

Geranium hosts *hard hat* tour for visiting Austrian builders

BUILDING INDUSTRY AND Land Development (BILD) Association's staff called upon "Home Builder of the Year" Geranium Homes when 30 members of The Austrian Homebuilder's Association requested a tour of a wood-frame construction project. Geranium's President Boaz Feiner immediately offered the company's assistance and scheduled a framing walkthrough at Geranium's Cardinal Point in Stouffville and Forest Trail Estates in Ballantrae.

"The fact that a European home builders' association looks to the GTA as an example of quality construction practices speaks volumes about how our industry is viewed on a global scale," says BILD President and CEO Bryan Tuckey.

On June 6, the Austrians were welcomed by Tuckey and Andrei Zaretski of BILD, along with Geranium's Boaz Feiner, Louie Morizio, Sue Webb Smith, Diana Sousa and Penny Ng upon arrival in Ballantrae, where a walkthrough of a 5,000-plus-sq.-ft. bungalow-loft was provided. The group were then shown a completed and furnished Model Home of essentially the same design. "Our guests were really impressed by the framing tour and very curious about how these homes looked when finished," says Feiner.

The contingent then boarded their bus for Stouffville, to see a block of townhomes under construction in Phase V of The Neighbourhoods of Cardinal Point. "We provided a snapshot of our local lowrise



housing market situation with demand outpacing supply of new homes," says Feiner. "And they were amazed that we had already pre-sold all 114 townhomes. These people really understand building and asked a lot of technical and detailed questions, which we were pleased to answer. Many were familiar with our materials and methods but were intrigued by the efficiencies we achieve by using far fewer standardized measures of pre-cut lumber."

The tour finished at two detached model homes in Cardinal Point, where a boxed lunch was provided and final questions answered, before the Austrian guests departed for sightseeing.

"I would like to thank Geranium Homes for the excellent, educational morning that has surely left a positive impression on our Austrian colleagues," says Tuckey.

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