



# THE 2010 GEORGIE AWARDS

BC'S VIBRANT RESIDENTIAL CONSTRUCTION INDUSTRY

— By Susan M Boyce —

Enthusiasm and excitement crackled through the air as BC's top builders, developers, and marketers gathered to celebrate the 2010 Georgie Awards on March 5. For almost two decades, winning these awards been considered the premier achievement in BC's vibrant residential construction industry. "The caliber of entries increases each year," said Vicki Gerrits, president of the Canadian Home Builders' Association – BC (CHBA BC), in her opening address. "The high standards and innovative ideas demonstrated by tonight's winners are

accomplishments to be proud of."

As always, the evening held plenty of surprises as the winners of all 46 categories were announced – just what you'd expect from a province considered one of the world leaders in innovation. Still, it was significant that with one outstanding exception, no single company or style dominated. Winning entries ranged from traditional to cutting-edge, 21st Century modern – a balance many felt reflected the true diversity of BC's top performers.

## THE ENVELOPE PLEASE

Only one company struck gold twice in the Grand Georgie categories. For the fifth time in six years, Portrait Homes garnered top honours as Large Volume Home Builder of the Year for their magnificent master planned community of Silver Ridge. But it's winning Customer Choice (Single-Family Production Builders) for the third time in four years that Robert Grimm, principal, is most proud of.

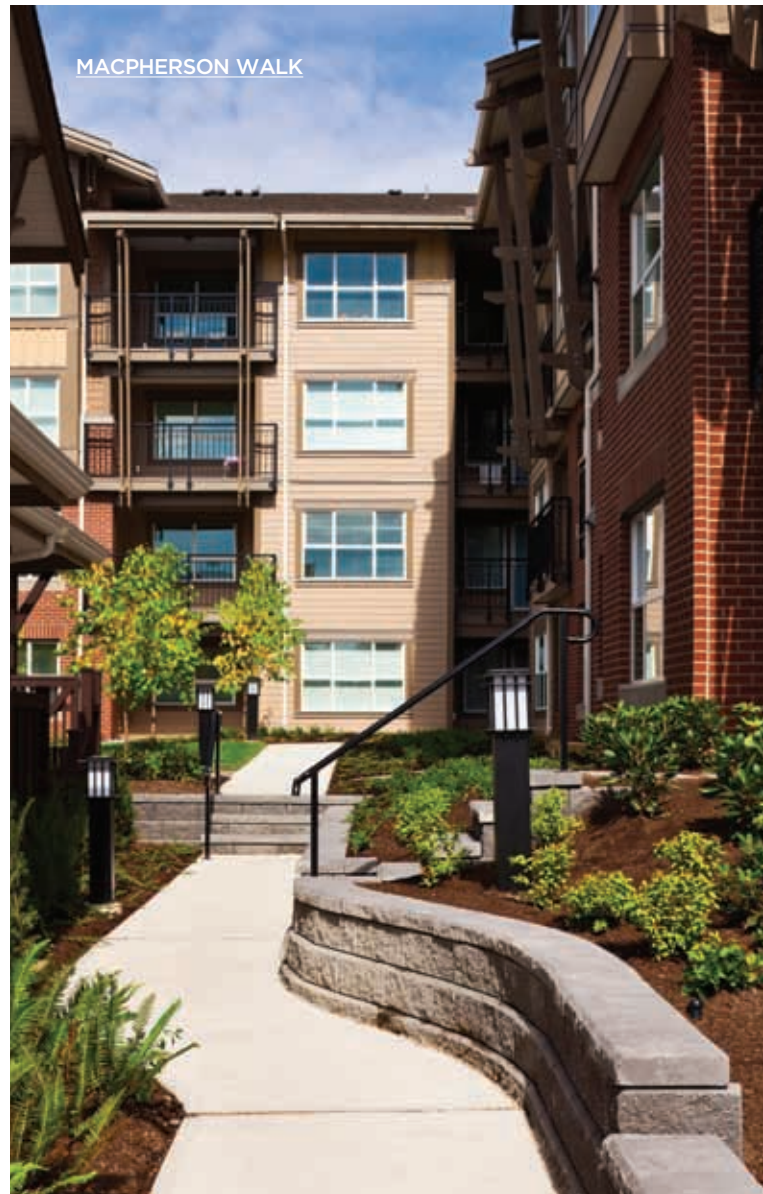
The winner in this category is decided by an extensive consumer survey and Portrait's results were impressive. When compared against the top 10 per cent of homebuilders from across North America, they ranked higher than average in all 10 categories – often by five points or more on the 100-point scale.

