



Homes-Extra



STEPHEN DUPUIS

BILD

Local builders strike gold at U.S. award show

Last week, I boarded a plane and headed south to Orlando, Florida to cheer on GTA builders, developers, agencies and new home gurus at the National Sales and Marketing Awards.

While these awards are usually reserved for American companies, I was delighted to witness our local representatives ascend to the stage 15 times to collect their much-deserved trophies.

The awards show, commonly referred to as The Nationals, is the largest competition for new-home sales and marketing professionals and communities in the United States and pays tribute to superior achievements by individual sales and marketing professionals, homebuilders and associates, and sales and marketing councils.

While these awards were typically handed out to American contestants, last year saw a tremendous change as GTA home builders won 14 trophies after gaining an amazing 57 spots in the finals. That feat was trumped as this year's 84 finalist appearances amassed to roughly a third of total available spots.

GOLD RUSH

Of the 15 awards currently displayed among various GTA trophy rooms, Edenshaw Homes' is the most crowded with four victories for Chaz on Charles in downtown Toronto. It's worth mentioning that one of those awards came in recognition of the development as International Community of the Year.

Runner-up in this year's golden get-away (one area where we can't compete with our southern neighbours is the weather) was Bisha — an exciting high-rise development by Lifetime Developments and INK Entertainment which was awarded three trophies.

Other local builders striking gold include Lanterra Developments (Trevi), Menkes Developments (Pears), Mod Developments/Graywood Developments (Five Condominiums), Graywood Developments & Beaverhall Homes (Mercer), Canderel Stoneridge

(DNA3) and FREED Developments (Thompson Residences).

The heaviest suitcase of all, however, belonged to Montana Steele Advertising for their outstanding work on many of the award-winning projects, earning them 11 trips to centre stage. The agency is no stranger to the limelight at the Nationals with this year's success a follow-up to last year's domination in Las Vegas.

Another local agency, L.A. Inc., picked up three handsome statues for their contribution to Five Condos, DNA3 and Thompson Residences.

COMMUNITY SPIRIT

Last but not least, the Building Industry Community Spirit Award was bestowed upon BILD for the 2010 Race for Humanity — a fun-filled Amazing Race-themed event spearheaded by Mira Tomljenovic of In2ition and her great team as a prelude to our 2010 BILD Charity BBQ.

I must admit that I was initially sceptical about this event, however I was instantly won over once I saw the teams sprinting to the finish lines with the widest of smiles on their faces.

The Race for Humanity added a whole new dimension to an already great event by engaging so many of our members who had not previously participated. Most important, however, was the fact that it helped us raise additional funds for a great cause — our community partner Habitat for Humanity Toronto.

On behalf of BILD, I would like to congratulate this year's winners, who have once again proved that the GTA market is among the world's strongest, not only in sales but in design, marketing and overall quality!

For a complete list of winners from the 2011 Nationals, visit www.thenationals.com.

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