



**CREA**



# The Explosion of the 50+ Set

# ROOM!

## The Humes take on Oxley

(Excerpted from Boom Magazine)

Intrigued by the banana belt of Canada, the couple made a quick day trip to Essex County, a region they had never visited before. They liked what they saw and returned several times.

In Oxley, they found a house with potential and a gorgeous view of Lake Erie. By April 2012 they had given up their old life in Orangeville and moved into their new home.

It took time and money to upgrade their expanded 1904 cottage to suit their own taste. Considering Orangeville real estate prices, Rita Hume says, "If you get the exact same house, you get it for a lot less money here."

Read the full article at [www.RetireHere.ca](http://www.RetireHere.ca)

## Blimey!

*Boomers are  
moving in*

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# Discover The WindsorEssex 100 Mile Peninsula Lifestyle

**PRIME  
REAL ESTATE  
SELLS FOR  
30%-60%  
LESS<sup>1)</sup>**



**1,159 families age 50-plus have relocated here and purchased \$286 million in real estate since 2009<sup>2)</sup>**

Shaped by 100 miles of shoreline, historic towns, estate wineries, picturesque parklands and nine distinct communities, our peninsula lifestyle has caught the attention of age 50-plus families across the country.

Thinking 'change'? Planning for a comfortable, secure future? Now is a great time to visit. Come for a tour. Get discounts on lodging, dining, golf and more. We'd love to have you here!

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**Windsor ranked third among  
Canada's warmest retirement cities**

Globe and Mail Online Edition, February 10, 2014

**Five of Canada's Safest Cities In  
Essex County**

Amherstburg, LaSalle, Lakeshore, Tecumseh, Kingsville  
Statistics Canada Crime Severity Report, 2011

**Region's housing market sales soar 20%  
Strongest improvement in 26 markets**

Canadian Real Estate Association (CREA), April 26, 2013

**Retire early with cash to spare in  
Canada's most southern city**

Globe and Mail, February 12, 2014

**LEARN MORE. BOOK A TOUR.  
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<sup>1)</sup> Housing prices are the lowest of any urban area in Ontario-CMHC Spring 2014.

<sup>2)</sup> Surveys and interviews conducted by the Windsor-Essex County Association of REALTORS® between July 2010 and January 2014.

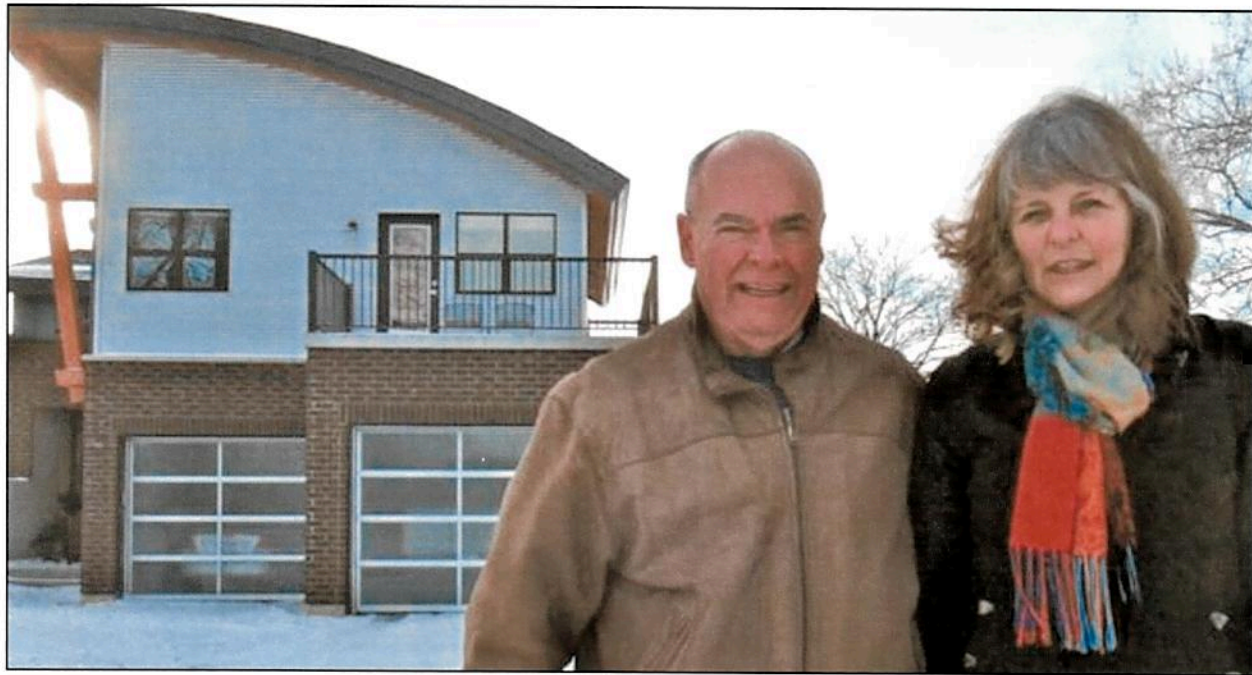
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> RETIREMENT PROPERTY

