

150 Laurier Avenue W.  
Suite 500  
Ottawa, Ontario  
K1P 5J4

T. 613 230 3060  
F. 613 232 8214  
E. [chba@chba.ca](mailto:chba@chba.ca)  
W. [www.chba.ca](http://www.chba.ca)

Canadian  
Home Builders'  
Association



Association canadienne  
des constructeurs  
d'habitations

## NEWS RELEASE

### 2011 CHBA NATIONAL SAM AWARDS FINALISTS ANNOUNCED

OTTAWA – December 5, 2011 – The Canadian Home Builders' Association (CHBA) is pleased to announce the finalists for the 2011 CHBA National SAM Awards, presented by Schlage and Trane.

These prestigious awards celebrate excellence in new homes, home renovation, innovative technology and construction, outstanding presentation and marketing across Canada. Twenty-three CHBA National SAM Awards will be presented at the Association's 69<sup>th</sup> National Conference on March 17, 2012 in Mont-Tremblant, Québec.

Commenting on the SAM Award finalists, CHBA's Incoming President, Ron Olson, noted that, "*This year's SAM Award theme – Create and Transform – says it all; these new home builders, renovators and developers are indeed creating and transforming communities across the country in exceptional ways. The quality and creativity they have demonstrated is truly remarkable and exciting. We are very proud to see our industry represented by these fine projects.*"

CHBA National SAM Awards are presented for projects of varying sizes in the following categories: New Home Awards (8 in total), Home Renovation Awards (5 in total), Marketing Awards (6 in total).

In addition, single National SAM Awards are presented for Marketing Excellence, the SAM Green Home, Community Development, and the Grand SAM recognizing the new home builder who demonstrates the highest level of excellence in both building and marketing.

A complete listing of all the CHBA National SAM Award finalists, in each category, is attached.

## **About the Canadian Home Builders' Association**

The Canadian Home Builders' Association (CHBA) is the voice of the residential construction industry in Canada, representing more than 8,500 member firms across the country. Our membership spans new home builders, renovators, developers, trade contractors, building material manufacturers and suppliers, lenders and other professionals in the housing sector.

-30-

For more information:

Michael S. Gough, CAE  
(613) 230-3060  
gough@chba.ca

## **FINALISTS FOR THE 2011 NATIONAL SAM AWARDS**

**– PRESENTED BY SCHLAGE & TRANE –**

### **NEW HOME AWARDS**

#### **PRODUCTION HOMES:**

##### SINGLE DETACHED HOME UNDER 1,500 SQUARE FEET

Homes by Avi Edmonton Inc., Sherwood Park, AB: “Dwight Paul Tanner in Ellerslie Heights”

Lexis Homes, Saskatoon, SK: “703 Hargreaves Crescent”

Sabal Homes, Calgary, AB: “Skagen, Mahogany”

Starward Homes Ltd., Hamilton, ON: “The Filman Model at Kitty Murray Woods”

Sterling Homes 'Edmonton' Ltd., Edmonton, AB: “Oakshire”

##### SINGLE DETACHED HOME BETWEEN 1,500 TO 2,200 SQUARE FEET

Doug Tarry Homes, St. Thomas, ON: “Osprey Lane (Lake Margaret)”

Geertsma Homes Ltd., Belleville, ON: “The Charleston, Deerfield Park”

Gordon Tobey Developments Ltd., Brighton, ON: “The Basswood - Mill Pond Woods Development”

Munro Homes Ltd., Regina, SK: “Bauhaus Showhome, The Creeks”

White Eagle Homes Ltd., Edmonton, AB: “Blue Pearl II”

##### SINGLE DETACHED HOME OVER 2,200 SQUARE FEET

Geranium Homes Limited, Markham, ON: “Forest Trail Estates - The Alderley Model”

JayMack Custom Homes, Calgary, AB: “Crestmont "Oban" Show Home”

Linwood Homes Ltd., Delta, BC: “The Greenbay”

ParkLane Homes Ltd., Vancouver, BC: “Lot 5, Headwater at Bedford Landing”

Rawlings Homes, London, ON: “Wyndhaven, Courtyard of Sunningdale”

##### SINGLE ATTACHED HOMES

Abstract Developments Inc., Victoria, BC: “Terra Verde”

Boffo Developments Ltd., Vancouver, BC: “TowneWalk”

Geertsma Homes Ltd., Belleville, ON: “The Cranberry, Hampton Towns”

Lexis Homes, Saskatoon, SK: “1210/1212 Broadway Avenue”

Queenscorp Group, Toronto, ON: “Stonewater”

