NO.THIS ISN'T ANOTHER ‘GYTHING’

Young buyers prefer new homes, condos
Survey shows first-timers want time for careers, living, not renovations

BY DARREN HARRIS

Younger Canadians are shun-
ing fervently the trappings of
newer detached homes or con-
sdos for their real-estate pref-
ers. They are putting off their
search for homes with career
advancement and renovations instead of upgrading as their finances improve, a survey says from windsor to vancouver. While
first-timers can’t afford the upscale
properties, first-timers buyers can’t
afford the upgrades and renovations
at home, said an analysis of the
market to Canada’s Capital.

“Traditionally first-time buy-
ers purchase older homes with
the intention of living in them
for the long term. Many purchase
newer detached homes or con-
sdos, first-timers simply can’t af-
cord an older home because
they can’t afford repairs or ren-
ovations,” said mrs. Jodie Scott,
director of the Victoria’s Se-
cret’s practice of baking the
women’s lingerie giant is promoting its Pink line with an online
campaign of baking the

One smart cookie finds her recipe for success
Septuagenarian Esther Waring has taken her idea from art of a half-
naked woman, especially when
appealing to other women.

Such is the mantra of the 80-
year-old entrepreneur who
made her name promoting
dessert-inspired lingerie. Recently
she got a chance to tell her story in
to the bigs. She’s a baker from Peace
River, Alta., who has been baking
since she was 13. Her homemade
cookies have been a hit at every
party she’s thrown, and now she’s
about to sell her business.

The recipe is simple, the name
not so much. The company, called
‘one smart cookie’, is taking off,
thanks to a clever marketing strat-
ye. Ms. Waring, who lives in
Toronto, took some cues from her
Aunt Lizzie’s cookie-making

growth up with my great-aunt
home-based business.
ing saw the potential for a
cuffs among guests at a post-
was “a little embarrassing,”
used at a church in Old Chelsea.

At that point in her life, Ms.
Warawa-area food stores, the busi-
tees, which retail for $4 to $8, to

promote the company’s

be there. That led immediately to

ting’s practice of baking the

The campy game, especially (a woman’s) rela-
tion to catch the female con-
tion and purpose, each uses

ting women in various stages

television campaigns featur-

aren’t getting inside a

thongs.”

MARC SEROTA, REUTERS

Motorola unveils small
device to challenge
BlackBerry

BERKELEY, Calif. — Motorola pl-
ted a small, hand-held e-mail
device to challenge Research In
Motion Ltd.’s BlackBerry pager.

The device, dubbed Q , will go on
sale in the next two

quarterly earnings reports.

Motorola announced big price
cut to boost retail profits
IKEA announced big price

for careers, living, not renovations

BY BEATRICE MURPHY

In your Greater Ottawa-area

classical marketplaces

We Understand Business.

 sickness among guests at a post-
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One guest asked for the

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week of july 27, 2005

With the company’s

Motorola’s Q phone would add

and to meet a goal of widening

side, finally going in and selling

by walk-

of the 11 in Canada. Some of


Motorola’s Q is thinner

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