

# Marketing



## to the Toronto Condo Community

*A guide  
for those selling to the  
Toronto Condo Community*

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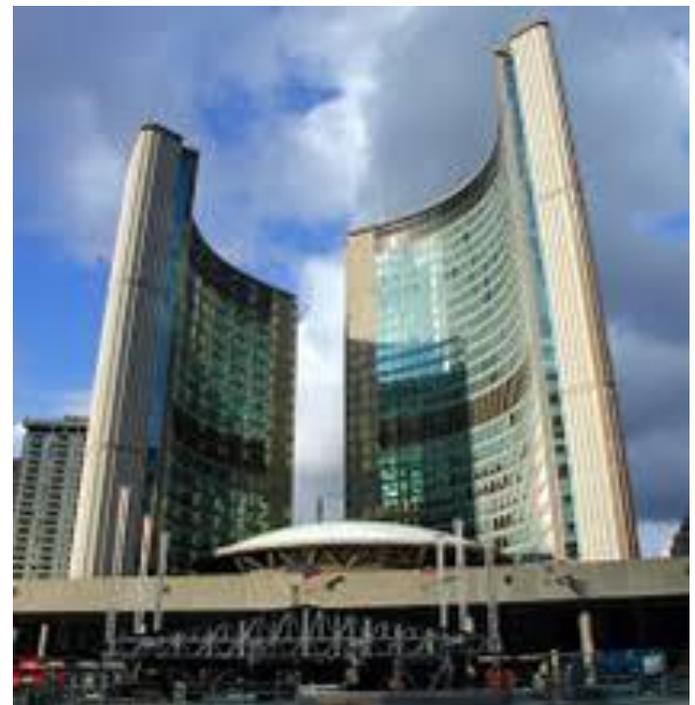
The Toronto Condo Community is made up of an estimated 1.87 million residents in 2020 (excluding the GTA) or about 61% of the city population.

This is a unique market requiring a range of consumer and commercial products and services. Some of these products and services are for homeowners. Others are required to maintain large high-rise buildings including the amenities and services contained within the buildings.

For those who sell products or services required by this market, and have chosen to sell to the condo community, this presents a vast opportunity. Yet there are unique challenges in reaching and communicating with the decision makers that must be surmounted by those who succeed in this marketplace.

Success in servicing this vast and growing market requires an understanding of the community and how to reach them.

This guide is intended to assist those selling to the Toronto and GTA Condo Community.



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### The Toronto Condo Community

The Toronto Condo Community operates under a unique structure called the condo corporation. Each condo corporation is responsible for management of one or more condo buildings of which there are thousands in Toronto and many more within the Greater Toronto Area (GTA). Individual condo buildings may contain more than 400 suites within which more than 1,000 individuals may reside.



There are three levels of decision maker in a condo corporation.

The **Condo Resident** is one level of decision maker. Within each condo suite resides residents generally responsible for a range of in-suite expenditures that include renovations, furnishings and general maintenance. General maintenance may include in-suite plumbing, heating, air conditioning, cleaning and pest control. Lifestyle needs may include home care or retirement services. Additional needs may include real estate, financial services, health care, auto, cleaning, education, recreation, entertainment and pet services. For those that provide these and similar services, the Condo Resident is a vast and lucrative market.

The **Condominium Manager** for a building or condo corporation is frequently the first contact for those who provide building-wide services. The Condominium Manager is tasked with managing the condo corporation on behalf of the Condo Board. Each condo building requires many vendors to maintain its infrastructure. These vendors provide services such as cleaning, security, general maintenance, elevator support, landscaping and garage maintenance. There is a need for pest control, air quality and HVAC specialists along with contractors of all types, accountants, engineers, lawyers and other specialists. Finally, the need to maintain and periodically update common areas requires the expertise of design and renovation specialists.

The **Condo Board** is where condo corporation decision making occurs. Typically, it is a volunteer group of condo owners whose composition can change each year.

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## Reaching the Toronto Condo Community

While opportunities for servicing the Toronto Condo Community are considerable, benefits only accrue to those vendors that offer products and/or services demanded by this market AND are able to reach decision makers.

