



Award-winning designs at Forest Trail Estates

GERANIUM HOMES

Reflecting on a year of accomplishments



Geranium's Coby Book contributes to charity

Geranium Homes is celebrating a stellar year. In 2012 the company won the housing industry's top awards: BILD Association's "Home Builder of the Year" and the prestigious "Grand SAM Award" from CHBA as well as two design awards having garnered a total of 11 nominations in all. In addition, Geranium's Ballantrae community is a finalist in two categories for design excellence, plus Project of the Year for the 2012 OHBA Awards (results not available at press time).

Under President Boaz Feiner's leadership, Geranium continues to build on its past accomplishments. He explains, "It is important to our success that we don't become complacent. We approach each new project with a fresh perspective, taking with us the lessons learned and mindful of any improvements we can make."

Sue Webb Smith, Director of Marketing says, "The big winners are our homebuyers who often tell us how delighted they are with their



In 2010, Geranium breaks ground and commits to ENERGY STAR for all homes

home; from the thoughtful designs through to the finished quality.”

“Our solid relationships with homeowners and trades people are important to our continued growth. And, we remain committed to building our homes to ENERGY STAR® for New Homes with third-party verification and energy savings,” says Feiner. Geranium’s homes in Woodstock are the first in Ontario to register under new 2012 ENERGY STAR specifications.

It is not only Geranium’s construction practices that get the attention of new home buyers. “We are constantly adapting our designs. For example, our detached homes in Stouffville and Pickering have less formal space and greater open-concept rooms. This is how families want to live today,” says Feiner.

These “designed for real-life” home styles have been snapped up by buyers in Pickering (now sold out) and continue to be popular with Stouffville’s Cardinal Point buyers, where a new release of lots came available in September.

Forest Trail Estates in Ballantrae is the company’s estate community of homes priced over \$1million, nestled against the Oak Ridges Moraine. One-third of the families have moved-in and only a handful of manor homes

remain. Geranium has recently introduced two new designs to address requests for even larger and more spacious homes.

For those seeking an active lifestyle beyond the Greater Toronto Area, Geranium offers imaginative bungalows and bungalow-lofts in two great locations. In beautiful Port Hope, The Verandas enclave of fully detached homes is popular among empty nesters yet also attractive to young families who appreciate the affordability. In Woodstock, The Village at Sally Creek is an adult-lifestyle community. Here, residents enjoy four-season living with a golf course and Bistro, in addition to walking and cross-country ski trails, and a newly completed Recreation Centre (Phase One), which is fast becoming the neighbourhood’s social hub. In October, Geranium will open new Bryon Patton-designed Model Homes.

Geranium becomes engaged in communities in many ways, including offering assistance to local charity and non-profit groups. As an example, Geranium’s commitment to the Whitchurch-Stouffville Food Bank for the past five years in conjunction with the Town’s Thanksgiving Food Drive now provides close to ten months of food and funds. The company also supports Habitat for Humanity in

Port Hope and Woodstock and is the 2012/13 Season Sponsor of Theatre Woodstock. Geranium helps charities to raise funds through its children’s book, Coby Builds A House, which has been used by CardiacKids, Ballantrae Public School and BILD.

On the horizon, Geranium is planning more of its great family communities, including estate home neighbourhoods in Claremont and Ballantrae opening in 2013. “We are also designing new housing types for Stouffville aimed at first time buyers and we expect to launch our first mid-rise condominium on Stouffville’s Main Street next year,” says Feiner. “We’re very fortunate to be having such a great year in 2012, and the future looks bright for Geranium. We are proud of our accomplishments but awards will not affect our priorities, which are our homeowners.”

Geranium Homes is the Housing Division of Geranium Corporation, one of Ontario’s few fully integrated land development and building companies. Geranium has been creating family communities for 35 years. ■

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