
GTHBA News Release

For Immediate Release

April 25 2002

Toronto's best builders and projects announced

Toronto— H&R Developments was named **home builder of the year** by the Greater Toronto Home Builders' Association tonight.

More than 700 builders, developers and associate members attended the 23rd annual Home Builder Awards to celebrate achievements in community development, building design, and sales and marketing.

The prestigious **home builder of the year** award goes to the builder who sets the standard for the industry in quality, service, customer commitment and contribution to the industry and community.

An independent survey of all Home Builder of the Year finalists was a key component of the judging process. Homeowners were asked to complete a ten question, 100 point survey covering everything from the sales process through to after-sales service.

H & R ranked extremely high in every segment of the customer survey and comments provided by their homeowners highlighted the commitment to quality and service H&R Developments promises with its "Expect More" slogan. Comments ranged from "we were very happy with our new home...I would buy from them again," to "we are thoroughly delighted with our new home. We love every aspect of it," and "Everything was as they promised on the day of purchase."

H&R Developments is one of Toronto's largest builders selling over 1,600 new homes and condos during its 50th anniversary year in 2002.

In other categories, New York Towers by The Daniels Group & Equivest Capital with advertising agency Montana Steele and Kirkor Architects was awarded **community of the year**. The award goes to the community that represents the best overall combination of aspects that enhance quality of life including environmental preservation, innovative site planning and architectural features, streetscape and streetlighting, recreational amenities and open space. The fifth tower of the project - Empire was also the inaugural recipient of the **best building design award**.

Mattamy Homes garnered the award for **project of the year (low rise)** for Watercolours, an upscale development of 400 executive homes in the exclusive Lorne Park area of Mississauga and **best model home for 65 Plan 5** with advertising agency Payne & Associates and Viljoen Architect.

Completing a rare local, provincial and national awards sweep, **Project of the year (condominium)** was awarded to CityGate. This project, by Davies Smith Developments with advertising agency G. Ryan Design and Quandrangle Architects consists of 260 units in two 36-storey high-rises towers in downtown Mississauga. CityGate was also the recipient of awards for **best condo suite design- over \$175,000** and **best condo sales office - over 1,800 sq. ft.**

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Winner of the most number of awards was The Kaitlin Group winning **best new home design – single \$250,000 - \$500,000** for Blue Shores, the Commodore model; **best new home design – single over \$500,000** for The Estates of King Valley, Hartwell House model; **best brochure – low-rise** for the Estates of King Valley; **best magazine ad – low-rise**, Kingsview on Balsam Lake; and **best Web site – low-rise** for www.countryclubcommunities.com/king

Canderel-Stoneridge and advertising agency LA Ads took home four marketing awards for its project DNA-Downtown's Next Address **best Web site – condominium, best newspaper ad – condominium, best magazine ad – condominium and best marketing campaign – condominium**

Linda Mitchell was the recipient of the **Riley Brethour award** bestowed for outstanding and consistent professional achievement in residential sales and marketing. After more than 75 years as an exclusively low-rise home builder, Monarch made its first foray into the condominium market in the last five years, and under Mitchell's leadership, went from a standing start to becoming the third largest condo builder in the GTA marketplace last year, with more than 913 units sold representing a 6 per cent share of the condominium market.

Broker PMA Brethour Group won both awards for **sales and marketing person of the year** with Steve Sutton winning the award for the condominium sector and Pat Baye winning the low-rise award. **Best salesperson or team** went to Angie Wilson and Debby Garrett from Mattamy Homes Watercolours project for low-rise and Victor Sing, Jeannie Leung and Jeny Cho from Monarch Developments Equinox project for condominium.

With more than 1,100 members, the GTHBA is the voice of the residential construction industry in the GTA. Established in 1921, the association represents a full cross-section of the industry, consisting of home builders, developers, renovation contractors, subcontractors, manufacturers, suppliers, service, professional and financial firms.

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Note to editors: photos available on request.