There are numerous challenges to reaching the decision makers:

- Many condo corporations prohibit distribution of print material in their buildings. Print material delivered to private mailboxes often does not make it out of the mailroom as evidenced by the large number of discarded materials in recycling or waste bins that may reside in this area.
- Those on a Condo Board are hard to identify. The composition of a Condo Board can change each year which makes it difficult to determine current directors. Directors are typically volunteers lacking experience in building and business management, and disinterested in direct contact with prospective vendors unless contact is initiated by them.
- Condominium Managers, who often serve as a conduit to the Condo Board, are a slow and circuitous route that can take many months. Priorities and motivations of Condominium Managers can differ from that of a Condo Board which means information is not always effectively communicated in a timely manner.



**Toronto Condo News**  
*is what condo dwellers*  
*are reading*



## Advertise with Toronto Condo News

**Millions of People**

Residents \* Owners \* Directors \* Management

**Thousands of Issues**

Pets \* Noise \* Cannabis \* Renovations \* Waste \* Security

★ **One Solution** ★

**Toronto Condo News** magazine for current topics

**Condo Archives** for specific condo-related matters

**Condo Resource Guide** for condo vendors & services

**Your #1 choice to reach Toronto's condo marketplace!**



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## Reach Decision Makers

Individuals making buying decisions have different approaches to obtaining information. Some seek to remain current by continuously seeking information. These are known as influencers. Others only desire information relating to a current concern, problem or issue. Still others have no interest in obtaining information and only desire a vendor or service provider to deal with the matter.

Toronto Condo News publications are designed to reach all three types of decision makers.

## Make the most of your Advertising Budget

Advertising can be an effective way to reach the Toronto Condo Community. Consider the following basics of advertising:

1. Ensure that what you offer is desired or required by your market
2. Advertising needs to be seen by decision makers or influencers
3. Advertising should be timed to coincide with need or remembered at that time

Many of the products and services promoted to the condo community require consideration and time before a purchase commitment is made. Offerings can cost hundreds, thousands or hundreds of thousands of

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Published monthly

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Your ad in topic-relevant articles  
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Quarterly placement

#### **Condo Resource Guide**

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Listings and advertising opportunities  
Listings customized for your business  
You select category placement(s)

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**Your #1 choice  
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dollars. Condominium Managers and Condo Boards may take months, perhaps years, to research and deliberate over such decisions before making contact with vendors. This makes it difficult to evaluate the effectiveness of advertising in terms of immediate sales, inquiries or “click-throughs”.

### **Suggestions to maximize your advertising results**

- Strive for continuous presence
- Purchase as much advertising space as practical
- Strive to achieve quarterly exposure at a minimum – a monthly presence works best
- Consider smaller ads with increased ad frequency rather than a single large advertisement
- Some businesses limit their advertising to when articles appear in their area of interest. For those who prefer this approach, Toronto Condo News distributes “advance notification” e-mail communications. However, reserving ad space without consideration of publication content offers added benefits. One is the opportunity to benefit from readership of high-interest topics (cross marketing). Another, in the case of Toronto Condo News, is the opportunity for integrating advertisers into article content.



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### How Toronto Condo News can help

Toronto Condo News has taken on the challenge of developing an ongoing dialogue with the Toronto Condo Community – condominium residents, directors and management. We offer three resources.



Toronto Condo News is a FREE monthly magazine covering condo living and condo management. Toronto Condo News is what condo dwellers are reading.

Condo Archives is a comprehensive condo-focused library you can search for answers to your questions about condo living and condo management.



Condo Resource Guide is an annual directory for vendors and service providers for condominium managers, condominium directors and condominium residents. Condo Resource Guide is Toronto's #1 source for the condo professionals you need.

All publications utilize electronic communication technologies and a distribution system that allows us to reach the Toronto & GTA Condo Community.

For information on Toronto Condo News, Condo Archives or Condo Resource Guide, visit the Toronto Condo News website at [www.TOcondonews.com](http://www.TOcondonews.com), call (416)721-8247 or send an e-mail to [TOcondonews@gmail.com](mailto:TOcondonews@gmail.com).