



# 2025 YEAR IN REVIEW

HEAPS ESTRIN

REAL ESTATE TEAM

HEAPS ESTRIN 2025  
YEAR IN REVIEW



## A Year of Change, Gratitude, and Looking Forward

Looking back, 2025 marked a bit of a turning point – not a dramatic one, but the kind you notice in the rearview mirror, when the pace shifts, the dust settles, and the path ahead becomes clearer. As the headlines attested, Toronto's real estate market continued to transition throughout the year, responding to geopolitical events, evolving interest rates, new buyer behaviours, and, ultimately – in the later months – gradually improving confidence.

While equilibrium is still taking shape, a sense of steadiness is beginning to emerge, and early signs suggest the coming year may offer more opportunity and balance for buyers and sellers alike.

Throughout this period of change, one thing has remained constant: our relationship with you, our community. Your trust, partnership, and willingness to lean on our advice, are the foundation of everything we do. It is because of you that we were able to celebrate our 25th anniversary this year – a milestone that prompted both reflection and renewed purpose.

In 2025, our work extended far beyond transactions. Whether we supported your family through a meaningful move, provided strategic guidance in a shifting market, or connected with you through community events, art openings, or conversations at The Lobby, each touchpoint reinforced why this work matters. You are at the heart of this organization – our clients, partners, vendors, neighbours, and friends – and your continued confidence is what inspires us and allows us to show up as the Number 1 Real Estate Team in Toronto\* and one of the most trusted real estate groups in the country.

As we look ahead to the remainder of 2026, our focus remains unchanged: to deliver thoughtful advice, elevated service, and strategic insight that empowers every client to make informed and confident decisions. We're excited for what's to come – and honoured to continue navigating it together.

Thank you for being part of our story this year. We are deeply grateful, and we look forward to all that the new year will bring.

Warm regards,

*Coiley & The Heaps Estrin Team*

\*#1 in Toronto among more than 70,000 real estate professionals in the GTA according to the Toronto Regional Real Estate Board (TRREB). (Ranked by sales volume from January to November, 2025. Source: REality.)



## A Toronto home, steeped in childhood memories, is redesigned into finely crafted luxury

The Globe and Mail

# In The Press

Recognized for our insights and high-profile properties, we're regularly featured in leading news outlets.



## Luxurious Toronto home by award-winning designer hits market for \$7 million

blogTO



## Budget's housing promises not enough to solve affordability, supply issues: advocates

Toronto Star



CAILEY HEAPS  
PRESIDENT & CEO, HEAPS ESTRIN TEAM, ROYAL LEPAGE

## Real estate expert says it's a 'great time of entry' for homebuyers in the GTA

BNN Bloomberg

### AS FEATURED IN

Strategy

TORONTO STAR

The New York Times

NATIONAL POST

CTV

WSJ

THE GLOBE AND MAIL

EST 1988  
REAL ESTATE MAGAZINE

BNN  
Bloomberg

TORONTO LIFE

MANSSION  
GLOBAL

blogTO

FINANCIAL POST

CP 24



Celebrated  
**25**  
Years



**1,000+**  
Happy Clients



**No. 1**  
Team in Canada  
for Royal LePage  
(for the 6th consecutive year)



**44**  
Events at The Lobby



**No. 1**  
Team in  
**15**  
Toronto Neighbourhoods



**532**  
Transactions

**\$773M+**  
in Total Sales Volume



4.7M

Views across  
social platforms



2

Issues of  
*BEYOND* Magazine



Over  
**200**  
Press Mentions



26  
Community Events



2

New Toronto Murals



19 Days

Avg days on market  
vs TRREB 29 days



# Complex Market. Simple Choice.

From Roncesvalles to Rosedale, Leslieville to Lawrence Park, the Beach(es) to Baby Point – and everywhere in between. Wherever you are in your real estate journey, our team of strategic advisors is here to guide you and help you achieve more. In any market.

