

Sarah Josipovic on the Shift from Toronto to Hamilton: What Today's Migration Trends Mean for Buyers



Hamilton, Ontario Apr 15, 2026 ([IssueWire.com](https://www.IssueWire.com)) - As more homebuyers look beyond Toronto in search of affordability and space, Hamilton-based real estate sales representative Sarah Josipovic is seeing firsthand how regional migration is reshaping the market—and what it means for buyers navigating the transition.

Working with Sotheby's International Realty Canada and local builder RealPro Homes, Josipovic operates at the intersection of resale and new construction, giving her a direct view into how buyer priorities are changing across Southern Ontario.

“Many of the clients I work with are coming from Toronto because they've reached a point where the numbers no longer make sense for what they want,” says Josipovic. “But the decision isn't only financial. It's about how they want to live day to day.”

A Practical Shift, Not Just a Price Play

While affordability remains a key driver, Josipovic emphasizes that migration to Hamilton is based on a set of practical trade-offs rather than a single factor.

“Buyers are evaluating space, commute, lifestyle, and long-term value all at once,” she explains. “Hamilton offers more flexibility across those areas, but it requires a different way of thinking compared to Toronto.”

In many cases, buyers are moving from smaller urban properties to larger homes with outdoor space, or positioning themselves closer to nature while maintaining access to the Greater Toronto Area.

A More Informed and Urgent Buyer

Josipovic notes that buyers arriving from Toronto often bring a different level of urgency and preparedness.

“They're used to fast-paced markets,” she says. “They understand competition, and they tend to act quickly when they see the right property.”

This has had a direct impact on certain segments of the Hamilton market, where well-priced homes continue to attract strong interest.

At the same time, she works with local buyers who are adapting to these conditions, often requiring more structured planning and clearer expectations.

The Growing Role of New Construction

A significant portion of migration-driven demand is moving toward new construction. Through her work with RealPro Homes, Josipovic helps clients navigate pre-construction and newly built properties, which offer an alternative path in a limited inventory environment.

“For buyers who are planning ahead, new construction can provide more control,” she says. “But it comes with different timelines and decision points. You need to understand the process before

committing.”

This includes managing build timelines, upgrade selections, and financing considerations that differ from traditional resale transactions.

What Buyers Need to Get Right

Based on her experience, Josipovic outlines a few consistent factors that determine whether buyers make strong decisions in today’s market:

- Understanding Hamilton-specific pricing instead of relying on Toronto benchmarks
- Being realistic about commute and infrastructure
- Preparing for competition in certain property categories
- Aligning timelines, especially when considering new builds

“Clarity matters more than speed,” she says. “Buyers who define their priorities early tend to make better decisions, even in a competitive environment.”

A Long-Term Regional Shift

Josipovic views the movement from Toronto to Hamilton as part of a broader, ongoing shift rather than a temporary spike.

“This is a structural change,” she explains. “People are re-evaluating what they need from a home and where they want to be located. Hamilton is part of that conversation in a meaningful way.”

As demand continues to evolve, her focus remains on helping clients navigate the process with clear information, structured guidance, and a realistic understanding of the market.

About Sarah Josipovic

Sarah Josipovic is a real estate sales representative based in Hamilton, Ontario, with Sotheby’s International Realty Canada. She specializes in residential real estate and new construction, working closely with local builders, including RealPro Homes. Her work focuses on guiding clients through the buying and selling process with a clear, structured approach.

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