

Conservatory Group Pivots to Virtual Tours to Accommodate Growing Market

BY CLAUDELLE BOUDREAU

Amid health concerns and stay at home orders, the COVID-19 crisis impacted the residential real estate market this spring. Surprisingly, the new home industry has not been all that negatively affected says Joelle Stewart, an account executive with Guidelines – an advertising firm in Toronto.

In a recent interview, Stewart noted that many builders have even seen an increase in business. Markham-based Conservatory Group – a builder of new homes and condominiums servicing communities across the GTA, from Milton to Oshawa - is a prime example of this, says Stewart.

"The real estate business has seen its share of highs and lows and as a builder, you need to adapt to the ever-changing times," says Stewart who has worked closely with Conservatory Group for several years.



ACTUAL MODEL PHOTO

FACING CHALLENGES

Dealing with the pandemic has been a challenge – one that we are all facing and learning to overcome. Through these trying times, Conservatory Group has strived to make the home-buying process as seamless and convenient as possible. One significant change the Conservatory Group has made is that the entire home buying transaction takes place completely online using technology such as a **DocuSign** and **Zoom**.

"Buying a home is a huge investment. Conservatory Group has dedicated and highly knowledgeable sales teams who will walk you through the entire process. From the comfort of your home, you can go online, shop at our various communities, choose the home you like and easily click to schedule your personal appointment through Zoom or by phone," says Stewart, adding that people buy what they see and like to be inspired and to dream.

"Once again the Conservatory Group has taken the lead in that regard," she notes, adding that it's impossible to get excited about a home and all of its luxurious finishes if one can't experience it in person. Like so many businesses, however, the Conservatory Group has adapted – revamping their website adding Conservatory Virtual Tours and easy appointment scheduler so that potential customers can still view all the bells and whistles virtually. The Conservatory Group

also boasts one of the largest décor centres in the GTA, letting you create your home, your way.

There are 19 Conservatory Virtual Tours available to be viewed online at **conservatorygroup.ca**. The 'visual excitement' is preserved including 3D renderings and floor plans, stunning graphics and all the information for each house design and even the community amenities to help you find the home of your dreams! The Conservatory Virtual Tours are a virtual walk-through of the homes. "You are in full control and can direct your tour at your leisure. Want to see amazing Master Ensuites? Simply click your mouse and virtually walk there yourself and see all the upgraded features. It's the next best thing to actually seeing it in person," says Stewart adding that it's really very exciting to witness how the Conservatory Group has been able to make shopping for a home an enjoyable experience.

Each development has its own separate link complete with a site plan, 360-degree tours of each available model, downloadable floor

plans and information on each of the communities.

After a Conservatory Virtual Tour (this is open to everyone), home buyers can then move to the next step of the sales process which involves setting up a call or a Zoom meeting with the sales representative who can then help move buyers to the next level. In-person viewings can be arranged as well – taking into consideration all of the proper protocols and health requirements.

Many people are now working remotely and so their accommodation needs have changed. Finishes and offerings are being customized to this shift in how people are working and living.

“

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”

JOELLE STEWART
ACCOUNT EXECUTIVE
GUIDELINES ADVERTISING



19 VIRTUAL TOURS
AVAILABLE ONLINE AT
CONSERVATORYGROUP.CA

There is a focus on technology, flexible spaces, dedicated learning areas and more living space - indoors and out.

SOMETHING FOR EVERYONE

Looking for a luxury home in a historically rich neighbourhood? Then **Observatory Hill** might be for you. Located at Bayview and 16th Avenue, this development boasts a universe of convenient family living in Richmond Hill. A wide selection of Conservatory Group's homes come with finished basement areas for maximum space to design to your personal style.

If your definition of luxury includes endless views of Lake Ontario, then Conservatory's stunning 56-storey condominium at **Water's Edge** checks all the boxes. Offering a plethora of suite designs that suit first-time buyers, families and empty nesters, Water's Edge also provides the convenience of world class dining, walking and biking trails - literally at your doorstep!



ACTUAL MODEL PHOTO

These are just two of the many current projects available to view. With so many different developments in a variety of areas, there really is something for everyone.

Listening to what their customers are looking for and making sure they are comfortable throughout the entire process is of utmost importance to the Conservatory Group, stresses Stewart, adding that they are dedicated to providing top-notch service despite these unprecedented times.

For more information or to view any of the properties currently being offered, visit **www.conservatorygroup.ca** today.

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