Promise Of COVID Vaccine Sees Interest In Toronto’s Luxury Housing Market Soar

Toronto, Dec 4, 2020 (Issuewire.com) - Red zones keep expanding. The possibility of a lockdown looms on the horizon and businesses are struggling. These aren’t the typical market conditions that lead to record-breaking sales, yet one Toronto realtor can’t keep up with demand. Since news of Pfizer and Moderna’s COVID vaccine results came out, dozens of celebrities, athletes, and the jet-set have been in contact, eager to make a purchase in Toronto’s luxury condo and housing market.

Since the announcement of the positive vaccine trial results, Steven Liambas’ phone has been ringing off the hook. The young Toronto-based real estate broker, who specializes in finding and selling homes for athletes, celebrities, and the well-heeled, expects the COVID-19 vaccine news to lead to a record-setting quarter in the Toronto real estate market.

“Like all of us, professional athletes and celebrities have been worried about what the future holds,” explains Liambas. “It’s hard to set a budget for a home purchase when you aren’t sure when or if you’ll ever get back to work. With arenas closed and movie sets shut down, the arts and sporting community have seen record losses and have been amongst the hardest hit industries. Now that a promising vaccine looks to be in the works, my clients are looking to the future. They have a newfound sense of assurance which is allowing them to plan for the future.”

Liambas got into the niche luxury real estate industry after years as the director of operations for a Toronto-based sports nutrition company. When he transitioned into a career in real estate nearly half a decade ago, Liambas found professional athletes looking to relocate to the GTA followed him into his new career because he understood their lifestyle and their needs. In the coming year, Liambas expects records to be set not only in Toronto’s luxury real estate market but across all segments of the market.

“With the GTA being hit hard by the pandemic, we’ve seen responsible Torontonians staying close to home this year,” says Liambas. “When you spend hours and hours at home, you want to make sure that space is exactly what you want. If you’ve been cooking during the lockdown, you want to make sure you have a gourmet chef’s kitchen with room for all your gadgets and tools. If you can’t go to the gym or meet with your personal trainer, you want to make sure your condo has space for some gym equipment.

That’s as true for those looking for homes in the $5,000,000 and above price range as it is for young professions looking to purchase their first property. Home has become much more important now that we can’t live in these so-called third spaces like music venues, restaurants, and outdoor spaces.”

Since the vaccine announcement, Liambas and his team have scheduled more than 50 viewings of luxury homes in the GTA and have closed on more than five transactions.

For more information on Liambas, or to view the luxury housing options that have clients excited for the future, visit www.homesbysteven.ca

To connect with Steven Liambas on social media, follow @homesbysteven on Instagram.

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Source : Steven Liambas Real Estate