

Heat pump changed for the '90s

The heat pump has the apparently contradictory abilities to heat your house in winter and cool it in summer. When it does this successfully it does so with energy efficiency unmatched by a conventional furnace/air conditioner combination.

In the early '70s, when the energy crisis hit, heat pumps surged in popularity. Heat pumps have been expensive to buy, and some of the early models weren't overly reliable. So when the energy crunch let up, somewhat, their popularity surged the other way.

The principle of the heat pump, however, is sound. Instead of burning something, the heat pump uses energy — usually electrical — to run a motor which produces coolness inside your home in the summer, exactly the

way your refrigerator motor does. The refrigerator motor, you'll have noticed, also produces heat. With the refrigerator the coolness is always inside the heat outside.

With a heat pump the process in winter is reversed — heat inside, coolness outside.

Even the highest efficiency conventional furnace wastes a lot of energy in the process of burning a fuel to heat your home. The heat pump motor wastes very little.

Today's heat pumps, such as our Nordic II and III, have established excellent records for reliability. Unless you live in one of the coldest parts of Canada, it's advisable to investigate the heat pump alternative. You get both heating and cooling functions in one. Through the years the energy saving could make the investment well worthwhile.

RE/MAX

RE/MAX — The Canadian Champion, Wednesday, April 11, 1990

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Above
the
Crowd!



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Anne Taylor
Associate Broker
Town and Country

REAL ESTATE IS STILL A WINNER

At the turn of the century, the average price of a home in Toronto was around \$1,500. No doubt someone was running around then, screaming an ominous warning that the market had peaked.

Those warnings were repeated often over the years, but the average price of a home kept rising, making home ownership a sound investment and a tax-free nest egg for the grey years.

Did that silence the doomsayers? Not on your life.

They tried to say "I told you so" in 1974 when the Ontario government imposed a speculation tax in an attempt to slam the brakes on an out-of-control market, yet prices rose higher.

They gleefully watched darkest 1981 unfold. Mortgage rates topped 20%, inflation reared its ugly head and the economy appeared to be in a tailspin.

One business columnist criticized a large group of young families for camping out in Mississauga for a chance to buy a new 902 sq. ft. bungalow for \$54,900. This Prince of Pessimism called them "sheep" and "suckers", and advised them to buy gold.

One of those houses sold recently for \$213,500. A whopping 288% increase is a decent return for a night in the cold, don't you think? By the way, the gold fix was \$488.50 an ounce that spring day in 1981. At the time of this writing, almost eight years to the day, the fix was \$448.15. Some sheep! Some suckers!

Here we are, with the 21st century just around the corner, and the doomsayers persist in shouting the same, tired warning.

Long term, owning a home remains the best investment on earth for you and your family.

And yet people got caught up in the hype that it was perhaps prudent to wait and see what the federal budget brought. Or wait and see what the provincial treasurer had in store. Or wait and see what the Bank of Canada does with interest rates.

Make no mistake, assuming such a wait-and-see attitude can cost you thousands of your hard-earned dollars.

You can bet that federal Goods and Services Tax is going to impact significantly on the cost of housing next January, regardless of federal Finance Minister Michael Wilson's best intentions.

As folk philosopher Will Rogers used to say, "Buy land, they ain't making any more of it." They sure aren't, especially in the Metro Region, where there is a chronic shortage of serviced land. While there might be some changes to the terms of the agreement between the developer and the builder, land prices will not fall one penny. Rather, count on them rising higher.

Now is an excellent time to start your search for a new home. The choice has never been better. Relax, comparison shop, make a more informed decision.

Banks and trust companies are competing for your mortgage dollar, resulting in greater flexibility. Builders, too, are offering flexibility and incentives.

So, what will it be — wait and see and pay more, or take full advantage of today's favorable market conditions?

The best time to plant a tree was 40 years ago; the second best time is today. Same with real estate, and that holds true tomorrow, next year, or next century.

By Frank Giannone, Past President, Toronto Home Builders' Association

COUNTRY RESIDENCES

Luxury manor house on 5 beautiful wooded Escarpment acres in one of Campbellville's most prestigious estate lot subdivisions. \$895,000.

Home and cottage all in one. Beautiful 8 Muskoka-type acres with two ponds, woods and paddocks surround this unique open-plan architecturally designed home in Kilbride. 9-3/4% fin. av. \$569,000.

INVESTORS

38 acres of rolling hills and woods with 3 ponds, spacious rustic home and professional horse barn in Puslinch. Designated rural with estate lot potential. Investors should definitely consider this one. \$650,000.

Two commercial/residential properties on Main Street in Campbellville priced to attract. \$289,000 and \$499,000.

LAND

42 acres woods and meadows close to 401 with 1000 ft. road frontage. Estate/hobby farm site or future investment. \$479,000. Must be sold soon, so come make an offer.

1 acre building lot near Aberfoyle at \$126,900 with good mortgage, one of the cheapest. Evergreens and river on property.

LOW DOWN PAYMENT

15% Down to qualified buyer. At \$179,000 a good buy for this well-built brick home in the old section of Milton.

CLOSE TO TOWN

Be it Oakville, Mississauga or Milton. Two modern homes surrounded by country yet minutes to town. A 4-level sidesplit at \$409,000 and an ultra-modern bungalow at \$299,000.

I also have a selection of urban residences in Mississauga and Oakville from \$230,000 to \$899,990. One even comes with a free Mercedes to full price buyer!

17 YEARS AS A LEADER IN THE FIELD

RON FURIK

Sales Associate

Office: 878-2365

Res: 878-3337

Tor. Line 826-1030



IMMEDIATE POSSESSION - JUST LISTED

At \$149,000., this Victorian Woods townhouse is priced to sell. Close to both schools and parks. Freshly painted, it has new carpeting throughout. Privacy yard backs on to courtyard. For your personal viewing of this "move-in" condition townhome, contact Ron Furik.

