

# Context releases condos at RadioCity

Context's slick two-tower RadioCity project has blazed a trail for high-rise development east of Yonge Street, where a number of developers are looking to catch up. The project is virtually built — there's also a townhouse component — but Context recently released the final batch of suites in the more recently built south tower.

There's about 10 studio, one- and two-bedroom suites for sale in the Replay launch, which includes suites on floors three to seven. They're all completed, with upgraded features such as granite countertops, hardwood flooring and designer colour palettes included in the price. Three are furnished as model suites to give buyers an idea of how to arrange them. They also all have balconies.

"We usually hold on to these lower floors as market insurance," says Context's marketing director, Craig Taylor. "We can use them as rental components, or hotel and commercial components. But we've found that there is great demand from consumers for this project. There is also always going to be that portion of the market that doesn't buy presale."

Besides being able to move in right away, Replay buyers can also enter a sale with as little as 5 per cent down. At the presale stage, financial institutions will often put the heat on developers to get 20 to 25 per cent of the purchase price down, according to Mr. Taylor.

Context has also launched an exclusive discount program with local merchants for its buyers. Called Club Context, it allows buyers to get discounts and deals from participating vendors in such areas as moving services (car rentals, cleaning services), urban lifestyle pursuits (yoga, furniture, electronics, art), and entertainment (restaurants, theatre tickets, catering). The club packages are listed in a password-protected area of Context's website, and buyers are given a card to show vendors, who currently number 30. Discounts for Context moving services (car rentals, clean-

ing services), urban lifestyle pursuits (yoga, furniture, electronics, art), and entertainment (restaurants, theatre tickets, catering). The club packages are listed in a password-protected area of Context's website, and buyers are given a card to show vendors, who currently number 30. Discounts for Context suite owners can go as high as 20 per cent.

"There's so much construction in Toronto, so developers end up offering a lot of incentives," Mr. Taylor says. "Context doesn't really participate in those because in the end, those costs are dumped on the purchaser anyway."

"We want to make living downtown as convenient to people as possible. We're constantly bringing new participants in, but we're keeping it Web-driven because we don't want to let the companies contact people directly, for privacy reasons."

*Special to The Globe and Mail*



## RadioCity Replay

**Location:** Toronto, Carlton and Jarvis streets

**Builder:** Context Development Inc.

**Square footage:** 522 to 975

**Price:** \$168,600 to \$314,600

**Sales centre:** 500 Church St.

**Contact:** (416) 963-0220 or [www.context.ca](http://www.context.ca)