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Canadian
Home Builders'
Association



Association canadienne
des constructeurs
d'habitations

NEWS RELEASE

British Columbia New Home Builders Dominate National SAM Awards

Banff, Alberta, February 26, 2011 -- British Columbia new home builders and renovators are taking home more than half of the industry's National SAM Awards, including the coveted Grand SAM Award. The awards were a highlight of the Canadian Home Builders' Association (CHBA) conference here today.

The Grand SAM Award was won by ParkLane Homes Ltd. of Vancouver. The firm also won the award for the best single detached home over 2,200 square feet in the production category. The Grand SAM is presented annually to a CHBA builder member for combined excellence in both the building and marketing of new homes.

"The quality of the winning projects this year is nothing short of inspirational," CHBA President Victor Fiume said, "Each year the bar seems to be raised a little higher as new home builders, renovators and developers across the country strive to outdo themselves and each other. I congratulate all of the winners on their achievements."

The CHBA National SAM Awards presented by Schlage and Trane is the premier competition for new homes, home renovations, community development, marketing and sales. The awards recognize outstanding performance in new homes and renovation design, innovative technology and construction techniques, and outstanding marketing and sales activities. The competition is open to all new home builders, renovator and developer members of the CHBA. An independent panel of judges selected from across the country reviews all entries.

Marketing Excellence Award

Empire Communities of Thornhill Ontario won the Marketing Excellence Award for their *Schoolhouse* project. The award goes to the CHBA builder member whose single project combines the best overall achievements in marketing. The award is based on the cumulative score attained in at least four Marketing Award categories.

Green Home Award

Natural Balance Development Group of Vancouver won the Green Home Award, presented to a new home builder or developer member for outstanding environmental performance in a new single-detached home.

New Home Awards – Production

Doug Tarry Homes. of St. Thomas, Ontario won the New Home Award in the Production Home category for *The Morningdale, Orchard Park*, in the single-detached, under 1,500 square feet category.

Munro Homes Ltd. of Regina won for *The Waterford Showhome, Harbour Landing* in the single-detached between 1,500 square feet and 2,200 square feet category.

ParkLane Homes Ltd. of Vancouver won for *Headwater, Bedford Landing* in the single-detached category for more than 2,200 square feet.

Phelps Homes Ltd of Grimsby, Ontario, won the New Home Award for single-attached homes for *The Residences of Jordan Village, the Voronoff Model*.

New Home Awards – Custom

Alpine Timberframe & Design of Garibaldi Highlands, B.C. won for the best single-detached home under 2,500 square feet.

Icon Developments Ltd. of Ucluelet, B.C. won for the category of 2,500 to 4,000 square feet.

Ambassador Fine Custom Homes Inc. of Mississauga, Ontario won in the single-detached, over 4,000 square feet category.

Boffo Developments Ltd. of Burnaby, B.C. won for *Jewel* in the multi-family project category.

Community Development Award

The Community Development Award, recognizing members' achievements in creating attractive, exciting and innovative communities, was presented to Sun Rivers Golf Resort Community of Kamloops, B.C. for its project of the same name.

Home Renovation Awards

Harwood Design Builders Ltd. of Winnipeg won the award for kitchen renovations. Artisan Construction Inc., of Delta, B.C. won in the Any Room category. The award for Best Addition was presented to Oswald Const. Ltd. of Winnipeg. The Whole House award for a project of \$500,000 or less went to My House Design/Build Team Ltd. of Vancouver while the Zebra Group of Victoria won for over \$500,000.

Marketing Awards

Six Marketing Awards were also presented in the following categories: Print Ad, Direct Mail Promotion, Website, Project Signage and Logo, Brochure/kit and Sales Office. *A complete list of the 2010 CHBA National SAM Award winners follows.*

The Awards ceremony was a highlight of the Canadian Home Builders' Association's 68th National Conference. The Canadian Home Builders' Association (CHBA) is the national voice of the residential construction industry, representing more than 8,000 member firms across the country. Membership comprises new home builders, renovators, developers, trade contractors, building material manufacturers and suppliers, lenders and other professionals in the housing sector.

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For more information:

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**WINNERS OF THE 2010 CHBA NATIONAL SAM AWARDS
– PRESENTED BY SCHLAGE & TRANE –**

GRAND SAM AWARD

ParkLane Homes Ltd., Vancouver, BC

Creative, concept and production: Braun/Allison Inc., Chemistry Marketing & Design, Outline Graphics

MARKETING EXCELLENCE AWARD

Empire Communities, Thornhill, ON: "Schoolhouse"

Creative, concept and production: 52 Pick Up

GREEN HOME AWARD

Natural Balance Development Group, Vancouver, BC

COMMUNITY DEVELOPMENT AWARD

Sun Rivers Golf Resort Community, Kamloops, BC: "Sun Rivers Golf Resort Community"

NEW HOME AWARDS

PRODUCTION HOMES:

SINGLE DETACHED HOME UNDER 1,500 SQUARE FEET

Tarry Homes, St. Thomas, ON: "The Morningdale, Orchard Park"

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

Munro Homes Ltd., Regina, SK: "The Waterford Showhome, Harbour Landing"

SINGLE DETACHED HOME OVER 2,200 SQUARE FEET

ParkLane Homes Ltd., Vancouver, BC: "Headwater, Bedford Landing"

SINGLE ATTACHED HOMES

Phelps Homes Ltd., Grimsby, ON: "The Residences of Jordan Village, The Voronoff model"

CUSTOM HOMES:

SINGLE DETACHED HOME UNDER 2,500 SQUARE FEET

Alpine Timberframe & Design, Garibaldi Highlands, BC

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

Icon Developments Ltd., Ucluelet, BC

SINGLE DETACHED HOME OVER 4,000 SQUARE FEET

Ambassador Fine Custom Homes Inc., Mississauga, ON

MULTI-FAMILY PROJECT:

Boffo Developments Ltd., Burnaby, BC: "Jewel"

HOME RENOVATION AWARDS

KITCHEN

Harwood Design Builders Ltd., Winnipeg, MB

ANY ROOM

Artisan Construction Inc., Delta, BC

ADDITION

Oswald Const. Ltd., Winnipeg, MB

WHOLE HOUSE - \$500,000 AND LESS

My House Design/Build Team Ltd., Vancouver, BC

WHOLE HOUSE – MORE THAN \$500,000

Zebra Group, Victoria, BC

MARKETING AWARDS

BEST PRINT AD

ParkLane Homes Ltd., Vancouver, BC: “The BLOCK”

Creative, concept and production: Braun/Allison Inc.

BEST DIRECT MAIL PROMOTION

Rohit Communities Kelowna Ltd., Kelowna, BC: “Copper Point Resort”

Creative, concept and production: Pure Vision Inc. and Select Graphix Ltd.

BEST WEBSITE

Abstract Developments Inc., Victoria, BC

Creative, concept and production: H&L Magazine, Sage Internet Solutions

BEST PROJECT SIGNAGE AND LOGO

Empire Communities, Thornhill, ON: “Schoolhouse”

Creative, concept and production: 52 Pick Up

BEST BROCHURE/KIT

Sterling Homes 'Edmonton' Ltd., Edmonton, AB

Creative, concept and production: Consumer Strategies Group

BEST SALES OFFICE

Homes by Avi Inc., Calgary, AB: “Avi Definitions Selection Centre”