JENNIFER LEWINGTON - Special to The Globe and Mail, Wednesday, Feb. 12, 2014

# Retire earlier, with cash to spare, in Canada's most southerly city



In 2012, the Wisemans sold their Calgary home and moved to Amherstburg, south of Windsor....and built a 2,700-square-foot, two-storey home on a waterfront property 50 feet wide and 400 feet deep for less than half the average home price – \$1.2-million – in their former Calgary neighbourhood.

After 32 years of living in Calgary, where they raised three boys and enjoyed a "fantastic" city within driving distance of the Rocky Mountains, Peter and Barb Wiseman weighed moving elsewhere to accelerate their timetable for early retirement.

They rejected the West Coast, where house prices would be as or more expensive than Calgary. The East Coast, with low-cost land and waterfront access, got nixed because of costly flights out of Halifax. Then a Calgary friend recommended his hometown of Windsor, Ont.

Though hit hard in the 2007-09 recession, Canada's most southerly city has appealing assets for would-be retirees. Among them: bargain-price real estate (relative to big Canadian cities); low property taxes; a long growing season; bodies of water on three sides and, not least, proximity to the United States.

"We would never have looked down here if it was not for my friend," says Mr. Wiseman, 59, a retired landscape architect. Leaving Calgary, he adds, "was purely a retirement lifestyle decision."

In 2012, the Wisemans sold their Calgary home and moved to Amherstburg, south of Windsor. They designed and built a 2,700-square-foot, two-storey home on a 500-foot waterfront property looking out on Lake Erie and the Detroit River. The price was less than half the average home price – \$1.2-million – in their former Calgary neighbourhood of Parkhill-Stanley Park.

The sell-high, buy-low strategy netted additional funds for retirement savings.

cont...

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"The rationale was we felt we could retire earlier and just as comfortably," says Mr. Wiseman, whose wife works part-time as a pharmacist. An unexpected bonus, they say, is proximity to local wineries, Detroit shopping and cultural events and an unimpeded view of passing-by Great Lakes and ocean freighters.

The Wisemans are among a small but growing contingent of 50-plus couples moving to the Windsor region, some lured by a marketing campaign developed in 2008 to counter a recession that wiped out manufacturing jobs.

"We knew we had to do something to change the economy," says Krista Del Gatto, president of the Windsor-Essex Active Retirement Community Initiative, the recession-fighting campaign funded by the Greater Windsor Home Builders Association, the Windsor-Essex County Real Estate Board and the Windsor-Essex Regional Chamber of Commerce.

The City of Windsor does not bill itself as a retirement destination, preferring a multi-pronged strategy of downtown renewal, investments in parks, recreation and culture and business incentives to get back on its feet. But the city, with the county of Essex, each put up \$50,000 a year for the past five years to support the business-backed initiative.

