

Impact!



GOHBA

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Be a Member, Do Business With a Member

Housing Design Awards gala highlights green building, innovation and achievement Roy Nandram's RND Construction achieves success through GOHBA participation and long-term relationships

Staff writer GOHBA Impact!

GOHBA housing design award winners basked in well-deserved glory as they walked to the podium for coveted trophies at the annual gala on October 13. Yet the story of their hard work and community spirit has proved to be equally important. All share the view that over the long term, their awareness of industry trends, environmental consciousness, and solid business relationships have paved the way for them.

RND Construction president Roy Nandram says he attributes much of his success to solid business relationships built over the years through GOHBA membership and his own pioneering work in environmentally responsible construction.

His company received six housing design awards, including Green Home of the Year, Renovator of the Year, and — with Christopher Simmonds — the Peoples' Choice Award for a Burrows Ave. project that wowed fall home show visitors.

Nandram chairs the GOHBA's Green Committee, and is also active on the Canadian Green Building Council (CaGBC).

"Over the years, all of my business has come from networking through architects, designers, and people who know me firsthand and lead me to the jobs," Nandram noted, speaking about his own 22-year track record in the industry.

"I'm an immigrant," he explained. "Sometimes it is difficult to penetrate the market. People see you first, rather than the quality of your work."

Until recent years, Nandram's public profile has been somewhat low-key for a reason. "You don't win awards for ordinary jobs," he commented. "You win them for the exceptional projects." And these are the fruit of long-standing relationships with architects and designers like GOHBA members Christopher Simmonds and Linda Chapman, who appreciate the contractor's ability to plan and co-ordinate projects effectively.

Nandram says he learned the basics of environmentally-sensitive construction in

Guyana. His parents were middle class people in a poor country. "There were 10 children in the family," he said. "So you learn how to be resourceful, and there is no waste."

RND Construction completes \$3 to \$5 million in projects each year, including commercial jobs. Everything is hands-on. While he has about 12 employees, Nandram personally oversees each project and provides input into the work.

Nandram has also won several housing design awards in the past, and is among other multiple award winners this year. The others include:

- Richcraft Homes won four awards for tract home projects, including suburban town homes and single family homes on narrow and wide lots;
- Deslaurier Custom Cabinets, represented by Jim Deslaurier and partners Denis and Ross Staples, received three awards in the kitchen and bathroom categories;
- Cardel Homes won in three single family detached categories;
- Design First Interiors, represented by owner Friedemann Weinhardt, received three trophies, including one of the most contested categories — custom kitchens from 160 to 219 sq. ft., where more than 15 competitors sought recognition;
- Roca Homes also won in three categories including housing details, "any room in the house" and custom kitchens 220 sq. ft. or more; Cedarstone Homes Ltd. also received three awards.

Urban Keios, Linda Chapman, Doyle Homes Ltd., Southam Design and Minto Communities Inc. each won two trophies. (The Ontario Home Builders' Association had earlier recognized Minto as the provincial home builder of the year.)

Housing Design Awards gala sponsors included: Direct Energy Home Services (dinner), Enbridge (post-gala reception), Merkley Supply Ltd. (cocktail reception), Kott Group (photography), UCIT Online Security (stage) and Sears Commercial (decor).

More on page 2



Renovation Month October dinner meeting Mike Martin honored for industry contributions

Staff writer GOHBA Impact!

GOHBA celebrated renovation month with a special dinner meeting honouring the association's rapidly increasing number of renovator members, who provided some special recognition for Mike Martin to acknowledge his contributions to the industry.

Martin, former chair of the GOHBA renovators' council and now a member of the national Canadian Home Builders' Association board of directors, received the honour following a secret ballot among GOHBA renovators' council members in September.

Mike, president of Michael J. Martin Luxury Renovations, has fought for fairer regulatory and taxation treatment of the renovation industry and against the underground economy.

CFRA radio personality Phil Bottreil shared his observations about avoiding renovation disasters.

The meeting concluded with a dexterity test, when two renovators had 60 seconds to assemble an Ikea end table to the best of their abilities.