#### **CUSTOM HOMES:**

##### SINGLE DETACHED HOME UNDER 2,500 SQUARE FEET

Artista Homes, Winnipeg, MB

Linwood Homes Ltd., Delta, BC

Oke Woodsmith Building Systems Inc., Grand Bend, ON

R & M Smith Contracting Limited, Ennismore, ON

Whitestone Developments Ltd., Halifax, NS

### SINGLE DETACHED HOME BETWEEN 2,500 TO 4,000 SQUARE FEET

Citta Construction Ltd., Saanichton, BC  
Coastal Construction, Victoria, BC  
Schreyer Construction Ltd., Whistler, BC  
Timberworx Construction, Fergus, ON  
White Eagle Homes Ltd., Edmonton, AB

### SINGLE DETACHED HOME OVER 4,000 SQUARE FEET

Ambassador Fine Custom Homes Inc., Mississauga, ON  
Fourteen Estates Limited, Ajax, ON  
Fourteen Estates Limited, Ajax, ON  
Homes By Hendriks, Beamsville, ON  
Homescape Building & Design Inc., Summerland, BC

### **MULTI-FAMILY PROJECT:**

Adera Development Corporation, Vancouver, BC: “zen (Salus Phase C & D)”  
Adera Development Corporation, Vancouver, BC: “Ultimate Green (Green - Phase 4)”  
Concert Real Estate Corporation, Vancouver, BC: “Patina”  
Portrait Homes, Richmond, BC: “Brighton at Silver Ridge – Townhouse Project”  
Solterra Development Corp., Delta, BC: “Dolce at Symphony Place”

### **GREEN HOME AWARD**

Avalon Master Builder, Calgary, AB  
Corvinelli Homes Ltd., Russell, ON  
Denim Homes, New Minas, NS  
Homescape Building & Design Inc., Summerland, BC  
Icon Developments Ltd., Ucluelet, BC

### **COMMUNITY DEVELOPMENT AWARD**

Adera Development Corporation, Vancouver, BC: “Salus”  
ParkLane Homes Ltd., Vancouver, BC: “Winchester”  
ParkLane Homes Ltd., Vancouver, BC: “Time at Walnut Grove”  
Portrait Homes, Richmond, BC: “Silver Ridge”  
Rohit Group of Companies, Edmonton, AB: “Callaghan Ravines”

### **HOME RENOVATION AWARDS**

#### KITCHEN

Harald Koehn Construction Ltd., Vancouver, BC  
Kenorah Construction and Design Ltd., Tsawwassen, BC  
Kenorah Construction and Design Ltd., Tsawwassen, BC  
Level One Maintenance Ltd., Vancouver, BC  
Pioneer Craftsmen Ltd., Kitchener, ON

### ANY ROOM

Harald Koehn Construction Ltd., Vancouver, BC  
Harwood Design Builders Ltd., Winnipeg, MB  
Kenorah Construction and Design Ltd., Tsawwassen, BC  
Lagois Drafting and Construction Inc., North Gower, ON  
Pioneer Craftsmen Ltd., Kitchener, ON

### ADDITION

A Lifetime Contractor Ltd., Toronto, ON  
Kenorah Construction and Design Ltd., Tsawwassen, BC  
TQ Construction Ltd., Burnaby, BC

### WHOLE HOUSE - \$500,000 AND LESS

Citta Construction Ltd., Saanichton, BC  
Harwood Design Builders Ltd., Winnipeg, MB  
Kenorah Construction and Design Ltd., Tsawwassen, BC  
RJR Construction Management Ltd., Vancouver, BC  
Whitestone Developments Ltd., Halifax, NS

### WHOLE HOUSE – MORE THAN \$500,000

Abstract Developments Inc., Victoria, BC  
Amsted Construction Ltd., Stittsville, ON  
Harald Koehn Construction Ltd., Vancouver, BC  
Kenorah Construction and Design Ltd., Tsawwassen, BC  
Ultimate Renovations, Calgary, AB

## **MARKETING AWARDS**

### BEST PRINT AD

Empire Communities, Vaughan, ON: “Rain Condominiums”  
*Creative, concept and production: Montana Steele Strategic Marketing*  
Greer Home Builders, Lethbridge, AB: “Love Shacks Introduction”  
*Creative, concept and production: Artrageous Advertising*  
Rosehaven Homes, Oakville, ON: “Corporate”  
*Creative, concept and production: Partnership Marketing*  
The Camrost Corporation, Toronto, ON: “Yorkville Plaza”  
*Creative, concept and production: Montana Steele Advertising*  
Watermark Development LP, Calgary, AB: “Watermark at Bearspaw”  
*Creative, concept and production: Applied Communications*

### BEST DIRECT MAIL PROMOTION

Brookfield Homes (Ontario) Limited, Markham, ON: “Pathways in Caledon East”  
Country Wide Homes Ltd., Concord, ON: “Corporate - All Sites”  
*Creative, concept and production: Cyclone Creative*  
Geranium Homes Limited, Markham, ON: “Forest Trail Estates”  
*Creative, concept and production: McBrain Sharp Marketing & Communications*