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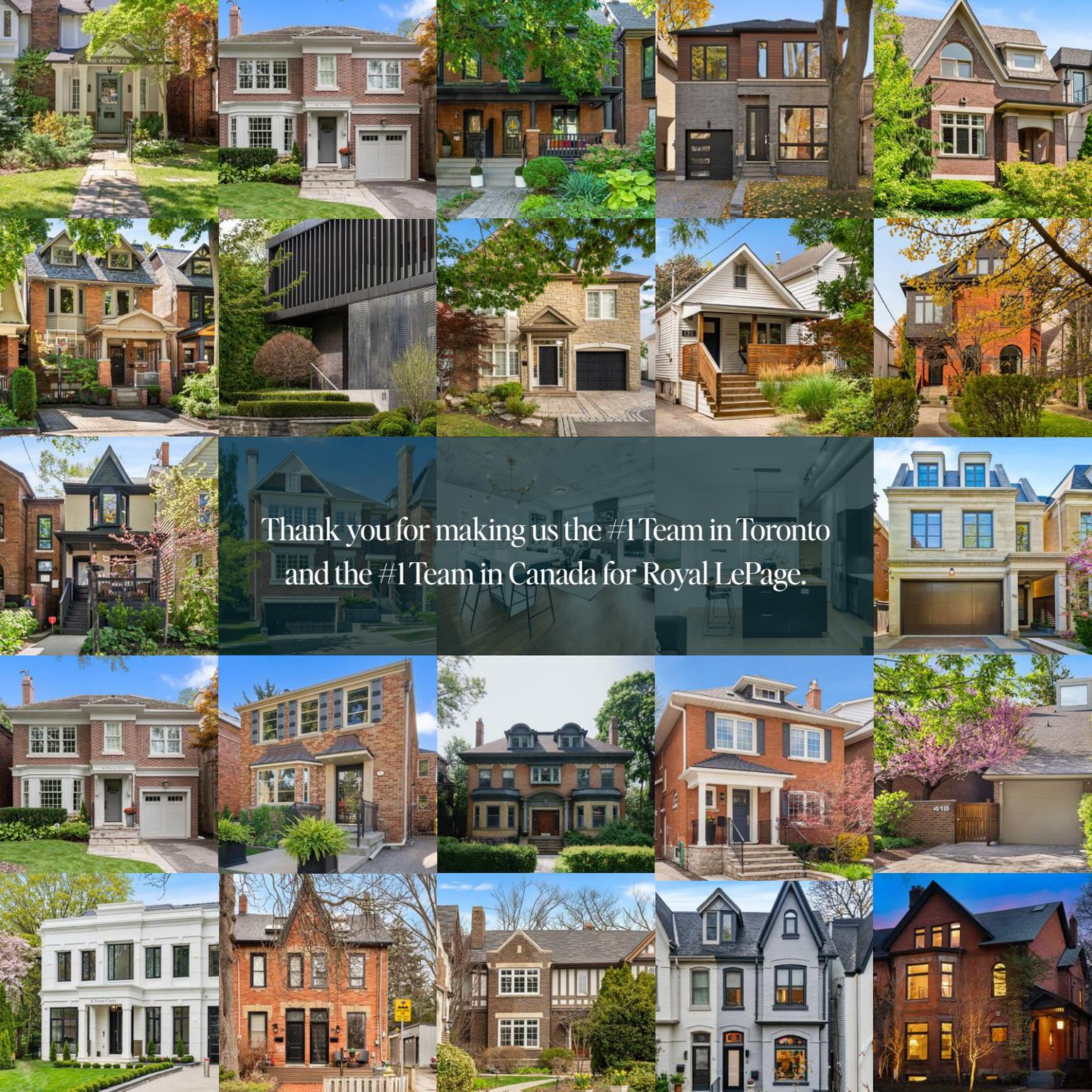
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& Off-Market Listings





Thank you for making us the #1 Team in Toronto  
and the #1 Team in Canada for Royal LePage.