Windsor chief administrative officer Helga Reidel says city council "could see that it was yet another advantage to the area to attract people who brought with them their financial retirement fund and their willingness to spend in the area."

With an annual \$200,000 budget, the retirement initiative targets 50-plus couples, house-rich and close to retirement, in the Greater Toronto Area and Western Canada. More than 1,000 "active retiree" families (semi- or fully retired or on the cusp) have settled in the area in the past five years, according to Ms. Del Gatto's organization. "I know the initiative is doing what we want it to," she says.

The price difference on housing speaks for itself. Last month, the average price of a home in Toronto was \$497,000, the Toronto Real Estate Board reported, compared with \$184,000 in Windsor in December of 2013, according to the local realtor association.

Moving to a community with less-expensive homes and good quality of life is an enticing proposition for retirees, says Marty Komsa, president of Windsor Family Credit Union, a sponsor of the retirement initiative. "Their money is able to go further and they have more discretionary income," he says.

In 2013, the initiative introduced a "discovery tour" that attracted 14 out-of-town couples who paid a \$300 refundable fee for a three-day tour and a look at homes for sale.

"They were in awe when we showed the Power Point presentation of properties in different areas and the cost," say Ms. Del Gatto, also chief executive officer of the realtors' association. This year, she hopes the tour will attract up to 25 couples.

Affordability ranks high for prospective retirees.

After retiring in 2006 as a computer programmer, Paul Normandeau and his wife Laurie left Montreal to buy a retirement home in Vernon, B.C., at the north end of the Okanagan Valley. The idea was to be close to his family. "Unfortunately, B.C. [home] prices went through the roof," says Mr. Normandeau, 65. They rented for three years, foiled in their search for an affordable home.

In 2010, after a magazine article included Southwestern Ontario as a retirement destination, the couple visited Windsor for a closer look. In two days, they purchased a 1,500-square-foot, two-bedroom townhouse for less than \$200,000.

"At this stage in our lives, we couldn't believe that we could afford the beautiful home we now have," Ms. Normandeau says. Within walking distance are Lake St. Clair and a community centre with activities for 50-plus residents. The couple knew no one before coming to Windsor, but Ms. Normandeau says they are so busy they have never visited the city's casino. The one downside is distance from family, though Windsor has connections to Kelowna, B.C., through Calgary.

After four years, the couple say the scale of the 320,000 person Windsor area still appeals. "Windsor is smaller and everything is close by so you never get stuck in traffic jams," Mr. Normandeau says.

With only one year in their lakefront home, the Wisemans are also happy with a relocation decision that leaves time for gardening and travel.

"They say there are two things you are always looking for – money and time," Mr. Wiseman says. "When you retire wisely you should have both."

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The Explosion of the 50+ Set  
**BOOM!**  
 Cover Story, October Edition, 2014



Shantnu Mishra and his wife Josefina Yepez pose near the water next to their home in Colchester South where they relocated to from Ottawa.

Ed Goodfellow photo

## Boomers moving in Ottawans adopt Essex County

With her Essex County patio full of cacti and the garden dotted with hot peppers growing abundantly, Josefina Mishra could easily be at home in her native Mexico.

Her gardening partner is her husband Shantnu, who was born in India, worked as a scientist with the Canadian Space Agency and lived in Ottawa for more than 30 years. Josefina, who calls herself a proud "Mexi-Can," was a journalist who taught Spanish as a second language. For about five years, she lived in Amherstburg and helped to promote Leamington as a destination.

The couple met in Canada and have been together 13 years. Although their birthplaces did not predispose them to long, icy winters, "we like the cold weather," Josefina says. "Shantnu loves to shovel the snow. It's good exercise."

Even so, the kind of winters that Ottawa dumps on its residents was not something the

couple wanted in retirement.

