

cover
story

Geranium celebrates

a milestone anniversary, new brand and special year of sharing

TIME FLIES when you're dedicated to building excellent new homes and communities across southern Ontario. Geranium knows better than anyone, as 2017 marks the company's 40th year in the industry. Hot off the heels of its highest annual sales volume in 2016, this year promises to be just as successful. The timing is right for the company's bold new brand – Geranium – an amalgamation of Geranium Corp. and Geranium Homes.

"Prior to this, one division represented land development and the other home building," explains President Boaz Feiner. "With this many years of experience, and understanding the synergy of land

and building, we feel that 'Geranium' more accurately represents us.

"In celebration of our ongoing success and our new brand, we've introduced the 40 Years of Giving program. For each Geranium home purchased in 2017, we will donate \$150 in the name of the homebuyer to a charity of their choice, from one of 12 pre-selected organizations."

Award-winning Geranium has compiled a portfolio of land holdings and completed master-planned communities, with more than 8,000 homes built. Geranium's new tagline, "From the ground up," sums up the firm's vision and values.

"This track record is the result of the hard work of our tradespeople,

suppliers, supporters, consultants and partners," Feiner says. "Our corporate philosophy includes a commitment to responsible development that is sensitive to the environment and our homeowners' future. We plan and design communities that nurture quality of life."

Geranium is led by a knowledgeable, professional executive team that is dedicated to continuing the legacy established over the past 40 years. Currently, Geranium offers several superb communities for sale and coming in the near future.

Now under construction, Pace on Main is Geranium's midrise condominium on Stouffville's quaint Main Street in the heart of the town



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four- or five-bedroom designs feature deluxe interior finishes. TTC is at the door. Prices begin from more than \$1.7 million.

Pickering will soon be home to Edgewood, where Geranium will offer 21 detached homes in an established neighbourhood bordered by woodland and close to Hwy. 401 and Pickering Town Centre. Register today.

Later this year, Geranium will launch the first phase of a master-planned community in Aurora, in an established neighbourhood steps to Yonge Street. The homes will grace 50- and 60-ft. lots.

For more information on this highly successful, forward-thinking company, visit the new website geranium.com. You can also stay in touch with Geranium via Twitter, Facebook and Instagram.

and next to the GO station. Geranium has just released an exclusive collection of two-storey condo towns from 1,610 to 1,779 sq. ft. in size, all with direct street and building amenity access. As well, a handful of stunning two-bedroom condominium suites remains, with prices starting from \$499,900, including parking.

Vista Flats & Towns is the final phase in The Neighbourhoods of

Cardinal Point, Geranium’s award-winning community in the Town of Whitchurch-Stouffville. Vista offers innovative condominium one-storey flats and two-storey towns. Groundbreaking is slated to begin this summer. Only a few homes remain.

In Scarborough, Twelve on the Ravine is a collection of 12 detached homes on deep lots backing onto the scenic Highland Creek ravine. The