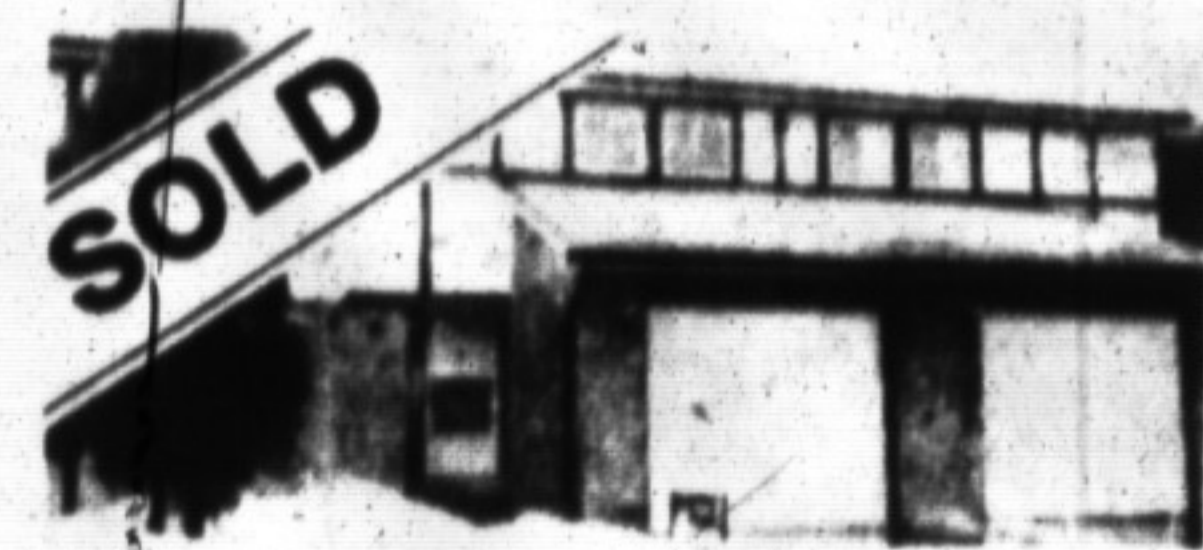
NOW \$214,900

EXCELLENT LOCATION

This well maintained ranch bungalow offers 4 bedrooms, 2 bathrooms, extra large recreation room and is set on a large 60' x 120' fenced lot. Located near schools, parks and shopping. To find out about the many extras this home has to offer, call listing agent Ron Furik.

WHY PAY RENT?

When you can have your own home. This 3 bedroom, 2 storey townhouse offers living room - dining room combination, 2 bathrooms and an unspoiled basement waiting to be completed to your taste. Now asking \$152,900.



Gary Thomas
Broker/Owner
878-2365

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TAKE YOUR PICK!!



PREMIER MILTON RESIDENCE

Fantastic 3-storey brick home on an immaculately landscaped lot in a prime area. Features 8 bedrooms, 4 baths, upper level family room, enclosed front porch, inground pool and 26' x 40' barn. This home is a once-in-a-lifetime opportunity at \$595,000. Call today!

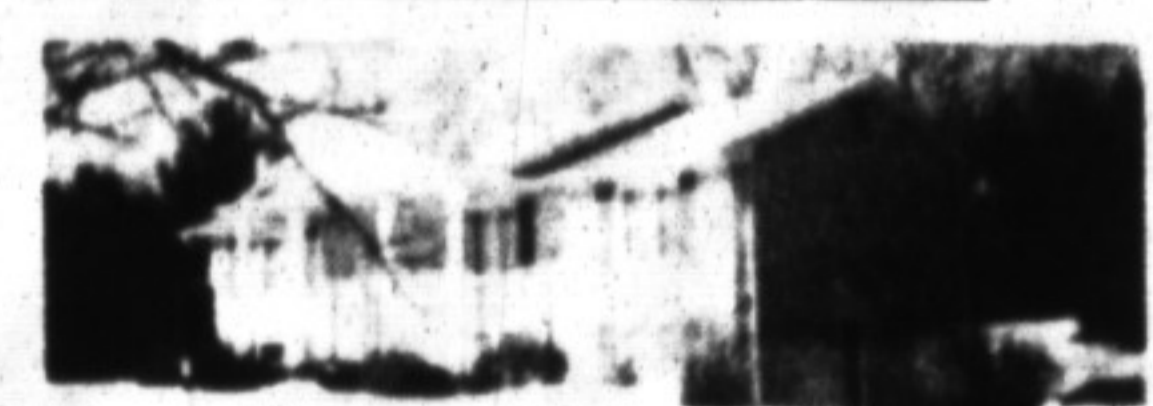
Gary Thomas, Broker/Owner Res. 335-8888
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REDUCED \$6,000.

Three bedroom two-storey in Bronte Meadows is in move-in condition. Featuring two baths, partly finished rec. room, glass sliders to deck and proximity to schools. This home won't last at \$202,900. Call Gary today!

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EXECUTIVE ELEGANCE

Gorgeous two-storey on 1/2 acre with pond, stream, professional landscaping, knotty pine in recreation room, florida sun room, fieldstone fireplace, 10 minutes to 401 and Trafalgar road.

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COUNTRY LIVING

Fantastic 70'x208' lot in the village of Hornby is the setting for this great brick and aluminum bungalow. Featuring 3 bedrooms, 2 baths, finished basement with a living room and 2 additional bedrooms, fireplace, workshop in backyard and sundeck off the backdoor. Don't miss this opportunity at \$249,500. Call Gary today!

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