

CANADIAN REAL ESTATE VALUATION & ADVISORY SERVICES

# PHOENIX VALUATIONS & CONSULTING

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*Trusted Insights. Independent by Structure. Relentless by Standard.*

437-684-4670 · [info@phoenixvaluations.ca](mailto:info@phoenixvaluations.ca) · [www.phoenixvaluations.ca](http://www.phoenixvaluations.ca)

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- LAND
- CONSULTING
- ADVISORY



# WHO WE ARE

\$2.0  
Billion+  
Worth of  
Assets  
Valued

4,600+  
Properties  
valued  
(all asset  
classes)

Decade +  
13+ years  
Experience



## OUR FOUNDATION

Phoenix Valuations and Consulting is a privately owned, full-service Canadian firm built on a foundation of trust, integrity, and an unwavering commitment to quality. With over a decade of proven experience behind us, we bring a modern, forward-thinking approach to real estate valuation focused not just on speed, but on diligence, fairness, and doing the right thing every step of the way.

We believe that valuations should be more than routine reports, they should be tools that empower our clients to make clear, confident, and well-informed decisions. Our close-knit team combines deep market insight with advanced technology to deliver tailored, transparent solutions - whether it's a single property appraisal or a comprehensive investment strategy. At Phoenix, we're here to raise the bar for what valuation can and should be - practical, honest, and deeply valuable.

Our experience spans over residential, commercial, industrial, land, and specialized assets. The team is in good standing with the Appraisal Institute of Canada.

### CLARITY

*Well-supported, defensible  
value conclusions grounded  
in market evidence.*

### PRECISION

*Methodical, CUSPAP-  
compliant analysis executed  
with technical rigor.*

### PARTNERSHIP

*Aligned with your objectives.  
Responsive. Accountable.*

# What We Do



01

## Residential Appraisal

Single-family detached homes, semi-detached dwellings, townhouses, condominiums, stacked towns, multiplex properties (2–4 units), luxury estates, rural residences, cottages, senior housing facilities, etc.



02

## Commercial Appraisal

Office buildings, retail plazas and freestanding retail, industrial warehouses and manufacturing facilities, flex space, mixed-use properties, multi-family buildings, hospitality assets, commercial condos, self-storage facilities, etc.



03

## Development & Agricultural Land

Vacant residential land, infill and redevelopment sites, subdivision parcels, mid- and high-rise development sites, agricultural land, greenbelt and environmentally regulated parcels, and land assemblies, etc.



04

## Special Purpose Properties

Schools and private academies, childcare centers and daycares, places of worship, automotive dealerships, gas stations, funeral homes, banquet halls, community centers, recreational facilities, car washes, and other limited-market institutional or purpose-built properties.



05

## Advisory Services

Advisory services include market rent analysis, highest-and-best-use studies, and comprehensive market overview reports, providing defensible insights to support underwriting, development, and strategic decision-making.



06

## Sustainability Advisory

Structured ESG and sustainability reporting integrating climate risk, regulatory exposure, and asset resilience considerations into valuation and advisory frameworks, delivered in collaboration with AA Impact Inc.

# Who We Serve



## Lenders & Financial Institutions

- Purchase & acquisition financing
- Refinance & renewal underwriting
- Construction & development funding
- Foreclosure / enforcement valuations
- Income property & stabilized asset analysis
- Portfolio & collateral risk review
- IFRS / GAAP fair value reporting



## Legal Professionals & Courts

- Litigation & expert witness assignments
- Retrospective & date-of-value appraisals
- Matrimonial & shareholder disputes
- Estate, probate & trust matters
- Expropriation & compensation analysis
- Lease disputes & arbitration support



## Private Clients

- Purchase decisions / private sale
- Equity buyouts
- Capital gains and tax reporting
- Retirement and succession planning



## Mortgage Brokers and Agents

- Purchase & refinance support
- Equity take-out & debt restructuring assistance
- Alternative / private lending files
- Construction & as-complete valuations
- Income property underwriting support
- Rental market & cash flow analysis
- Tight-turnaround execution for conditional approvals



## Government & Public Sector

- Expropriation valuation
- Surplus land valuation
- Assessment appeal support
- Policy impact valuation studies



## Developers & Investors

- Acquisition & disposition valuation
- Development feasibility & residual land analysis
- Land assembly & rezoning impact analysis
- Portfolio valuation & asset management review
- Property tax appeal support

TRUSTED BY

# Leading Institutions

*Reports accepted by major banks, credit unions, alternative lenders, private lenders, mortgage investment corporations (MICs), debt funds, institutional investors, and leading appraisal management companies across Ontario.*

## CUSPAP COMPLIANT

Canadian Uniform Standards

## BANKS & FINANCIAL INSTITUTIONS

- Bank of Montreal (BMO)
- CIBC
- First National Financial
- National Bank of Canada
- TD Bank
- Home Equity Bank
- Bloom Finance
- Extend Financial
- Alterna Savings Credit Union
- MOYA Financial Credit Union
- Windsor Family Credit Union
- Your Neighbourhood Credit Union
- Solidity Group
- Westboro Investment
- Hosper Mortgages
- Strive Capital

## APPRAISAL MANAGEMENT COMPANIES

- FCT Valuations
- Nationwide Appraisal Services (NAS)
- Real Property Solutions (RPS)
- Solidifi



# Coverage Across Southern Ontario



- Ottawa & Surrounding Regions
- Durham Region (Pickering, Ajax, Uxbridge, Oshawa)
- Toronto
- York Region (Vaughan, Richmond Hill, Markham)
- Simcoe Region (New Tecumseth, Barrie)
- Dufferin Region (Orangeville, Shelburne)
- Peel Region (Mississauga, Brampton, Caledon)
- Halton Region (Oakville, Milton, Burlington)
- Wellington (Guelph)
- Waterloo (Kitchener)
- Brant (Brantford)
- Hamilton
- Haldimand
- Niagara (St. Catharines, Welland)

Actively expanding across Ontario · Services available outside listed regions on a case-by-case basis

# WHY PHOENIX?

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## **A Firm Lenders Grow Comfortable With**

*Many clients start with one assignment. They stay because the work holds up.*

## **Turn-around times**

*Residential reports typically delivered within 24 - 36 hours of inspection, with rush and same-day delivery available when communicated.*

## **Direct Appraiser Access**

*Responsive communication with the signing appraiser throughout the assignment.*

## **Valuations That Withstand Scrutiny**

*Methodology and adjustments clearly supported so conclusions hold up under lender review and audit – structured for underwriting clarity*

## **Experience With Complex Properties**

*Residential, commercial, mixed-use, and atypical properties analyzed with consistent methodology and market-supported conclusions.*

## **Strong Internal Review System**

*Reports undergo internal review prior to delivery to ensure consistency, clarity, and defensibility.*



# LET'S WORK TOGETHER

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*We welcome the opportunity to partner with you and deliver clarity on your most important real estate decisions.*

**PHONE** 437-684-4670

**EMAIL** [info@phoenixvaluations.ca](mailto:info@phoenixvaluations.ca)

**WEB** [www.phoenixvaluations.ca](http://www.phoenixvaluations.ca)

**OFFICE** 30 Eglinton Ave W #400, Suite A80,  
Mississauga, on L5R 3E7