The Daniels Group, Toronto, ON: “The Burkebrook Town Manors”  
*Creative, concept and production: Madhouse Advertising Inc.*  
Watermark Development LP, Calgary, AB: “Watermark at Bearspaw”  
*Creative, concept and production: Applied Communications*

### BEST WEBSITE

Empire Communities, Vaughan, ON: “Rain Condominiums”  
*Creative, concept and production: Montana Steele Strategic Marketing*  
Madison Homes, Toronto, ON: “The Madison”  
*Creative, concept and production: G.Ryan Design*  
The Camrost Corporation, Toronto, ON: “Imperial Plaza”  
*Creative, concept and production: Montana Steele Strategic Marketing*  
Totangi Properties Ltd., Victoria, BC: “Woodland Creek”  
*Creative, concept and production: Anonymous Art Inc.*  
WestView Builders, Calgary, AB: “Website Redesign”  
*Creative, concept and production: Stillfire Studios*

### BEST PROJECT SIGNAGE AND LOGO

Branthaven Homes, Burlington, ON: “Joy”  
*Creative, concept and production: Toolbox Strategies*  
Madison Homes, Toronto, ON: “The Madison”  
*Creative, concept and production: G.Ryan Design*  
New Horizon Homes, Hamilton, ON: “Haven”  
Portrait Homes, Richmond, BC: “Stoneleigh at Silver Ridge”  
*Creative, concept and production: Opacity Design Group Ltd.*  
Watermark Development LP, Calgary, AB: “Watermark at Bearspaw”  
*Creative, concept and production: Applied Communications*

### BEST BROCHURE/KIT

Alterra Group of Companies, Toronto, ON: “36 Hazelton”  
*Creative, concept and production: G.Ryan Design*  
Empire Communities, Vaughan, ON: “Rain Condominiums”  
*Creative, concept and production: Montana Steele Strategic Marketing*  
Geranium Homes Limited, Markham, ON: “Forest Trail Estates”  
*Creative, concept and production: McBrain Sharp Marketing & Communications*  
The Camrost Corporation, Toronto, ON: “Imperial Plaza”  
*Creative, concept and production: Montana Steele Strategic Marketing*  
Watermark Development LP, Calgary, AB: “Watermark at Bearspaw”  
*Creative, concept and production: Applied Communications*

### BEST SALES OFFICE

Adera Development Corporation, Vancouver, BC: “Ultima”  
Branthaven Homes, Burlington, ON: “Joy”  
*Creative, concept and production: Toolbox Strategies*  
Homes by Avi Edmonton Inc., Sherwood Park, AB: “Avi Definitions - Interior Selection Center”

ParkLane Homes Ltd., Vancouver, BC: “River District Vancouver”  
*Creative, concept and production:* Braun Allison Inc., Three Dimensional Services Inc., EOS Lightmedia, KEI Space Design, Resolve Design and Vividus Design

The Camrost Corporation, Toronto, ON: “Imperial Plaza”  
*Creative, concept and production:* Montana Steele Strategic Marketing, The Design Agency, Aareas Interactive, Solution Worx

### **MARKETING EXCELLENCE AWARD**

Branthaven Homes, Burlington, ON: “Joy”

*Creative, concept and production:* Toolbox Strategies

Brookfield Homes (Ontario) Limited, Markham, ON: “Pathways”

*Creative, concept and production:* BAM Builder Advertising & Marketing Inc.

Empire Communities, Vaughan, ON: “Rain Condominiums”

*Creative, concept and production:* Montana Steele Strategic Marketing

ParkLane Homes Ltd., Vancouver, BC: “River District Vancouver”

*Creative, concept and production:* Braun Allison Inc., Three Dimensional Services Inc., EOS Lightmedia, KEI Space Design, Resolve Design, Fast Signs Coquitlam, Vividus Design

Portrait Homes, Richmond, BC: “Stoneleigh at Silver Ridge”

*Creative, concept and production:* Opacity Design Group Ltd.

The Camrost Corporation, Toronto, ON: “Imperial Plaza”

*Creative, concept and production:* Montana Steele Strategic Marketing, Solution Worx Inc., The Design Agency

Watermark Development LP, Calgary, AB: “Watermark at Bearspaw”

*Creative, concept and production:* Applied Communications

### **GRAND SAM AWARD**

Adera Development Corporation, Vancouver, BC

Geranium Homes Limited, Markham, ON

*Creative, concept and production:* McBrain Sharp Marketing & Communications

Homes by Avi Edmonton Inc., Sherwood Park, AB

ParkLane Homes Ltd., Vancouver, BC

*Creative, concept and production:* Braun Allison Inc., Three Dimensional Services Inc., EOS Lightmedia, KEI Space Design, Resolve Design, Fast Signs Coquitlam, Vividus Design

Portrait Homes, Richmond, BC

*Creative, concept and production:* Opacity Design Group Ltd.