



PAUL GOLINI  
**BILD**

## Local success leads to national recognition

**W**e have the most robust homebuilding industry right here in the GTA and as an association we recognize the immense talent of our members every year during our annual BILD Awards ceremony, which takes place in the spring.

This week, some of our members received news that they have been named as finalists for the prestigious Canadian Home Builders' Association awards—where it really is an honour just to be nominated.

The CHBA National SAM Awards, celebrate excellence in new homes, home renovation, innovative technology and construction, outstanding presentation and marketing across the nation. At the National Conference next March in Quebec, 23 awards will be handed out and I can't wait to see the hardware that will be coming home with some of our BILD members.

### GETTING THE NOD

In the New Home Awards category of single-detached production homes over 2,000 square feet, Geranium Homes Limited is a finalist, nominated for its Forest Trail Estates — The Alderley Model in Markham. This community of manor homes was also nominated for Community of the Year and Best Architectural Design by the Ontario Home Builders' Association this year.

Nominated for its single attached home, Queenscorp Group's Stonewater development in Mississauga gets the nod. The lakeside village was also nominated for a City of Mississauga Urban Design Award and Queenscorp is a BILD Award-winning developer as well.

### TOUGH COMPETITION

In the Custom Homes category of single-detached home over 4,000 square feet, two BILD members are up for the award. Now this is going to be a tough category and I don't envy the judges. Ambassador Fine

Custom Homes Inc. was awarded BILD's 2011 Best Custom Home Award and the company won the CHBA Custom Home category for single-detached home over 5,000 square feet last year.

Also nominated in the category of single-detached home over 4,000 square feet are two projects by Fourteen Estates Limited. In 2010, Fourteen Estates Limited took home BILD's Best Custom Home award.

In the Home Renovation — Addition category, A. Lifetime Contractor Ltd. is nominated. This BILD member company was crowned Renovator of the Year in 2010.

### CREATIVITY REWARDED

The Marketing Awards categories are also bursting with BILD members. In the highly-competitive GTA market, it is no surprise that some of these campaigns will be awarded for creativity. There are seven categories and I am proud that my company, Empire Communities has been named a finalist in a few of them — but we sure are up against some tough competition!

The most remarkable will be the Grand SAM Award, which recognizes a new home builder who demonstrates the highest level of excellence in both building and marketing. One of the five finalists from across Canada this year is Geranium Homes Limited. Good luck Geranium and to all of the finalists!

We will have to wait and see which companies bring home the hardware but by representing the GTA on a national level, I think all of the nominees are already winners for the industry.

*Paul Golini Jr. is Chair of the Building Industry and Land Development Association (BILD) and can be found on Twitter ([twitter.com/bildgta](http://twitter.com/bildgta)), Facebook ([facebook.com/bildgta](http://facebook.com/bildgta)), Youtube ([youtube.com/bildgta](http://youtube.com/bildgta)) and BILD's official online blog ([bildblogs.ca](http://bildblogs.ca)).*

# what's happening

## Geranium spreads some holiday cheer

**I**n the spirit of the holiday season, Geranium Homes held gatherings for homeowners and guests at two of its new home communities — Cardinal Point in Stouffville and Forest Trail Estates in Bal-lantrae.

On Dec. 1, over 100 guests attended the Forest Trail Estates "Home for the Holidays" reception held at the 4,266-sq. ft. two-storey Chatsworth Model Home, which was lavishly decorated with a 12-foot Christmas tree and accompanying décor.

Families enjoyed a lamplit horse and carriage ride along neighbourhood streets where 15 homes are now under construction.

Indoors, caterers provided an 'around the world' menu of assorted delights and children created gingerbread masterpieces to take home.

Also, residents and owners-in-waiting of The Neighbourhoods of Cardinal Point in Stouffville were treated to Holiday Open House on Dec. 3. Geranium's model townhomes were decorated for the season



and visitors enjoyed seasonal refreshments and the sounds of a quartet of singers.

"We have now sold over 30 homes at Forest Trail Estates and our homebuyers were thrilled to have the opportunity to meet each other in a relaxed and pleasant setting," explains Sue Webb Smith, director of

marketing for Geranium.

Geranium Homes is now selling the fifth neighbourhood in Cardinal Point. Phase V offers three-bedroom townhome designs from 1,353 up to 1,958 sq. ft., with starting prices from \$364,900 and detached homes from 1,957 up to 3,378 sq. ft. priced from \$539,900.

## Kylemore collects for toy drive

**M**arkham-based new home builder Kylemore Communities held its annual Holiday Season Celebration at The School of Fine Dining on Nov. 30.

And to show their appreciation, guests (dedicated trades, suppliers, employees and supporters) were invited to join Kylemore in support of the Starlight Children's Foundation Toy Drive by bringing children's gifts.

"This annual gathering is our way of thanking our suppliers for their ongoing support

which enables us to continue to provide top quality homes and neighbourhoods to new home buyers," says Patrick O'Hanlon, Kylemore's president.

Following the party, Trudy Rudolph and Suzanne Raheb of Starlight Children's Foundation Canada met with some of Kylemore's team to collect the toys, books and games.

"We are so grateful to Kylemore for including us in their holiday program," said Trudy Rudolph, hospital program coordinator for Starlight. "This year we have close to 70

Starlight families who will benefit from our Toy Drive."

For more than 20 years, Starlight Children's Foundation has been dedicated to improving the quality of life for children with chronic and life-threatening illnesses and life-altering injuries through outpatient and online resources.

Starlight works hard to support seriously ill children and their families from diagnosis through the entire course of medical treatment and beyond.

For more information, visit [www.starlightcanada.org](http://www.starlightcanada.org).