"Service is a fundamental cornerstone of our business philosophy and corporate culture," Grimm says. "Our goal is always to treat people with respect and dignity, to make them feel as if they're family."

Winner for Customer Choice (Large Volume Multi-Family Home Builder) for the second time, Concert Properties wowed judges with 365 Waterfront. "We all recognize that our customer is the boss, and it's always great to get recognition from the boss for a job well done," says Rod Wilburn, senior vice-president, sales and marketing.

After taking home seven gold TOMMIE Awards only weeks earlier, Invermere-based Quiniscoe Homes was awarded Custom Home Builder of the Year. A finalist in multiple categories, Quiniscoe's two entries could hardly have been more different from each other: Villa Gran Sasso, a Mediterranean inspired house costing more than \$2 million, and Stealth, a modernistic, architectural achievement that appears to emerge from the mountainside as it climbs an astonishing 45-ft. from front to bottom of the lot's sixth-level master bedroom suite. "Stealth is all about the view," says Doris Penner, Quiniscoe principal. "The architect and designer spent hours walking the site and sitting on the hillside so they could experience things like where the sunlight fell at different times of the day."

Bringing their total to 15 awards for excellence, MacPherson Walk by Hungerford Group was named best Multi-Family Low Rise Development and Best Multi-Family Landscape Design. "It's unusual to have such a low density development located so close to an urban centre like Metrotown," acknowledges president Michael Hungerford. To help create the park-like setting, Hungerford buried the development's private, gated parkade below grade and designed a broad lineal park running through the centre of the property – a combination he says hasn't been seen before in this Burnaby neighbourhood.





SAGE

### MAKING HISTORY

Never before seen in the 19-year history of the Georgie Awards, every sales and marketing award went to one company — Vancouver heavyweight, MAC Marketing Solutions. And of the eight awards presented, Sage by Kenstone Properties garnered seven, including the coveted Grand Georgie for Marketing Campaign of the Year.

“Kenstone is a developer who values out-of-the-box thinking and encouraged us to explore unconventional ideas,” says MAC president Cameron McNeill. “We purposely steered away from

cliché marketing and stock imagery or language. Instead, we painstakingly crafted our own brand by custom-producing every aspect of the advertising and marketing programs. For instance, in order to get the exact right shot, we actually hung and lit a chandelier in the Nitobe Memorial Gardens at UBC which then became one of our key project images.”

He adds that the sales team’s flawless delivery of knowledge and service helped earn sales manager Nancy Chen the distinction of being named Sales Person of the Year.

## CUTTING EDGE INNOVATION

Another of the evening's surprises came when it was announced the judging panel felt entries in the Best Innovative Feature category were simply too diverse to be lumped into a single award. Instead, they split it into two new awards. Best Innovative Feature went to Artisan Construction for a secret Zen garden tucked into the lower level of their multimillion-dollar Tudor Contemporary home in Shaughnessy while RDC Fine Homes was awarded Best Innovative Technical Feature for a progressive solar panel cooling and indoor air pre-heat system.

For a complete list of winners and finalists in all categories (new construction, renovation, and marketing), visit [georgieawards.ca](http://georgieawards.ca)

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### 365 WATERFRONT

Winning Customer Choice (Large Volume Multi-Family Home Builder) for the second time, Concert Properties wowed judges with 365 Waterfront.

### MACPHERSON WALK

Low density and an innovative underground parkade earned Hungerford Group another two awards for MacPherson Walk in Burnaby.

### TUDOR CONTEMPORARY

A secret Zen garden tucked into the lower level of a Shaughnessy home earned Artisan Construction the gold Georgie for Best Innovative Feature.

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### SAGE

A chandelier suspended in the Nitobe Memorial Gardens at UBC became one of the key images that garnered MAC Marketing Solutions seven gold Georgies for Sage.

### THE ERICKSON

Luxurious ensuites are part of the life at The Erickson by Concord Pacific, winner of Best Multi-Family High Rise Development.

