

# 10 minutes with... Boaz Feiner, President, Geranium Homes

**BOAZ FEINER IS THE STRAIGHT TALKING PRESIDENT OF** Geranium Homes, the new-home builder with top achievements in back-to-back industry awards in 2012. In March, Feiner and his entire team travelled to Mont Tremblant where they received the Grand SAM Award at the 2011 Canadian Home Builders' Association (CHBA) National Sam Awards. At the end of April, Geranium was presented the Building Industry and Land Development (BILD) Association's highest honour Home Builder of the Year.

"For a company of our size (considered a small to medium size builder by volume) to receive this recognition is quite an accomplishment," says Feiner. He is quick to point out that it is the Geranium team's passion and enthusiasm for their jobs that has won this recognition for the company's achievements in the past few years.

He explains, "It is important to our company's success that we don't rest on our laurels. We approach each new project with a fresh perspective, taking with us the lessons learned from our successes yet mindful of any improvements we can make."

Geranium was founded by his father Barry Feiner and partner Earl Rumm in 1977. Boaz joined the company in 1996 and learned the business from the ground up. It was in 2007 that Boaz's leadership role began with the flagship master-planned community – The Neighbourhoods of Cardinal Point in Stouffville. Prior to the first closings in 2009, Feiner installed the large neighbourhood park with playground and naturalized pond and constructed the entry features. "Our first three phases were townhomes, designed with first-home buyers and young families in mind. We created attractive architecture for streetscapes taking full advantage of the ravine location and existing greenery, and combined this with

thoughtful interiors and useable space." The first phases sold quickly as purchasers could see the shape of the community and recognized the value Geranium provided.

By the end of 2009, more than 100 families were living in Cardinal Point and, with the help of a number of Geranium-organized events; the community had started to gel. It was during this time that Boaz gathered his team to examine the EnergyStar program, which he believed would dovetail nicely with the company's focus on providing superior quality construction to its homeowners. "I admit I grilled the folks at EnerQuality thoroughly to prove to us the benefits of becoming an EnergyStar Builder. Once we'd completed our due diligence, I was convinced this was the next step for Geranium. We were pleased to discover that our own building practices were already very close to their standards and the implementation process on-site was



**LEFT TOP** 2012 is an award-winning year for Geranium team

**LEFT BOTTOM** Geranium provides tangible support to community-based charities

**right** BILD invites Geranium to host Austrian Builders



relatively seamless.” In 2010, Feiner embraced the new program wholeheartedly and held a big celebration at Cardinal Point to announce that Geranium would build all future homes to EnergyStar performance guidelines.

This year, there’s a new building code which means that EnergyStar requirements have also been raised. Feiner firmly believes in the benefits of this program, both to the homebuyer and the company. And he has renewed his commitment by building to 2012 EnergyStar in Geranium’s homes in Woodstock.

Boaz’s energy and enthusiasm embraces an active family life. He is the busy father of three boys under the age of seven years and an infant daughter, and he draws on life experiences when developing the new designs for families within Geranium’s communities.

“At Geranium, we are always adapting and updating our designs. Recently we successfully introduced homes in Stouffville and Pickering that have much less formal space and greater open concept family/kitchen/breakfast rooms than designs we sold a decade ago. This is how families want to live today,” he says.

He encourages his team to be accessible and available to clients and promotes good internal communication among his team.

Geranium’s annual contributions to charity are often locally focused. “We want to support community-based charities that are not necessarily on the radar of the corporate giants and we look for ways to assist beyond just monetary funding.” An example of this is Geranium’s commitment to the Whitchurch-Stouffville Food Bank. For the past five years, the Cardinal Point annual food drive, in conjunction with the Town’s Thanksgiving Food Drive now provides enough food and funds for eight to 10 months. The company supports Habitat for Humanity in Port Hope and Woodstock. And, through the creation of a children’s book – Coby Builds A House – Geranium helps charities to raise funds.

Feiner is a member of the Board of Directors for BILD for a second two-year term. He is both contributing to the Association and sees this as a chance to learn from others.

Geranium Homes will continue to expand its building program. Within the next 12 months Feiner’s team will open model homes in Woodstock; launch a Main Street condominium and will introduce new lowrise homes for first-time buyers in Stouffville; and has estate home communities projected to open in Clarendon and Ballantrae.

Feiner is optimistic about the future of the company and feels fortunate to be in a position to go to work each day loving what he does. The younger son of successful entrepreneurial parents who came to Canada in the 1970s, Boaz acknowledges he has learned a lot from observing their work ethic. “Their success has allowed me to do what I am passionate about, yet keep a good work-life balance,” he adds.



## snapshot

### NAME OF BUILDER

Geranium Homes

### BUILDER TRACK RECORD

Geranium Homes is the award-winning home building division of Geranium Corp. The company approaches each development with a fresh perspective, creating neighbourhoods with individuality befitting the locale with appropriate natural and built amenities to add value. Emphasis is on appealing streetscapes that result in welcoming neighbourhoods and homes.

Geranium Homes is 2012 BILD Home Builder of the Year; and the Canadian Home Builders Association’s 2011 Grand Sam Winner.

### CURRENT PROJECTS

The Neighbourhoods of Cardinal Point in Stouffville; Forest Trail Estates in Ballantrae; The Courts of South Rouge in Pickering; The Verandas in Port Hope; The Village at Sally Creek in Woodstock.

### PAST PROJECTS

Heritage Port Hope; The Neighbourhoods of Cardinal Point, Phase 1, 2, 3 and 4; and completed communities in Aurora, Mississauga, Richmond Hill, Victoria Harbour, Brampton, Bolton, Newmarket, Lindsay, Courtice, Cobourg, Whitby and Cambridge.