Mike Dion from Oak Ridge Construction finished the task first, competing against Gary Singh of Singhko.



The 2012 Housing Design Awards

Here are the 2012 GOHBA Housing Design Award winners:

Small Builder Attached

Urban Keios Design Inc. and Eastern Ontario Construction Company

Small Builder Single Detached 2,500 sq. ft. or less

Cedarstone Homes Limited
Small Builder Single Detached 2,501 sq. ft. or more
 Cedarstone Homes Limited and Christopher Simmonds Architect Inc.

Large Builder Attached 1,800 sq. ft. or less

Richcraft Homes Ltd.

Large Builder Attached 1,801 sq. ft. or more

Doyle Homes Ltd.

Large Builder Single Detached 2,000 sq. ft. or less

Richcraft Homes Ltd.

Large Builder Single Detached 2,001 to 2,599 sq. ft. (lot size 39 ft. or less)

Cardel Homes Inc.

Large Builder Single Detached 2,001 to 2,599 sq. ft. (lot size 40 ft. or more)

Cardel Homes Inc.

Large Builder Single Detached 2,600 to 3,499 sq. ft. (lot size 39 ft. or less)

Richcraft Homes Ltd.

Large Builder Single Detached 2,600 to 3,499 sq. ft. (lot size 40 ft. or more)

Richcraft Homes Ltd.

Large Builder Single Detached 3,500 sq. ft. or more

Cardel Homes Inc.

Custom Housing 2,400 sq. ft. or less

Lagois Quality Designers & Builders

Custom Housing 2,401 to 3,999 sq. ft.

Urban Keios Design Inc.

Custom Housing 4,000 to 5,999 sq. ft.

G.M. French Construction Co. Ltd.

Custom Housing over 6,000 sq. ft.

Andre Godin Design Inc.

Custom Urban Infill

RND Construction Ltd.

Housing Development of the Year

Doyle Homes Ltd.

Condominium Unit

Minto Communities Inc.

Stacked/Terrace Condominium Unit

Minto Communities Inc.

Renovations/Additions under \$60,000

OakWood Renovation Experts

Renovations/Additions \$60,000 to \$99,999

RND Construction Ltd.

Renovations/Additions \$100,000 to \$199,999

Southam Design

Renovations/Additions \$200,000 to \$349,999

Linda Chapman Architect

Renovations/Additions \$350,000 to \$499,999

Chuck Mills Residential Design & Development Inc. and Crossford Construction Ltd.

Renovations/Additions over \$500,000

Barry J. Hobin & Assoc. Architects Inc. and Terra Nova Building Corp.

Renovations/Additions Basement

Just Basements and Signature Audio Video

Production (tract) Kitchen 129 sq. ft. or less

Deslaurier Custom Cabinets Inc.

Production (tract) Kitchen 130 sq. ft. or more

Deslaurier Custom Cabinets Inc., Cedarstone Homes Limited and Christopher Simmonds Architect Inc.

Production (tract) Bathroom

Deslaurier Custom Cabinets Inc.

Custom Kitchen 159 sq. ft. or less

Design First Interiors

Custom Kitchen 160 to 219 sq. ft.

Design First Interiors

Custom Kitchen 220 sq. ft. or more (\$74,999 and under)

Roca Homes

Custom Kitchen 220 sq. ft. or more (\$75,000 and over)

Design First Interiors

Custom Bathroom 90 sq. ft. or less

2H Interior Design

Custom Bathroom 91 sq. ft. or more

Southam Design

Green Tract Home of the Year

Corvinelli Homes

Green Custom Home of the Year

RND Construction Ltd. and Linda Chapman Architect

Green Renovation of the Year

RND Construction Ltd. and Christopher Simmonds Architect Inc.

Open Category

Christopher Simmonds Architect Inc.

Housing Details

Roca Homes

Any Room in the House

Roca Homes

Renovator of the Year

RND Construction Ltd.

Ottawa Citizen Peoples' Choice Award

Christopher Simmonds Architect Inc. with RND Construction Ltd.