Josefina shared her memories of Essex County with Shantnu. "I really loved the area. The people are very friendly," she says. "So I convinced him to come back to this beautiful area with me."

In November 2012, the Mishras increased the population of Colchester South by two enthusiastic boomers. "We find the properties are much cheaper here than in Ottawa, Toronto or Vancouver," Josefina says. Plus, "we have a beach!"

Set beside Lake Erie, their 10-year-old house was in good condition. "There was a little bit of work to do to make it ours," says Josefina.

It was the former owner's splendid garden that held the greatest attraction for the Mishras. The long growing season enables them to plant to their hearts' content.

"I have plants that didn't grow in Ottawa," Josefina says, thinking of her blooming wisteria and "humongous hostas."

Delighted by their proximity to migratory flight paths, "we had flowers for butterflies and monarchs this year."

Birds are also encouraged to dine in the Mishras' garden. Avid birders and photographers, the couple has no end of fascinating subjects. "Almost every day, we have beautiful

sunsets that we didn't have in the city," Josefina says. "And beautiful storms."

Josefina's recollection of Essex County hospitality proved true. On the Mishras' first day in their new home, neighbours introduced themselves and presented a bottle of locally produced wine. The couple felt immediately welcomed.

"The neighbours here: They are family now," Josefina says. And, as the Mishras discovered, "the wine is very good."

Josefina is astounded by the honesty of people who help themselves to locally grown fruit and vegetables and then leave money at unattended roadside produce stands. Now the Mishras do likewise.

Fresh beefsteak tomatoes, corn, eggplant and cucumbers as well as ethnic ingredients found at local grocery stores inspire Shantnu to whip up Indian dishes while Josefina cooks Mexican cuisine.

Shantnu works it all off. "I wanted to be more active and healthy" in retirement, he says. He takes long walks, rides his bike and just obtained a kayak.

"Canadians think the nice weather is in Vancouver. The nice weather is here!" Josefina says.

"We're still discovering the area," says Shantnu. "We're happy with our choice."

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# Look south to Ontario's retirement hot spot for a secure future

Since 2009, 1,159 families age 50-plus have relocated to the WindsorEssex 100 Mile Peninsula purchasing prime real estate valued at \$286 million.

For home and condo owners thinking 'change', the 100 Mile Peninsula, Canada's southernmost region, would be well worth a visit.

With prime real estate 30%-60% lower than every market across the country, a move to this progressive and growing active retirement destination could create new-found wealth for boomers, empty nesters and active retirees, much sooner than anticipated.



## Compare the lifestyle and affordability in WindsorEssex with your region.

### ONTARIO REAL ESTATE COMPARISONS

MARCH 2014	AVERAGE RESALE HOME PRICE RESIDENTIAL	AVERAGE 2 BEDROOM APARTMENT RENTAL
<b>WINDSOR</b>	<b>\$ 178,710</b>	<b>\$ 801</b>
BARRIE	\$ 299,782	\$ 1,052
HAMILTON	\$ 405,150	\$ 943
KITCHENER	\$ 334,107	\$ 960
LONDON	\$ 248,569	\$ 921
OTTAWA	\$ 361,754	\$ 1,136
TORONTO	\$ 559,189	\$ 1,241

Source: CMHC Rental Market Statistics - April 2014; and CREA National Sales Report - May 2014 (referencing April 2014)

### CANADA-WIDE COMPARISONS

	AVERAGE RESALE HOME PRICE RESIDENTIAL	AVERAGE 2 BDRM APARTMENT RENTAL
<b>WINDSOR</b>	<b>\$ 178,710</b>	<b>\$ 801</b>
Calgary	\$ 457,509	\$ 1,267
Edmonton	\$ 367,177	\$ 1,180
Halifax	\$ 275,192	\$ 1,010
Montreal	\$ 320,323	\$ 742
Ottawa	\$ 361,754	\$ 1,136
Regina	\$ 319,732	\$ 1,053
Saskatoon	\$ 338,539	\$ 1,075
Toronto	\$ 559,189	\$ 1,241
Vancouver	\$ 814,873	\$ 1,274
Victoria	\$ 496,190	\$ 1,084
Winnipeg	\$ 273,097	\$ 969

