

THE PENZO PRESS

Guiding you home.

MAY MARKET UPDATE

As we head into the heart of spring, momentum is picking up — and our team has felt the shift! With more inventory hitting the market, we're seeing a noticeable uptick in activity from buyers. More choice means more opportunities to find the right fit, and we've had recent success matching our clients with homes that check all the boxes.

LUXURY MARKET

In the luxury space, pricing strategy is everything. With a healthy amount of inventory in sought-after neighbourhoods like Rosedale and Lawrence Park, buyers have options and well-positioned listings are finding their match.

SEMI-DETACHED MARKET

The semi-detached market under \$2M is active, with multiple offer situations becoming more common. We're also seeing detached homes over \$2M begin to heat up again — a clear signal of renewed buyer confidence.

CONDO MARKET

Condos in strong buildings with standout features (think: sweeping views, prime locations) are selling — especially when priced right. With fewer new developments launching, these gems are catching the eye of savvy buyers.



Our team continues to go wherever our clients need us — from Trinity Bellwoods to Newmarket and even up to Collingwood. We bring our extensive real estate expertise to every deal, no matter the location.

POSITIVE MARKET HIGHLIGHTS

01

The **detached** and **semi-detached segments** remain *strong*, with momentum continuing into May.

- **Detached homes** in Toronto sold on average for **100%** of asking in just **19 days**, with an average price of **\$1.7M**.
- **Semi-detached homes** sold for **107%** of asking in only **14 days**, averaging **\$1.3M**.

02

Sales activity has *improved* month over month since the beginning of the year — a clear sign of *growing market confidence*.

03

Early May data shows a **20% increase in sales** compared to April, signalling a healthy upswing.

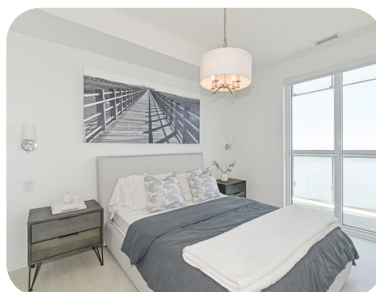
Looking ahead: a potential Bank of Canada rate cut following the June 4th meeting could provide an additional boost to buyer activity, especially if paired with continued calming of the tariff landscape.

SPOTLIGHT LISTING



FOR SALE - 3005-15 LOWER JARVIS ST.
2 BED | 2 BATH
\$949,000

Welcome to your dream home in the sky—this rare 30th-floor southwest corner suite at Lighthouse Tower offers 791 sq ft of modern living with stunning lake and city views. Features include 2 beds, 2 baths, floor-to-ceiling windows, a high-end kitchen, and a 391 sq ft wraparound balcony. Enjoy a lake-view primary suite with spa-like ensuite, plus parking, a locker, and luxury amenities. Steps from Sugar Beach, St. Lawrence Market, and the Distillery District.



[Learn More](#)

RECENT TRANSACTIONS



169 Sherwood Ave.
NORTH TORONTO

*Represented the buyer



1 Andrews Ave.
TRINITY BELLWOODS

*Represented the buyer



612-6 Jackes Ave.
SUMMERHILL

*Represented the tenant



Lower – 165 Lisgar St.
LITTLE PORTUGAL

*Represented the tenant



757 John Cole Crt.
NEWMARKET

*Represented the buyer



810 – 25 Scrivener Sq.
ROSEDALE

*Represented the buyer

BEYOND FOUR WALLS



HANA JAMES, CO-FOUNDER OF GREENHOUSE JUICE CO.

Join Gabrielle Chapman and Natasha Penzo as they sit down with Hana James, co-founder of Greenhouse Juice Co., the Toronto-born brand that grew from a single shop into one of Canada's most iconic names in wellness.

In this episode, Hana shares how she built a multi-million dollar business while staying true to her values of health, sustainability, and integrity.

[Listen here](#)

IN THE COMMUNITY



MAYFAIR

Mayfair – a cherished community tradition. We were thrilled to be there with our Chestnut Park team, featuring our very own Graeme McIntosh as head DJ!



