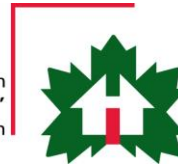


MEDIA RELEASE

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Waterloo Region
Home Builders'
Association



*Promoting building excellence and tradition
in Waterloo Region since 1946*

WRHBA's SAM Awards of Distinction Recognizing Industry Achievers and Building Excellence

WATERLOO REGION, ON (April 11, 2019) - The Waterloo Region Home Builders' Association (WRHBA) marked its 23rd Annual Sales and Marketing (SAM) Awards of Distinction Thursday night at Bingemans. As the premier housing event for the Region, the SAM Awards of Distinction pays tribute and honours the creativity, innovation and talent of local area builders, developers, renovators, designers and marketers within the new home building and renovation industry. The grand gala event, presented in partnership with Centric Engineering Corporation, hosted industry stakeholders, community leaders, dignitaries and supporters.

WRHBA's President Glenn Anderson, (GM Blue Plan Engineering) stated, "Tonight is a celebration of many things - our achievements, our successes and most importantly, our members - they are among the most creative in the region! All of our finalists and winners are to be congratulated for their outstanding accomplishments and contributions to our vibrant community!"

The WRHBA SAM Awards brand carries recognition as a mark of excellence in the eyes of the industry and public, thus offering a competitive edge worth achieving. A SAM award is the industry's stamp of quality; there is no other recognition more respected in distinguishing top-quality construction and housing excellence. Both industry watchers and consumers alike look for SAM Award recipients when reviewing new home construction and renovations.

"Developing communities, constructing and renovating homes is building a legacy on a grand scale - that's what motivates members of the Waterloo Region Home Builders Association" stated Marie Schroeder, WRHBA's Executive Officer. "It requires innovation and a lot of perseverance and resources to deliver the customer experience over the entire spectrum of the home buying process. Our members pride themselves in building long lasting communities and exceptional homes for people to live in, raise their families and create memories for the future. WRHBA members build over 90 percent of all homes within the region and together they help in shaping the region's landscape – the SAM Awards of Distinction gala is our way of celebrating this dynamic sector!"

"The competition is open to all members" commented Hayley Hopkins, WRHBA's Event and Marketing Coordinator, "we received an abundance of high-quality entries this year representing both large and small home builders and renovators from across the region - the Association presented over 60 awards in 30 categories, and both finalists and winners were chosen with objectivity and anonymity by an esteemed panel of judges from across Canada" Hopkins stated.

ASSOCIATION AWARDS OF DISTINCTION RECIPIENTS (4)

- 1. 50 Year Member**
Strassburger Windows and Doors
- 2. 45 Year Member**
Waterloo Region Record
- 3. 30 Year Member**
McCarter Grespan Beynon Weir LLP

4. Most Outstanding Industry Partner

Riverside Millwork Group

GRAND SAM AWARDS (3)

1. Grand SAM Green Builder of the Year

Reid's Heritage Homes

2. Grand SAM Builder of the Year – Single Detached Home

Kenmore Homes

3. Grand SAM Builder of the Year – Multi-Unit Home

Activa

NEW HOME DESIGN (7)

1. Most Outstanding Bungalow (Single Detached)

Sunlight Homes, The Abbey

2. Most Outstanding Two Storey Design (Single Detached Home up to 2,500 sq. ft.)

Slotegraaf Construction, Modern by Nature

3. Most Outstanding Two Storey Design (Single Detached Home 2,501 to 3,500 sq.ft.)

D. Lesic Designs Ltd., The Moderno

4. Most Outstanding Single Detached Design (3,501 sq. ft. and over)

Slotegraaf Construction, Refined Design

5. Most Outstanding Bungalow Design (Multi-Unit)

Jeff Duimering Carpentry, The Homestead

6. Most Outstanding Low Rise Multi-Unit Design (Up to 2,000 sq. ft.)

Activa, The Autumnhill

7. Most Outstanding Mid/High Rise Design (4 Storey and over)

Andrin Homes, Young Condos

RENOVATION & ROOM DESIGN (8)

1. Most Outstanding Kitchen (In a home up to 2,000 sq. ft.)

Eagleview Construction, Classic Meets Contemporary in Belmont Village

2. Most Outstanding Kitchen (In a home 2,001 sq. ft. to 3,000 sq.ft)

Pioneer Craftsmen Ltd., Home Chef Haven

3. Most Outstanding Kitchen (In a home 3,001 sq.ft. and over)

Slotegraaf Construction, Functional Elegance

4. Most Outstanding Bathroom (In a home up to 2,500 sq. ft.)

Eagleview Construction, Chicopee Hills Dream Ensuite

5. Most Outstanding Bathroom (In a home 2,501 sq. ft. and over)

Kenmore Homes, Aspen Grand Master Ensuite

6. Most Outstanding Indoor or Outdoor Living Space (New or Renovated)

Slotegraaf Construction, Redesigned for Relaxation

7. Most Outstanding Home Renovation or Conversion (Under \$100,000)

D. Lesic Designs Ltd., Pintar Place

8. Most Outstanding Home Renovation or Conversion (Over \$100,000)

Pioneer Craftsmen Ltd., Woodland Chic

COMPANY IMAGE & ADVERTISING (8)

1. Best Colour Ad

Reid's Heritage Homes, Kingsbury Condominiums Toque Magazine

2. **Best Corporate Brochure**
Country Green Homes, Westwood Mews
3. **Best Project Signage**
Andrin Homes, Young Condos
4. **Best Project Logo**
Starward Homes, Parkview at River Mill
5. **Best E-Marketing Campaign**
Andrin Homes, Young Condos
6. **Best Project Sales Brochure**
Reid's Heritage Homes, Woodlands Preserve Sales
7. **Best Website**
Starward Homes, Parkview at River Mill
8. **Best Advertising Campaign**
Andrin Homes, Young Condos

ON-SITE SALES PRESENTATION (3)

1. **Best New Home Sales Office**
Ridgeview Homes Inc., Design Palace
2. **Best Interior Decorating - Model Home/Suite under \$30,000**
Ridgeview Homes Inc., The Forest House
3. **Best Interior Decorating - Model Home/Suite over \$30,000**
Kenmore Homes, Aspen Grand

Since 1946, the Waterloo Region Home Builders' Association (WRHBA) has been "the voice of residential development and construction industry"—one of the most vital and enterprising industries in Canada. WRHBA represents over 220 member companies comprised of all disciplines involved in residential construction. WRHBA is built on a vision to be a leader in supporting our industry by fostering a vital membership through advocacy, resource sharing and education and in its commitment to improve new housing affordability and choice for new home purchasers and renovation consumers through positively impacting legislation, regulation and policy that affect the industry at all levels of government.

For further information, or to arrange an interview contact Marie Schroeder, Executive Officer at Marie-Schroeder@wrhba.com