Industry leaders receive special recognition

Staff writer GOHBA Impact!

While most of the annual housing design awards represent projects, renovations and construction accomplishments, the association also recognizes significant contributions from individuals and businesses through a special group of awards.

Linda Oliveri from Direct Energy received the Colonel Boss Award, recogniz-

ing her outstanding dedication and service to the association.

Meanwhile, Monarch received the Fred Nielsen Award, recognizing a company that has made an outstanding and lasting contribution to the housing industry.

Rogers Communications received the Enbridge Hall of Fame Award, recognizing that company's long-term membership, service and contributions to the GOHBA.

GOHBA commends city on “good first steps” in initiatives following April planning summit

Staff writer Impact!

Ottawa’s announcement of success in implementing several initiatives from the April 2012 planning summit “are good first steps” in ensuring that the city and its homebuilders are partners “in building the strong communities that Ottawa residents want and deserve,” says the GOHBA.

GOHBA executive director John Herbert released a brief statement of support for the initiatives following Mayor Jim Watson and planning committee chair Peter Hume’s announcement in October that the city has introduced the Guaranteed Application Timelines Initiative, the Zoning Consistency Team and the Better Neighbourhoods Program.

“The GOHBA congratulates” the mayor, Hume, “city council and city staff” on the announcement, Herbert said.

The city’s new Guaranteed Application Timelines Initiative (GATI) is an effective way to better ensure applications are processed within council-approved timelines – if the application is not processed on time, the next similar application is free, a city press release says. GATI applies to five applications, including part lot and demolition control, and standard plan of condominium.

In addition to GATI, the Zoning Consistency Team has been created to undertake targeted and quick zoning reviews of individual properties or a group of properties in close proximity upon written a request from the ward councillor. “In these cases, the team will ensure the zoning is appropriate in the context of the Official Plan and planning policies and recommend zoning changes to council if required. While the official plan is reviewed every five years, some neighbourhoods transition quickly, and this team will help to provide ongoing certainty in planning decisions.”

“We are making these changes within the planning and growth management department to improve planning processes,” Hume said. “At the same time, the city is also increasing its efforts to support residents and businesses who wish to undertake small projects to benefit their neighbourhoods.”

For example, the Better Neighbourhoods Program administered by the Neighbourhood Connection Office (NCO), helps get residents involved in identifying neighbourhood priorities and improvement opportunities, as well as supporting residents with neighbourhood-driven projects – such as revitalizing a



Community leaders, developers and municipal officials attended the summit

park or reclaiming roadways for the benefit of pedestrians and cyclists, the city news release said.

The Better Neighbourhoods Program is accepting applications on ottawa.ca/neighbourhoods until November 27. Three to four neighbourhoods will be selected for 2013 to work with city staff to identify, prioritize and implement small-scale projects. The city will finance up to a maximum of \$30,000 for a project.

On a larger scale, the city has incorporated the feedback from discussions at the planning summit into the priority areas of focus for the Official Plan (OP), Transportation Master Plan (TMP), and Infrastructure Master Plan (IMP) reviews. Preliminary recommended policy changes related to high-rise buildings, employment lands, urban design and transit-oriented development will be released in January 2013.

GOHBA Industry Luncheon

Leadership is based on the individual: Gen. Rick Hillier

Staff writer GOHBA Impact!



Gen. Rick Hillier speaking to GOHBA members and guests at the Sept. 20 Industry Luncheon

Ret. Gen. Rick Hillier shared insights about leadership with 400 GOHBA members at the second annual Industry Luncheon on Sept. 20, suggesting that real leadership is based far more on the individual than any job title.

The retired soldier, who led Canadian forces in Afghanistan and elsewhere, said: “One thing we try to tell you as a leader, is that we believe everyone is a leader.”

“If you were in the organization, if you were wearing a uniform, you were a leader,” Gen. Hillier said. “When we had a void, we expected everyone to step up to the void and be the leader.”

This type of leadership requires an organizational focus on individuals. “You work to inspire people to come to work every day, to bring their mind with their body,” he said.

