

Print Report: 2025 Cover Options Brief

The 2025 Market Outlook and Year in Review report will address the consequences of congestion and ongoing issues surrounding affordability and supply in the GGH.

Report Title:

2025 Market Outlook and Year in Review

Options:

1. The Race for Solutions: Housing Supply, Affordability and Congestion
2. The Triple Challenge: Affordability, Housing Supply and Traffic

Design:

- **Font Choices:** Using "Effra" for body copy, and "Corbel" for sub headers
- **Font Size:** 11pt
- **Report Size:** Portrait 8.5x11
- **TOTAL:** APPROX. 12 PAGES

Printing:

- Same finish as the cover from the 2024 report
- Number of copies: 500 copies
- Ship date to printer: January 20, 2025
- Arrival at TRREB by: January 29, 2025

Outline:

- **Cover:** photo, logo, title, sub heading, QR Code to microsite

Print Report: 2025 Market Outlook and Year in Review

The 2025 Market Outlook and Year in Review report will address the consequences of congestion and ongoing issues surrounding affordability and supply in the GGH.

Report Title:

2025 Market Outlook and Year in Review

The Triple Challenge: Affordability, Housing Supply and Traffic

Design:

- **Font Choices:** Using "Effra" for body copy, and "Corbel" for sub headers
- **Font Size:** 11pt
- **Report Size:** Portrait 8.5x11
- **TOTAL:** APPROX. 16 PAGES

Printing:

- Same finish as the cover from the 2024 report
- Number of copies: 500 copies
- Ship date to printer: January 20, 2025
- Arrival at TRREB by: January 29, 2025

Outline:

- **Cover:** photo, logo, title, sub heading, QR Code to microsite
- **Inside Cover:** President and CEO quotes – 200 words each (two headshots and signatures)
- **First Page:** ToC
- **Market Outlook & Consumer Intentions:** 3 pages, 1,000 words
 - Outlook and consumer intentions copy: 600 words (3 fast facts)
 - Rental outlook copy: 300 words (2 fast facts)
- **Year in Review:** 2 page spread (infographic)
 - Average Price
 - Total Sales
 - New Listings
 - Home Type Sales & Price (Detached, Semi, Townhouse, Condo)
 - Sales in the GTA (Toronto, Halton, Orangeville, York, Peel, Durham, South Simcoe)

- **TRBOT Congestion Research:** 400 words, 1 page (executive summary only and QR code to full research)
 - 2 fast facts
 - Include stock photos as needed.
 - QR code to microsite
- **Landlord and Tenant Board Reform Research:** 400 words, 1 page (executive summary only and QR code to full research)
 - 2 fast facts
 - Include stock photos as needed.
 - QR code to microsite
- **Property Tax Assessment Research:** 400 words, 1 page (executive summary only and QR code to full research)
 - 2 fast facts
 - Include stock photos as needed.
 - QR code to microsite
- **Government Submissions:**
 - 3 pages, four politicians per page, 100 words each with headshot and signature.
 - QR code to watch the video messages and read the full submissions. Note: longer submissions are available on the webpage.
 - Maria to write Alina an email inviting policymakers to submit a video.
- **Inside Back Cover:** image
- **Back Cover:** trreb.ca, QR code to microsite

[Workback:](#)

Content	Design Deadline
Front Cover	September 16 (done)
Toc and Inside Front Cover	September 16 (done)
Govt' Submissions (deadline of October 31)	December 6
Infographic – Year in Review	October 14 (done)
Landlord Reform Research (done) Property Tax Research	December 9 for Property Tax Layout

(Real North sharing on October 28)	
TRBOT Research (sharing on October 28)	November 25 (done)
Market Outlook copy (Jason sharing first draft on December 19 and final on January 4)	January 9
Proofing & Final Touches Create Adobe Link Send to Printers	January 10-20

2024 Market Outlook – Webpage Outline

Header: TRREB logo with link to downloadable report

Report title: 2025 Market Outlook and Year in Review

Sub-title: The Triple Challenge: Affordability, Housing Supply and Traffic

Note: social media sharing buttons to run throughout each section.

Navigation Menu

- Linking to sections: What's Next, Congestion, Renting
- TRREB Logo linking to TRREB.ca

Section 1: Market Outlook

- 3 x 30 sec videos provided by TRREB (videos coming early January)
- One line of copy for each video.
- Add transcript for all videos.

Section 2: Buying and Selling Intentions

- Ipsos results: image, text and animated stat (approx. 4 slides)

Section 3: Leadership Quotes

- TRREB CEO John DiMichele quote and headshot

- TRREB President Elechia-Barry Sproule quote and headshot
- Policymaker videos, quotes and headshot. (Headshots to line up in rows and once clicked message/video will appear in a window)

Section 4: Year in Review

- 2024 Market Stats (approx. 6 slides)
- Copy to correspond with animated infographic/stat.

Section 5: TRBOT Traffic/Congestion Research

- Key findings (approx. 5 slides)
- Each slide should contain an image or relevant easy to digest stat.
- CTA to full report

Section 6: Property Tax Assessment Research

- Key findings (approx. 5 slides)
- Each slide should contain an image or relevant easy to digest stat.
- CTA to full report

Section 7: Landlord and Tenant Board Reform Research

- Key findings (approx. 5 slides)
- Each slide should contain an image or relevant easy to digest stat
- CTA to full report

Workback:

Content	Design Deadline
Webpage Layout Design	October 14 (prototype done) November 29 • Add policymaker messages and headshots • LTB section • Taxes section • Traffic section • YIR section
Copy for Research (TRBOT, Taxes and LTB)	December 2

(Elvan to Draft)	
Final approvals and develop	Early January
Launch	January 29