THE GOLD PARTY

The Penzo Team was honoured to sponsor the third annual Gold Party, supporting efforts at the intersection of childhood cancer care and mental health resources.



MOTHER'S DAY

With family at our core, our team came together on Mother's Day to celebrate, share love, and express heartfelt appreciation and gratitude.

TEAM MOMENTS

Comfort from the Uncomfortable

A teenage battle with cancer led me to co-create the Good Hood Club, combining philanthropy and loungewear fashion

By Eloise McIntosh '17

My entrepreneurial journey started long before I ever considered it as a path—it began at age 14 when I was diagnosed with Hodgkin's lymphoma. Just weeks before my 15th birthday and the start of my Grade 10 year at Branksome, I found myself facing the unimaginable: a battle with cancer.

Throughout my battle I found courage in symbols of comfort—whether it be hospital visits from my family and friends or the ordinary act of walking through the Branksome halls. Even dragging myself out of bed to go to math class became a great escape, providing me a glimpse of normalcy in a life that felt anything but.

There were also physical symbols of comfort: my oversized hoodies, sweatpants and UGGs, and most importantly, beanies to cover my bald head. These few clothes and accessories; they were my armour, representing security and comfort during the most uncomfortable times.

After graduating from Branksome, I headed to Queen's University to study commerce at the Smith School of Business. It was during my third year that my entrepreneurial journey formally began. As part of a marketing class project, I co-founded the Good Hood Club, a venture that blends philanthropy and retail by creating loungewear that champions childhood cancer care. Our main goal: do GOOD through HOODS. And while it started as a simple school project, it quickly amounted to more—a career.

The Good Hood Club raises funds and awareness for childhood cancer, channelling the same comfort that I sought during my own battle into a brand that provides physical warmth and emotional comfort for members of this vulnerable community. Seeing people wear our hoodies and hearing the stories of the patients, survivors and families who feel seen and supported is a constant reminder of the importance of this work.

The Good Hood Club has grown into a thriving hoodie empire. I have learned lessons that no business textbook could ever have taught me—from the logistics of fulfilment and customer service to the creativity behind our designs and marketing campaigns. Every element is part of something bigger, and every day presents new, often unexpected challenges and lessons.

The most rewarding part? Without a doubt, it's the incredible people we've met along the way. Patients, survivors, families, doctors, nurses—everyone has a story. My days are shaped by these incredible individuals. One of my most meaningful experiences



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at the Good Hood Club was working with Hunter Chamberlain, a cousin of mine who was diagnosed with an incurable brain tumour at nine years old. Hunter and I shared a unique bond and mission: to create a community where kids don't have to be scared—they can comfortably be kids. And together, we worked to achieve that. We created the Hunter Collection, giving her a platform to share her story, leaving behind a beautiful legacy before her battle with cancer took her. It is an experience I am incredibly proud of, both professionally and personally.

Every day looks different. Some days are spent at factories, sourcing fabrics for our next launch; other days, I'm building out content calendars; many days, I'm knee-deep in Canva, drafting newsletters and marketing materials. But no matter what, all days share the same mission: to use the comfort of a hoodie to help others feel a little less alone. ■

We're thrilled to celebrate Eloise, Rebekah's daughter and a longtime honorary member of the Penzo Team. More recently, Eloise has been assisting us with social media strategy and execution!

Her latest article appears in The Read, Branksome Hall's magazine, where she shares part of her incredible journey. A proud childhood cancer survivor, Eloise has long used her voice to advocate for improved childhood cancer care, most notably through her work as co-founder of The Good Hood Club.

We're endlessly proud of Eloise — for her resilience, creativity, and the meaningful work she continues to do.

This fall, she'll be heading to The University of Texas at Austin to pursue her MBA at the McCombs School of Business. Congratulations, Eloise!

[Read the full article here](#)

Whether you're buying, selling, or just curious about your home's value, we're here to help. Let's chat about what this market means for you.

Sincerely,

The Penzo Team

Debbie, Graeme, Natasha & Rebekah



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