

## Buying Intentions

Video opens with Jason Mercer sitting facing the camera in a grey suit against a plain off-white background.

0:0:00 – 0:0:06 Text on screen- Jason Mercer, TRREB’s Chief Market Analyst

### Audio

Jason Mercer – “Every year, TRREB undertakes consumer polling in conjunction with Ipsos, and one of the important questions we’re asking is what are people’s intentions for the upcoming year. And what we found is that overall buying intentions have trended upwards...”

Visual – Text on screen – Trended Upwards in blue font

### Audio

Jason Mercer – “...over the past 12 months, in that we’re going to see a larger number of households that are strongly intending or at least somewhat intending to purchase a home in the Greater Toronto Area in 2023. On top of that, these intentions are going to be driven by an uptick in first-time buying activity.”

Visual – Text on screen – First-Time Buying Activity in blue font

### Audio

Jason Mercer – “And this is always important because these are new households entering the housing market for the first time, and so that represents growth in overall demand over the long term.”

Visual – The cover of TRREB’s report with the headline – Uncover More in TREBB’s Digital Digest and images of a streetcar in Toronto, a housing development in construction and a house with solar panels on the roof. TREBB’s logo is at the bottom right with the tagline – Professionals connecting people, property and communities.