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2003 Home Builder Award Winners

Pinnacle Awards	
Home Builder of the Year	H&R Developments Terra Media Design, Jardin Design Group, RN Design, Viljoen Architect
Community of the Year	The Daniels Group & Equivest Capital, New York Towers Montana Steele, Kirkor Architects
Project of the Year – Low-rise	Mattamy Homes, Watercolours Payne & Associates, Viljoen Architect, Mary McDonough Research
Project of the Year - Condominium	Davies Smith Developments, City Gate G. Ryan Design, Quadrangle Architects
Riley Brethour Award	Linda Mitchell, Monarch Developments
Condominium Awards	
Best Direct Mail - Condo	Diamante Developments, One City Hall, Montana Steele Advertising
Best Newspaper Ad – Condo	Canderel Stoneridge, DNA – Downtown’s Next Address, LA Ads
Best Magazine Ad – Condo	Canderel Stoneridge, DNA – Downtown’s Next Address, LA Ads
Best Brochure – Condo	Tridel Corporation, Avignon on Bayview, Head and Varvas
Best Project Logo – Condo	Tridel & Dorsay Developments, Circa - Markham Town Centre Head and Varvas
Best Project Signage – Condo	Menkes Developments, Ultima at Broadway, Head and Varvas
Best Condo Sales Office - under 1,800 sq. ft.	Tridel Corporation & Hullmark, Avignon on Bayview Head and Varvas
Best Condo Sales Office - over 1,800 sq. ft.	Davies Smith Developments, City Gate G. Ryan Design, Quadrangle Architects
Best Marketing Campaign – Condo	Canderel Stoneridge, DNA – Downtown’s Next Address, LA Ads
Best Web site – Condo	Canderel Stoneridge, DNA - Downtowns Next Address www.dnacondos.com, LA Ads
Best Condo Suite Design - over \$175,000	Davies Smith Developments, City Gate, Unit 1B Quadrangle Architects
Best Condo Suite Design - over \$300,000	Monarch Developments, Waterview Phase 1 LPH03, Graziani & Corazza Architect
Best Model Suite	Tridel Corporation, No. 10 Old York Mills, Kirkor Architects
Best Condo Building Design	The Daniels Group & Equivest Capital, Empire at New York Towers Kirkor Architects

Low-rise Awards	
Best Direct Mail – Low-Rise	Heathwood Homes, Lawrence Village, G. Ryan Design
Best Newspaper Ad – Low-Rise	National Homes, Westmount in Glen Abbey, Partnership Marketing
Best Magazine Ad - Low-rise	Kaitlin Group, Kingsview on Balsam Lake, G. Ryan Design
Best Brochure – Low-rise	Kaitlin Group, The Estates of King Valley, G. Ryan Design
Best Project logo – Low-rise	Losani Homes, Harvest Landing, Toolbox Strategies
Best Project Signage – Low-rise	Great Gulf Homes, The Meadows of Ajax McBrain Sharp Marketing & Communications
Best Low-rise Sales Office - under 1800 sq ft.	Emery Homes, Streetsville Glen, Partnership Marketing Flanagan, Beresford, Patteson Architects
Best Low-rise Sales Office - over 1800 sq. ft.	Empire Communities, Wyndfield
Best Marketing Campaign – Low-rise	H&R Developments, Corporate Campaign, The Seppi Group
Best Web site – Low-rise	Kaitlin Group, The Estates of King Valley, www.countryclubcommunities.com/king , G. Ryan Design
Best New Home Design – single under \$250,000	Laurelview Homes, Landscapes, The Whistler, Hunt Design
Best New Home Design – single \$250,000 - \$500,000	The Kaitlin Group, Blue Shores, The Commodore, Cassidy & Co.
Best New Home Design – single over \$500,000	The Kaitlin Group, The Estates of King Valley, Hartwell House Viljoen Architect
Best New Home Design, semi-detached – under \$225,000	Fieldgate Homes, Homestead, Vista, R.N Design
Best New Home Design, semi-detached – over \$225,000	Tribute Communities, The Beach, Horizon, Cassidy & Co.
Best New Home Design Townhome - under \$200,000	Rosehaven Homes, Lake Pointe in Stoney Creek, Beachside A R.N. Design
Best New Home Design Townhome – over \$200,000	Tridel Corporation & Dorsay Developments, Circa Carriage Homes, Model P1, Guthrie Muscovitch Architects
Best Model Home	Mattamy Homes, Watercolours, 65 Plan 5, Payne & Associates, Viljoen Architect
People Awards	
Sales & Marketing Person of the Year – Condominium	Steve Sutton, PMA Brethour
Sales and Marketing Person of the Year – Low-rise	Pat Baye, PMA Brethour
Best Salesperson or Team – Low-rise	Angie Wilson & Debby Garrett Mattamy Homes, Watercolours
Best Salesperson or Team – Condominium	Victor Sing, Jeannie Leung, Jeny Cho Monarch Development, Equinox