“Then you inspire them to do the job they need done, equip them to do the job, you want to inspire them with a vision of what you are trying to achieve, so they want to achieve more with you as a leader than they can as individuals.”



Hillier said success occurs when “you focus on people, by inspiring people, by drawing inspiration from people” and when “you can empower people to be successful.”

Sponsors for the Ottawa Convention Centre event included Merkley Supply Ltd. (gold) and Enbridge Gas Distribution (corporate).

29th Annual HOUSING DESIGN AWARDS GALA

Thank you to everyone who attended the 2012 Housing Design Awards Gala. It was a great success once again due to our incredible attendance, participation, and sponsorship.

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GOHBA president Robert Merkley

Most urban dwellers would agree that cities were created for the benefit of man and they seem to have worked reasonably well. But a few civil servants in the federal, provincial and municipal government have decided that we should be doing more to create a better quality of life for rural critters living in cities. This field of endeavour has the added benefit of creating a whole new classification of jobs, vocabulary and studies that would allow government at all levels to expand into new frontiers.

According to these experts, it isn't enough that critters enjoy a high quality of life in the 99.999 per cent of Ontario that is rural but they must also have their best interests protected should they choose to live the good urban life. The first step in this campaign was to find critters that were no longer present in cities in the same numbers that they once were to justify calling them "endangered". The second step was to identify their favourite hangouts as 'habitats' and then create a system where

millions of dollars could be spent each year to protect and improve them.

Precipitously, several turtles had been identified wandering the forest along the proposed Terry Fox Drive extension in Kanata and upon further investigation they were found to be a federally protected species known as Blanding's turtles. Because they were considered an 'endangered species', they automatically qualified for 'habitat protection'. Concerned staff members had seen fences used successfully in Alberta in order to keep big, heavy, fast moving critters off the highways and away from cars and trucks and realized that this was also the ideal solution to protect small, light and slow moving critters like turtles. Who knows how many turtles might be killed wondering aimlessly across Terry Fox Drive and the cost to erect a custom turtle fence was a steal at only \$1 million. Better still, the city didn't even have to pay for it because the money to fund the extension was coming from the federal government's stimulus program. Thousands of tourists each year now travel the Terry Fox Drive extension just to see this impressive monument to taxpayers' dollars at work.

Given the success achieved with the turtle protection program, staff at the provincial Ministry of Natural Resources immediately launched studies to identify some of their own 'endangered species'. It was eventually decided that it might be helpful to identify critters that people could actual-

ly see and so they identified several species of birds as the first to be classified 'endangered'. A couple of species that had experienced a decrease in population were the Bobolink and Meadowlark and so appropriate legislation was created. The effect of the legislation was to require anyone who owned land and was growing crops used by these birds to stop harvesting the crop during nesting season. Since both species of birds favoured hay fields for nesting it meant that the second cutting of hay would simply be lost to the owner.

Since builders and developers owned land on the periphery of most cities it also meant that all development activity was prohibited until after nesting season. In numerous cases this meant that investments totaling millions in infrastructure for the benefit of the human species was stalled for months so several dozen birds belonging to an 'endangered species' could complete their nesting process. Even after development was able to proceed, the province required owners to replace the land with other appropriate habitat to be approved by them to ensure an equal amount of habitat was available into the distant future. Farmers who obeyed the new laws were also hit hard financially by the loss of half their hay crop. But farmers haven't survived by blindly following government rules written by city slickers and so most simply ignored the new edicts and switched the hay to another crop the fol-

lowing year.

Provincial officials made a series of blunders in rushing forward with poorly researched policies in preserving habitat that will cost millions of dollars every year with dubious benefit. First, they failed to research why the Bobolink and Meadowlark populations had declined. It turns out that it had nothing to do with a loss of Ontario habitat but was the result of South Americans shooting them as pests or for tasty treats during their migration. Provincial officials also failed to mention that these species of birds were not native to Ontario and only began regular visits when pioneers created an appropriate habitat by clearing the forests and introducing a hay crop.

