topic was Amplified: Sales and Sales Innovation in today's market. Simon spoke about some Marketing & Sales Innovations of the incentive programs that TCS has run in the past few years including the Jaguar and Polestar car programs as well as the free fully-

Elevate

High-Rise

SESSION

talking about organic growth and marketing which led to discussing the frenzy that TCS and Simon were a part of with Kawhi Leonard and his free agency, potentially re-signing with the Toronto Raptors. as the number of riders, participants and sponsors all came in at record numbers. TCS thanks all



TRSM invite to attend Canadian Chamber event for Business

attendance as well. Very proud of our team member, Parmiss Ghooparanloo, who donated one of her unique art pieces from her charitable organization, Parmiss Art. Philanthropy and charitable endeavours continue to be the backbone of TCS and its team members.

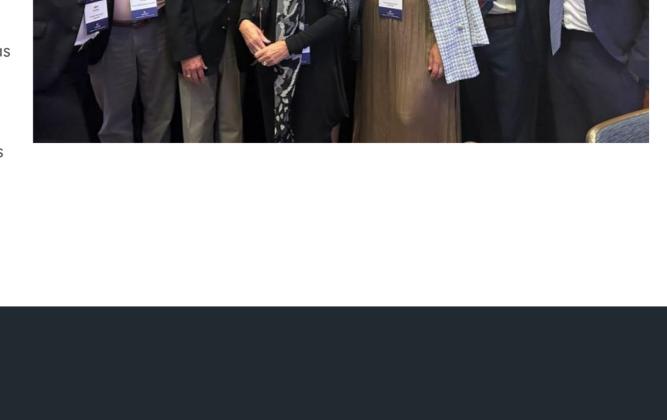
involved for putting on a great day and most importantly for raising over \$440,000 to support

This year the TCS team of riders represented very well with our CMO Richard Kuypers in

SickKids research, the largest donation in the history of the event.

Leaders Through TCS' partnership with Toronto Metropolitan University (TMU) and the Ted Rogers School of Management (TRSM), TCS CMO Rich Kuypers was invited to sit with TRSM leaders at the 2023 Canadian Business Leader Awards, an event conducted by the Canadian Chamber of Commerce.

These days, it's always nice to connect and celebrate in person and discuss the passion and dedication to advancing learning for our next generation





that exudes from the institution.

Lately we have been receiving a large number of inquiries about By working with TCS' broker team members, you will be able to better

leasing, assigning and selling units through our brokerage division. Please note that we have a team of licensed, award winning, and dedicated full time real estate brokers on staff that are specifically retained by TCS to manage our ownership group's own properties as well as all those of our clients. This value-add service is part of our promise to provide full turn-key services so that all your investment needs are met under a one-stop-shop platform.

secure your investments as we always aim to price-protect our investments so that we all win as opposed to outside brokers, who may have one or two listings and most likely won't have the required relationships with the developer, the on-site property management team and the security service providers. A certain high-level expertise and building/project knowledge is needed to manage this intricate process and TCS has that at all its sites.

What We Liked

"In other words, the Bank will need to deliver 200 bp of cuts just to prevent monetary policy weighing even further on economic growth."

FINANCIAL POST

"Interesting to note, and something I've said here before; if you remove housing costs, the CPI increased by only 1.9%."

THE GLOBE AND MAIL*

"Groceries and mobile phone costs grab the headlines and for good reason

- Canadians pay a lot for these goods/services".

MoneySense

"Safeguard your investments by taking as many measures as possible to ensure you are entering into the contract that you think you are..."

The New York Times

"His track record speaks for itself so if Warren Buffet is buying developers, then the outlook for those companies and the market itself is strong."

FORTUNE

"A country that can and should be in growth mode needs to act accordingly."



"Whether you are an economist or a housing developer, that equation is what you are watching and what will keep prices rising for years to come in Toronto and the G.T.A."

Bloomberg

"We need to ensure that as the economy grows that incomes grow and keep pushing upwards so that Canadians can keep their lifestyles and ability to live and play in the best country in the world"



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The Most Trusted Name in Real Estate