# 2025 Success Stories



## 57 Fleming Crescent

SOUTH LEASIDE

Six Days. Seven Offers.  
Sold for 118% of Asking.

Lovingly maintained by the same family since 1977, 57 Fleming Crescent was ready for its next chapter – and the market responded. Following 39 showings and 16 inspection requests, the home sold in six days with seven competing offers. Guided by Heaps Estrin's Alison Giffin Ferris, the strategy proved that even amid shifting 2025 conditions, thoughtfully prepared homes in established neighbourhoods continue to inspire strong demand. A seamless transition from one generation of family memories to the next.



## 206 Howland Avenue

THE ANNEX

Six Days on Market. Three Offers.  
Two Happy Families.

In just six days, 206 Howland Avenue found its perfect match. With ten showings and three offers, the home sold swiftly – but it was what happened next that truly stood out. When the buyers arrived to drop their deposit, neighbours came out to welcome them, a spontaneous display of the warmth and charm that define the Annex. Smart strategy and thoughtful guidance from listing agent Amanda Gaskey ensured a smooth handoff – and two very happy families at either end of the deal.



## 11 Thornwood Road

ROSEDALE

Iconic Architecture. Targeted Strategy.  
Sold Within Network.

Known locally as Thornwood House, 11 Thornwood Road is a Rosedale landmark – architecturally significant, meticulously designed, and impossible to overlook. Brought to market with a highly tailored strategy, the sale focused on reaching the right buyers rather than the widest audience. Through intimate events, thoughtful storytelling, and highly targeted exposure, the home ultimately sold within Heaps Estrin's own network to a family ready to honour its next chapter. A masterclass in precision marketing – and proof that the right exposure makes all the difference.

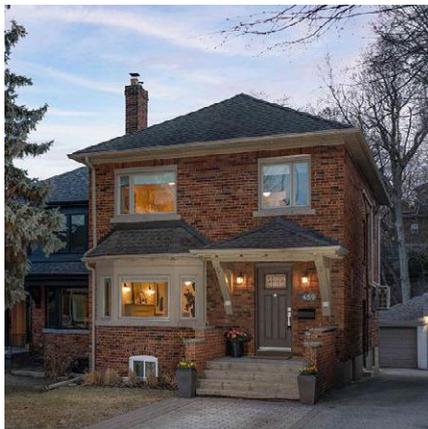


## 30 Bessborough Drive

SOUTH LEASIDE

Sold in Five Days for 100% of Asking.

After nine happy years raising their children in this tight-knit Leaside community, the sellers hoped to pass their home on to another family who would love it just as deeply. That wish became reality in true blink-and-you'll-miss-it fashion. Following a flurry of showings, the home sold in just five days to a young family whose heartfelt letter sealed the deal. Expertly guided by Christina Pinelli, the sale is a reminder that when home, community, and timing align, everyone wins.



## 489 Glenlake Avenue

HIGH PARK

Bought Amid a Competitive Landscape.

Some homes simply feel meant to be. Representing close friends and neighbours, Stephanie Newlands was the first agent through 489 Glenlake – a head start that allowed her to build genuine rapport with the listing agent and create a foundation of trust. From there, thoughtful strategy and heartfelt storytelling brought the offer to life. Serendipitous similarities between the buyers and sellers – including shared neighbourhood ties and alma mater connections – affirmed that this was an undeniable match. A warm, human, High Park success story in every sense.



## 3 Hurndale Avenue

PLAYTER ESTATES

Sold After Just Five Days on Market.

In a neighbourhood where opportunities are few and far between, this exceptional Playter Estates home marked the first sale on the block in over four years. Thoughtfully positioned following strategic, up-to-the-minute market analysis, the listing generated immediate and meaningful buyer interest under the guidance of listing agent Karin Eagan. Timed for the onset of the school year within the coveted Jackman Public School catchment, the home saw 25 showings in five days and over 30 guests through two open houses, culminating in a swift, competitive sale.