Who knows where this new-found pre-occupation will end in trying to ensure that city dwelling rural critters enjoy the same high quality of life that the human species does? There is an almost unlimited number of species whose habitat has been or will be changed by man as cities continue to evolve. Before we go too much further down this road it is hoped that some elected officials might begin to ask why cities that represent such a tiny fraction of the province's total land area are being required to spend millions of dollars to protect habitat that exists in unlimited amounts in rural areas. Or has common sense become the next endangered species?



Is common sense an endangered species?

ABOUT THE GOHBA IMPACT!

The GOHBA Impact! is the official newspaper of the Greater Ottawa Home Builders' Association and is distributed to members 6 times a year. Advertising in The GOHBA Impact! supports GOHBA activities, while providing an ideal promotional opportunity for those wishing to communicate with the residential construction industry in the Ottawa area. Special advertising discounts are available to GOHBA members. Membership and editorial information: Greater Ottawa Home Builders' Association

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Leith Moore at OHBA's helm

Issues include College of Trades, Species at Risk, development charges and other issues of concern to home building industry

Anja Karadeglija Special to the GOHBA Impact!

Leith Moore, the new Ontario Home Builders' Association (OHBA) president, has a full slate of issues he's planning on addressing during his term at the head of the association.

The College of the Trades and the Species at Risk Program are two priorities he's tackling immediately, he said in an interview four weeks after his Sept. 24 election.

"We think the College of Trades is not supportive of training, and we think it's going to add costs, and be a real problem...we're totally opposed to it," he said. "We're carrying on with our message to the current government. We're very aware that the Conservative opposition has said they would scrap the whole thing, and we like that idea."

The problem with the way Species at Risk works is that when a species is classified as endangered, it's immediately added to the list without any transition, Moore argued.

"So whether you're a municipality or developer or a builder, you can be just about to put the shovels in the ground and a species could get listed and you get sent back to the beginning to have study everything anew," he said. "It's caused a lot of delays for projects that have already been tendered and awarded and ready to go."

The OHBA has been working on developing transition regulations, and would now like to see projects go through the transition process to demonstrate the

regulations are effective.

He also expects development charges to become a big issue in the next year in many communities and says he plans to co-ordinate the efforts of local associations.

"There's a lot of pressure on us to pay for more. It's not working well for us, so we've decided we will... try and link up all the chapters across the province who are dealing with development charges and share information, potentially share consultants and potentially share costs," he said. "We are going to take a much more assertive approach towards challenging development charges."

Moore would also like to address issues around the Growth Plan, and wants to focus on education as well; he'd also like to see progress on harmonizing HST and GST, and the calculation of federal taxes on rental properties – in addition, of course, to whatever other issues may come up in the near future, he added.

Moore has a long history of involvement with industry associations. Before the OHBA (where he recently served as first vice-president), he was involved with the Building Industry Land Development Association (BILD), and before that, with a predecessor to BILD, the Urban Development Institute/Ontario.

He explained he became involved in these groups because of he believes that it's important to represent the industry well to government.

"I've always thought we need to do an even better job of portraying what our

issues are and dialoguing and really getting into trying to shape policy," he said. "With individual companies, there's only so much you can do, whereas working together as a whole industry... we actually can have an effect."

The Ottawa native – he first became fascinated with urban planning when he was a student at Merivale High School – attended the University of Waterloo and graduated with a degree in urban planning.

"I travelled down to Waterloo thinking I would become an urban planner and lo and behold, I ended up becoming a builder," he said.

Following graduation, he got a job at Sorbara Development Group, where he is now the vice president of development, managing the residential component of the company.

"As vice-president, I'm someone who actually has had their hand in all aspects of the land development and construction business, from buying it to marketing it to building it to servicing it," he said.

He's been with Sorbara for 31 years, and while during that time he's seen a lot of governments and a lot of policies come



and go, his past experience, especially with BILD, means he's learned how to talk to governments, Moore noted.

"How to speak truth to power and that means you've got to bring real facts and alternative solutions and be prepared to understand how they're looking at it," he said.

He's also planning to enhance the capability of the OHBA, making it a staff-driven organization.

