
GTHBA News Release

For Immediate Release

April 30, 2004

Home builders honour best of the best

Toronto— Tridel Corporation and North Star Homes were **named low- and high-rise home builder of the year** respectively by the Greater Toronto Home Builders' Association tonight.

More than 850 home builders, developers and associate members attended the 24th annual Home Builder Awards to recognize outstanding achievement in community planning and development, building design, and marketing and sales.

The prestigious **home builder of the year** award goes to the builder who sets the standard for the rest of the industry in terms of quality, service and customer commitment. In a rare decision, the judging panel decided that superlative customer survey results for both finalists justified two awards.

An independent survey of all home builder of the year finalists is a key component of the judging process. The commitment both builders make to customer service was evident in homeowners responses to a ten question, 100 point survey covering everything from the sales process through to after-sales service.

One Tridel customer stated “This is my second Tridel condo purchase. I would buy a Tridel home any time, sight unseen, due to my confidence in the quality of their homes and overall integrity.” With respect to after-sales service, another Tridel purchaser stated “It was very fair, but I have to give them nine so they will keep looking for improvement. They deserved a ten.”

North Star Home’s customers were equally positive. One purchaser commented “I really liked the fact that they care about what makes a home buyer happy. They have great staff and customer service. I can’t stress enough how helpful the sales representatives were from the start.” Speaking of that great customer service, another North Star homebuyer wrote “Our pre-delivery inspection and 30 day list were both dealt with promptly and efficiently. We have a good rapport with the on-site staff and they have gone out of their way to assist us.”

In other categories MacLeod’s Landing by Aspen Ridge Homes, Brookfield Homes and The Kaitlin Group with Viljoen Architect and ad agency The Brand Factory was named **community of the year**. The award goes to the community that represents the best overall combination of environmental preservation, innovative site planning and architectural features, recreational amenities and open space.

The judges noted that the MacLeod’s Landing development is restricted to the outermost edges of the Oak Ridges Moraine while the lands in the centre will form a park three times the size of Toronto’s High Park. The developer will also be implementing a series of hiking trails and nature-friendly look-out points that will blend harmoniously with the natural surroundings. Each MacLeod’s Landing homebuyer will receive a “Maintain the Moraine” guide book published by the developers that will educate the homebuyers as to the sensitive environment that surrounds them and teach them how to live and act with ecological responsibility while living in the moraine.

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The **project of the year (low-rise)** was bestowed upon Landmark Building Group's The Townhouses of Hogg's Hollow, an upscale development of townhouses with Kirkor Architects & Planners, Gluckstein Design, advertising agency L.A. Inc. and public relations firm The Communications Group. The project also garnered low-rise awards for **best direct mail, best newspaper ad** and **best sales office over 1,800 sq. ft.**

A retro-fit and addition to the historic Tip Top Tailors building in downtown Toronto earned tiptoplofts by Context Developments and agency LA Inc. the award for **project of the year (condo), as well as best newspaper ad (condo),** and **best project logo (condo).** With additional awards for **best direct mail (condo)** for Radio City and **best brochure (condo)** for SPIRE the condominium, Context Developments was the most successful condo builder on the evening, winning a total of five awards.

Developer Marco Muzzo was the recipient of the **Riley Brethour award** for outstanding and consistent professional achievement in residential sales and marketing. Known for his intense work-ethic and attention to detail, Muzzo's developments are always well-located, well-conceived and well-built. He quietly oversees every aspect of each of his many projects, including marketing and sales, from the beginning to the end of the process. In the course of his lengthy career, Muzzo has been responsible for the development of tens of thousands of high-and low-rise homes throughout the Greater Toronto Area.

In a special tribute, architect Ken Viljoen was the inaugural recipient of a **Lifetime Achievement Award.** In his 33 year career, Viljoen has created award-winning designs for every major home builder while his practice has served as a training ground for virtually every designer specializing in low-rise residential construction in Toronto. In addition, he has personally designed homes for many of the city's prominent builders.

A complete listing of all award winners follows.

With more than 1,200 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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2004 Home Builder Awards