The Lobby by Heaps Estrin | 1120 Yonge Street

Gather. Discover. Be Inspired.

Shop timeless pieces for the home.

Discover art that inspires.

Connect at events that spark ideas.



Scan here to explore our calendar of workshops,  
artist exhibits, and more. Enjoy 15% off your next  
purchase with promo code **BEYOND**.

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Royal LePage Real Estate Services Heaps Estrin Team, Brokerage Independently Owned and Operated.

# Giving Back

The Heaps Estrin Team is committed to contributing to the communities we serve. We volunteer our time and donate to several local organizations and charities. When you work with the Heaps Estrin Team, you are supporting the following organizations, as well as many other worthwhile causes:

Princess Margaret  
Cancer Centre 

The Princess Margaret Cancer Centre was founded as the Ontario Cancer Institute in 1952 by the Ontario government.

**DIXON**  
neighbourhood services

Dixon Hall is an organization dedicated to creating solutions to end poverty, social injustices and isolation in Toronto.

Harmonies  
*of Hope*

A fundraising initiative and benefit concert supporting Jamaican communities impacted by Hurricane Melissa, with proceeds directed to rebuilding efforts and families in need.

 youthline

A youth-led organization providing peer support and leadership opportunities to 2SLGBTQ+ youth across Ontario since 1994.

**motionball**  
FOR SPECIAL OLYMPICS  
POUR OLYMPIQUES SPÉCIAUX

A national movement that empowers young professionals to raise funds and awareness in support of Special Olympics athletes, promoting inclusion, teamwork, and community through sport.

  
MOOREDALE

Mooredale is an established non-profit organization that welcomes people of all ages to experience a wide range of educational, recreational, social and cultural activities.

  
THE  
SHOEBOX  
PROJECT

The Shoebox Project for Women is a registered charity that collects and distributes gift-filled Shoeboxes to local women impacted by homelessness across Canada, the United States, and the United Kingdom.

  
Joy in a Box

Joy in a box is a children's charitable initiative designed to teach kids about helping their peers, creating empathy and kindness by filling and giving gifts to those in need.

**rəthink**  
BREAST CANCER

A leading charity dedicated to empowering young people with breast cancer through education, advocacy, and support programs that drive real change in care and awareness.

  
CASEY  
HOUSE

Casey House is a specialty hospital providing compassionate care for people living with and at risk of HIV. Through innovative programs, they offer dignity and hope to those facing complex medical needs.

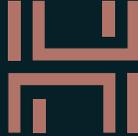
 community food centres  
CANADA good food is just the beginning

Founded in 2012, Community Food Centres Canada has been working towards a vision where food is treated as a basic right and everyone has the means, knowledge, and voice necessary to access good food with dignity.

  
royal lepage  
shelter foundation

*Over 200k donated to date*

The Royal LePage Shelter Foundation is Canada's largest public foundation dedicated exclusively to funding women's shelters, violence prevention and education programs.



# Is Now the Right Time to Buy or Sell? That Depends on Who You Hire.

Despite shifting conditions — and, in part *because* of them — the Toronto real estate market is poised for opportunity in 2026. Whether you're considering entering the market, selling your current home, or exploring your options, our team of strategic advisors is here to guide you every step of the way.

We look forward to partnering in your success.

## HEAPS ESTRIN

REAL ESTATE TEAM

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Featured Heaps Estrin sales statistics reflect data captured for the period beginning November 16, 2024, ending November 15, 2025. TRREB average reflects the time period beginning January 1, 2025 ending October 31, 2025. Not intended to solicit buyers or sellers under agency agreement or properties currently listed for sale. Royal LePage Real Estate Services Heaps Estrin Team. Brokerage Independently Owned and Operated.