"They're here every year, ongoing," Moore said. "We presidents, it's nice to come in and drive a little energy, drive a little agenda, but it's got to be more about the bigger picture for the organization and not just what you think you can do."

Voting for the Peoples' Choice Award

Staff writer Impact!

Thousands visited the extensive GOHBA display area at the Fall Home and Design Show at the CE Centre in late September, voting for the Ottawa Citizen's Peoples' Choice Award. (RND Construction and Christopher Simmonds Architect received the award at the Oct. 13 Housing Design Awards gala.)



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Ottawa Renovates magazine reaches target audience

The latest issue of Ottawa Renovates magazine is included with this issue of the GOHBA Impact! following the successful distribution of 30,000 copies in the Ottawa Citizen. The magazine will also be available in the at the GOHBA annual January Home Renovations Show. The total circulation is 35,000 copies.

"We have received some very positive response from renovators about receiving calls from their ads," says Paul Scissons who co-ordinates advertising sales with Brian Warren.

Renovators must be members of the GOHBA Renovators' Council and be RenoMark contractors to advertise in the magazine. This fact has helped attract several new members to the association and the GOHBA Renovators Council.

"The magazine has helped to establish the positive aspects of Ottawa's renovation industry," Scissons said. "It is continuing to inform and educate the public that it makes sense to call on RenoMark renovators."

For information about participating in the spring and fall 2013 issues, please call Warren at (613) 277-2257 or Scissons at (613) 818-0106.

You can also visit www.ottawarenovates.com.



Christmas dinner Dec. 4

The annual GOHBA Christmas dinner meeting, traditionally the largest of the year, has been scheduled for Tuesday Dec. 4 at the Centurion Centre.

"It's going to be a very memorable and fun night," says GOHBA events coordinator Valerie Newton.

Cocktails and hors d'oeuvres start at 5:30 p.m., with dinner and entertainment from 6:30 to 8:30 p.m.

For further information and to register, watch your email for an online registration form or phone (613) 723-2926.

GOHBA NEW MEMBERS

These businesses have recently joined the GOHBA. Members are encouraged to connect and remember the motto: "Be a member . . . Do business with a member."

Flynn Architect Inc.

1154 Bank St.
Ottawa, ON K1S 3X6
Contact: Jason Flynn
Phone: 613-299-8505
Fax: 866-587-2021
Email: j.flynn@flynnarchitect.com
Website: www.flynnarchitect.com

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Lockwood Brothers Construction Inc.

2010 Totem Ranch Rd. E.
Oxford Station, ON K0G 1T0
Contact: Corey Lockwood
Phone: 613-258-4225
Fax: 613-258-4772
Cell: 613-913-1424
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Boone Plumbing and Heating Supply celebrates 75th anniversary



Business traces its roots to 1937 and thrives with “true north values”

Boone Plumbing and Heating Supply is celebrating its 75th anniversary this year.

Tracing its roots to the Great Depression, the business opened in 1937, focusing initially on the residential market and small commercial projects. Today, Boone is a full-service one-stop shop featuring plumbing, heating and ventilation, air conditioning, waterworks, tools and mechanical supplies.

Claude Des Rosiers, vice-president and general manager, started his career with Boone 40 years ago when the company had a 15,000 sq. ft. facility on St. Laurent Blvd. in Ottawa and a similar space in Gatineau.

In 1987, Groupe Deschenes Inc. acquired the company, making it into one of the largest Canadian-owned and operated wholesalers, with more than 1,350 employees and 90 outlets today. In 2009, Group Deschenes Inc. received recognition as one of Canada’s best managed companies, retaining that designation ever since, and Boone as one of the nation’s best workplaces.

Des Rosiers says the company believes in supporting both clients and suppliers through “true north values” of being positive, supportive, involved and doing the right thing. The “right thing” includes contributing to the community through involvement with groups such as the Ottawa Hospital Foundation, La Cite Collegiale, Algonquin College, the Ottawa Food Bank and Habitat for Humanity.

“Our corporate mission statement and goal of achieving new standards of excellence mean we want to be the number one choice where people love to work, customers love to buy and manufacturers love distributing their products,” Des Rosiers said.