Pinnacle Awards	
Home Builder of the Year	North Star Homes (Low-rise) Tridel Corporation (High-rise)
Community of the Year	MacLeod's Landing, Aspen Ridge Homes, Brookfield Homes, The Kaitlin Group, The Brand Factory, Viljoen Architect
Project of the Year – Low-rise	The Townhouses of Hogg's Hollow, Landmark Building Group L.A. INC. The Communications Group, Kirkor Architects & Planners Gluckstein Design Planning
Project of the Year - Condominium	tiptoplofts, Context Development, L.A. INC.
Riley Brethour Award	Marco Muzzo
Lifetime Achievement Award	Ken Viljoen, Viljoen Architect
Condominium Awards	
Best Direct Mail - Condo	The Continental, Empire Communities, Montana Steele
Best Newspaper Ad – Condo	tiptoplofts, Context Development, L.A. INC.
Best Magazine Ad – Condo	Radio City, Context Development, L.A. INC.
Best Brochure – Condo	The Pointe - Minto Midtown, MintoUrban Communities, L.A. INC.
Best Project Logo – Condo	tiptoplofts, Context Development, L.A. INC.
Best Project Signage – Condo	22 Wellesley, H&R Developments & Lanterra Developments, Montana Steele
Best Condo Sales Office - under 1,800 sq. ft.	SPIRE the condominium, Context Development, L.A. INC.
Best Condo Sales Office - over 1,800 sq. ft.	The Vineyards, Empire Communities, Montana Steele, E.I Richmond Architects
Best Marketing Campaign – Condo	Great Gulf Homes, Russell Hill McBrain Sharp Marketing & Communications
Best Website – Condo	One City Hall, Diamante Development, 52 Pick-up www.onecityhall.com
Best Condo Suite Design - Under 750 Sq. Ft.	Battery Park 705 Loft, Monarch Developments, Graziani + Corazza Architects
Best Condo Suite Design - Over 750 Sq. Ft.	Loggia Condominiums - The Siena, Brandy Lane Homes, Stone McQuire Vogt Architects
Best Condo Suite Design - Over 1,500 Sq. Ft	Element - Entertainment District - PH1, Tridel Corporation
Best Model Suite	Skymark Centre at Avondale 2G, Tridel Corporation, Head + Varvas
Best Condo Building Design	The Capital, The Daniels Corporation, Kirkor Architects

Low-rise Awards	
Best Direct Mail – Low-Rise	The Townhouses of Hogg's Hollow, Landmark Building Group, L.A. INC.
Best Newspaper Ad – Low-Rise	The Townhouses of Hogg's Hollow, Landmark Building Group, L.A. INC.
Best Magazine Ad - Low-rise	MacLeod's Landing, Aspen Ridge Homes, Brookfield Homes, The Kaitlin Group, The Brand Factory
Best Brochure – Low-rise	MacLeod's Landing, Aspen Ridge Homes, Brookfield Homes, The Kaitlin Group, The Brand Factory
Best Project logo – Low-rise	Lakeshore Woods, National Homes, Aspen Ridge Homes, Rosehaven Homes, Toolbox Strategies
Best Project Signage – Low-rise	Lakelands, Paradise Homes & Arista Homes, G. Ryan Design
Best Low-rise Sales Office - under 1,800 sq ft.	The Village at York University, Tribute Communities, Guidelines Advertising
Best Low-rise Sales Office - over 1,800 sq. ft.	The Townhouses of Hogg's Hollow, Landmark Building Group, L.A. INC., Gluckstein Design Planning
Best Marketing Campaign – Low-rise	The Gardens at Queen, Chestnut Hill Homes, Montana Steele
Best Website – Low-rise	The Gardens at Queen, Chestnut Hill Homes, Montana Steele www.thegardensatqueen.com
Best New Home Design - Single Under 2,000 Sq. Ft.	The Kaitlin Group, Kingsview - The Waterleaf, Cassidy & Company
Best New Home Design - Single Over 2,000 Sq. Ft.	The Kaitlin Group, Kingsview - The Silver Oak, Cassidy & Company
Best New Home Design - Single Over 3,000 Sq. Ft.	Delta Rae Homes, Cochrane Estates - The Frank Lloyd Wright, Hunt Design
Best New Home Design - Semi-Detached Under 1,500 Sq. Ft.	Beaverbrook Homes, Upper Cornell - Alexandra 'A' and 'B', RN Design
Best New Home Design - Semi-Detached Over 1,500 Sq. Ft	Celebration SD-5 'D', RN Design
Best New Home Design - Townhome Under 1,500 Sq. Ft.	North Star Homes, Timber Trails of Pickering- The Buttercup, Model T2, Hunt Design
Best New Home Design - Townhome Over 1,500 Sq. Ft.	Cachet Estate Homes, Cachet Lanes in Erin Mills - Phase 2 Princess Manor 'A', RN Design
Best Infill/Custom Home	Windemere Homes, Waterstone Court, Lot 4, Oakville
Best Model Home	Empire Communities, Wyndfield, Tara, Renaissance Nouveau Design
People Awards	
Sales & Marketing Person of the Year – Condominium	Riz Dhanji, Canderel-Stoneridge
Sales and Marketing Person of the Year – Low-rise	Darlene Fraser, Empire Communities
Best Salesperson or Team – Low-rise	Sylvie Cohen, Krystyna Mah, Elliot Taube, The Village at York University by Tribute Communities, PMA Brethour
Best Salesperson or Team – Condominium	Sylvia Gotzev, Broadview Lofts by the Sorbara Group, PMA Brethour