

# Geranium Homes

## Receives *National Grand Sam Award*



**GERANIUM HOMES WAS THE PROUD** recipient of the highest honour, the Grand SAM Award, at the 2011 Canadian Home Builders' Association (CHBA) National Sam Awards. The Awards were held during the Association's 69th National Conference on March 17 in Mont-Tremblant, Que. The Grand SAM recognizes the new-home builder which demonstrates the highest level of excellence in both building and marketing.

"To have been nominated for this prestigious award was an honour," commented Boaz Feiner, Geranium Homes' president. "And winning a National SAM Award is recognized in our industry as a major accomplishment.

"We were thrilled to be the recipient of

the Industry's Top Award – The Grand SAM – one that recognizes both our building as well as our marketing achievements. We are proud of the hard work and dedication of our team who, together with our talented consultants, have been a driving force in this success. We believe the award is representative of our goals and we share this accomplishment with every Geranium homebuyer."

Geranium Homes was also a finalist in the categories of Best Direct Mail Promotion, Best Brochure Kit and was winner in the Single Detached Home over 2,200 Square Feet for The Alderley Model, all of which were submitted for the company's Forest Trail Estates community in Ballantrae.

**FROM LEFT,  
FRONT ROW**

**Robin Nisbet, Builder Insight Group, Sue Webb Smith, director of marketing and Boaz Feiner, president of Geranium Homes**

**BACK ROW**

**CHBA Past President Bob McLaughlin, Phil Freeman and Matthew Smith of Builder Insight Group, and Sophie Joncas, member of the board of directors at Canada Mortgage and Housing Corp.**