Mondeau: Ottawa-area's largest kitchen and bathroom showroom to open in November

Designers can create their own moods in professional areas within 14,000 sq. ft. of distinctive space

Staff writer GOHBA Impact!

How can consumers achieve an ideal shopping experience when selecting kitchen and bathroom fixtures – in the process, achieving efficient and profitable results for contractors, builders, renovators and designers?

Claude des Rosiers, general manager of Boone Plumbing and Heating Supply, says he and colleagues researched internationally to figure out how to make the showroom experience rewarding, effective and responsive to differing needs. The result: The new Mondeau Bathroom and Kitchen expansion at the company's Algoma Rd. location, reflecting successful initiatives at two branch locations, on Edgewater Dr. in Kanata and Jean Proux in Gatineau.

The showroom – Ottawa-Gatineau's largest – will open softly in early November.

Marco Belanger, Mondeau's director of operations and development, says: "We knew we needed more real estate but we also wanted to enhance the experience and

take the complexity out of shopping."

The result: a 35,000 sq. ft. expansion including administrative and warehouse areas and the 14,000 sq. ft. Mondeau showroom.

Belanger says most clients find shopping for kitchen and bath items daunting because of different and challenging price points, features and options. "The layout of our new store has everything configured from lowest to highest so people can easily self-qualify and find items priced within their budget," he says. "The store is also segmented from traditional to contemporary and transitional so people will naturally gravitate to what is appealing to them, eliminating that part of the guesswork."

The showroom is set up so clients can quickly immerse themselves in the environment and evaluate their options, without wasting time or experiencing distractions.

Clients can book ahead to ensure a dedicated sales consultant is available to guide them through the process. (Mondeau's website, which invites people



to register online or phone ahead, suggests a kitchen or bathroom project might require about 45 minutes, while a complete renovation could require several hours.)

However, if purchasers show up without appointment, someone will help out – and if they wish a do-it-yourself approach, they can grab a pencil and paper, view the products they wish (marked with price, availability and product code) and then simply present the slip for order-filling at the check-out counter.

Belanger says the store is designed to engage the customer's senses so a video

wall with branding and value offerings is featured. Each distinctive style area has its own visual appeal. Music complementing the settings plays softly and consumers are encouraged to touch and experience the products.

"There are a large number of working displays," says Belanger. "So people can feel what a shower head is going to be like, (they) can sample the flow from different faucets. Sometimes the only way to know is to try and this showroom invites that."

The showroom has been designed to separate consumers wishing to learn about



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design options from the loading and pick-up counters – allowing purchasers to quickly obtain the inventory they require without distracting from the shopping experience.

“It was all about creating an environment that was both functional and comfortable for the people using them,” Belanger says. “We have staff trained in packing, after-sales service located right there as well, a liquidation centre called Liquido which offers priced-to-sell scratch and dent and discontinued items that may just help someone finish something they didn’t think was in the budget for now.”

“There is also the Mondeau Internet Café featuring tea, coffee and other refreshments so people can relax while they wait for their consultation, part or sit and make a decision,” he said.

The showroom also features a nine ft. high and 26 ft. long glass office space for designers, architects, home builders and other professionals to use as a meeting space where they can bring clients and be part of the environment but out of the general hustle and bustle. “The boutique can be reserved for a group of up to 20 or separated into two rooms for private consultation,” says Belanger. “It is equipped with computers and a wall monitor so the client can view a presentation of pre-selected options for consideration.”



The professional office space includes a separate music sound system and its own lighting, allowing designers to set the right mood, complemented by a full pearl ceramic wall designed to instil tranquility and support and a relaxed and enjoyable experience. “Mondeau works with many professionals in the industry and we believe that co-operation extends to providing them a space of their own to facilitate the use of our showroom,” says Belanger. “The store is visually stunning and the environment well-balanced and we are excited to see how customers enjoy their new shopping experience.”