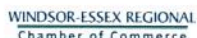
Source: CMHC Rental Market Statistics - April 2014; and CREA National Sales Report - May 2014 (referencing April 2014)

### HOME TYPE & AVERAGE SALE PRICE - WINDSOR JANUARY 2014

RAISED RANCH (BI-LVL)	\$ 220,451
RANCH	\$ 185,552
2 STOREY	\$ 232,543
1 ½ STOREY	\$ 111,290
BUNGALOW/RANCH	\$ 153,000

Source: Windsor-Essex County REALTORS®

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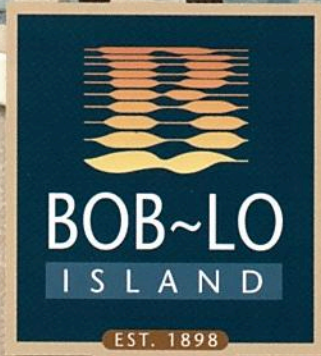
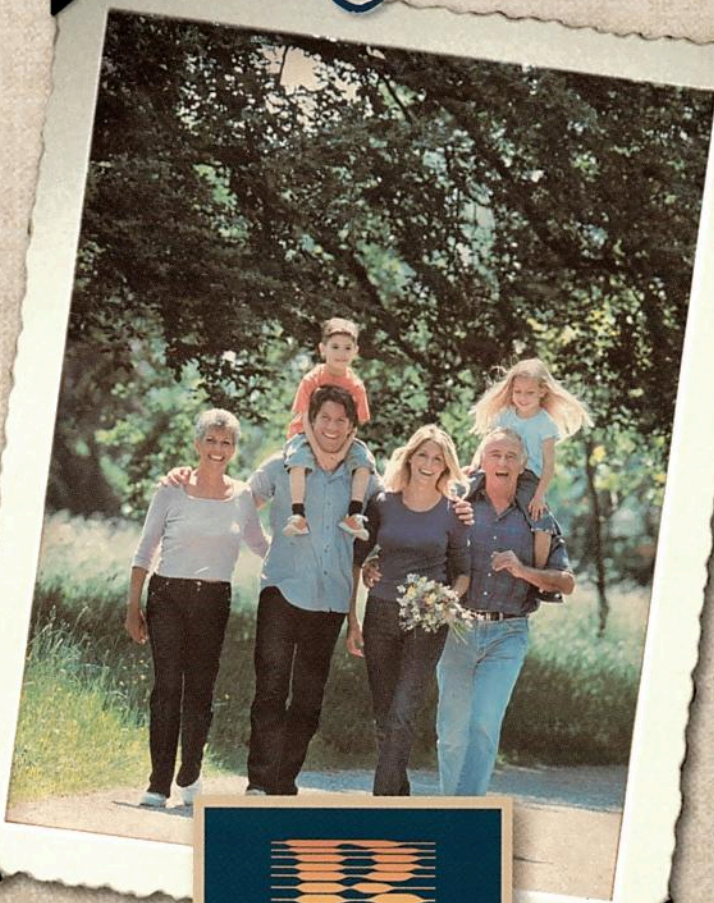


\*The Windsor-Essex Active Retirement Community Initiative (WEARCI: WE - ARE - KEY) is a not-for-profit, cooperative, marketing partnership formed by the Greater Windsor Home Builders Association, Windsor-Essex County Association of REALTORS® and Windsor-Essex Regional Chamber of Commerce. WEARCI's mission is to attract the affluent, active, age 50-plus market, create new jobs, encourage investment, revitalize the real estate market and ultimately, create a new 'green' economy for the region.



# A PRIVATE ISLAND PARADISE

## Discovery Map



A MARINA RESORT  
COMMUNITY