Further evidence of the commitment to customer satisfaction is the new 14,000 sq. ft. adjacent sheet metal fabrication shop. “We moved the sheet metal fabrication to a separate building and added a machine to do spiral pipes of all diameters and gauges to serve our customers better and give us a better capacity to supply the HVAC market in the Ottawa area,” says Des Rosier. “By placing it on an adjacent property we have also changed the flow of traffic so transports can pull straight in and out through different pathways than what contractors would use, making it more efficient for everyone.”

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2012 GOHBA SAMMY AWARDS WINNERS



Emi Nakajima Builder Sales Assistant of the Year

Emi is a very quiet and responsible person who makes her clients feel very comfortable the moment they arrive at **Monarch's** Sales Pavilion in **Stonebridge**. She is confident in her knowledge of Community, Builder and new home product. This enables her to provide the initial information clients are looking for. Emi is outgoing, always has a smile on her face and never gets flustered no matter how hectic things are around her. She has been with **PMA Brethour Realty Group** for the past year and is now an integral part of the **Monarch Sales Team** at **Stonebridge**. Emi is fluent in Japanese which is of tremendous value to many clients. She is a consummate professional planning to make residential real estate sales her long term career. Emi has a university degree in English and has completed a number of post secondary courses in General Arts and Languages. Her computer skills are excellent, including MS Office, Power Point, Internet, Excel and a number of other programs. Emi has completed the **PMA Sales Assistant** training program.

Her varied work experience including Food and Beverage Operations, document translations, Tax Office Advisor and a number of retail sales jobs have all combined to give her an excellent understanding of client relations. She makes a significant contribution to the **Monarch Sales team** at **Stonebridge**, which had some 2,600 client visits and 244 new home sales in 2011.



John McKay Builder Sales Representative of the Year

John is a very experienced New Home Sales Representative, being involved in real estate sales since 1994. He is very professional, always well dressed and presentable. He is committed to **Monarch**, their community at **Stonebridge** and the new home product available at the golf course community. He is low key but always well prepared to meet the needs of his clients. John is very patient with clients as he determines their needs and wants in order to present the appropriate home designs from the approximately 26 designs in three distinct product offerings available at **Stonebridge**. His style, knowledge and commitment quickly builds trust with his clients. John joined **PMA Brethour Realty Group** and **Monarch** as a Sales Representative in 2009. He is a licensed Real Estate Representative and also has a degree in Business Administration focused in Marketing and Finance. John has also completed the **PMA Salesmasters** training program. He is a key part of the **Monarch Sales team** at **Stonebridge** which includes another Sales Representative and four Sales Assistants and Administrative staff.

John works hard to stay informed with his competitors' offerings, trends in real estate and the general economy. He constantly makes contributions to management regarding the sales process to improve his clients' experiences.

John is a very important part of the **Monarch Sales Team** at **Stonebridge** - a community that had some 2600 client visits and 244 new home sales in 2011.



PMA Brethour Realty Group

PMA Brethour Realty Group is an integrated group of companies that has been providing a variety of specialized services to the building and development industry since 1963. With offices here in Ottawa, Toronto and Boca Raton, Florida, PMA brings a broad and varied experience to its clients in all three regions.

Under the umbrella of PMA Brethour Realty Group, these diversified member companies are committed to servicing the building and development industry with a range of dedicated services. These include sales and marketing services for new homes, condominiums, resorts and retirement communities, authoritative market research, land brokerage services and professional sales training.

While operating as distinct entities, the member companies of the PMA Brethour Realty Group complement one another. Each augments the comprehensive skills and knowledge of partner companies.

An innovative and dynamic Canadian firm, PMA Brethour Realty Group is comprised of the following member companies:

We take this opportunity to thank all our clients here in Ottawa for allowing us to be a part of their team and look forward to their continued successes in the coming years. We can be reached at 613-747-6766 or visit our web site at www.pmbrethour.com

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is the authoritative author of research and feasibility studies for the housing and development industry and government agencies. It also produces the definitive monthly **New Home Market Report (NHMR)** here in Ottawa used extensively by clients to monitor the housing market. The firm also provides general market research services to developers and builders as well as numerous Public Sector agencies.

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