

ACCOLADES

Local builders in Georgie Awards finals

Schreyer Construction Ltd. up for four awards for same home renovation

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Builders in Sea to Sky are doing some incredibly innovative things recently, drawing province-wide recognition for their efforts.

Once again that has led to a number of local projects and builders being nominated for Georgie Awards, a recognition program created by the Canadian Home Builders' Association - British Columbia.

CHBA BC narrowed down the list of nominees two weeks ago, and a few new local projects made the cut.

Schreyer Construction Ltd., which won the Best Residential Renovation (\$500,000-\$749,000) category in 2009 and been a finalist three times, has been named a finalist in four different categories in 2013 for the same custom renovation. The categories include Best Interior Design Custom Residence, Best Master Suite, Best Renovation - Any Room and Best Kitchen Renovation under \$100,000.

The Cedar Ridge Home renovation also won a CHBA-BC award in September in the Department G Awards, presented to homes that

meet Built Green, R-2000 or EnerGuide requirements.

The project involved rejuvenating a home in Cedar Ridge, adding 377 square feet of floor space, improving the energy efficiency of fixtures and systems to achieve an EnerGuide rating of 83 and upgrading the general appearance with a spacious open floor plan and décor that's completely new.

Axel Schreyer didn't expect to make the finals in so many categories, but said he had a good idea early on "that the project was special."

"This project was built to a Build Green Platinum standard — the original condo had an EnerGuide rating of 68 and the renovated unit achieves an EnerGuide rating of 83," he said. "That's a significant improvement when you think that the unit also grew from 1,652 sq.ft. to 2,029 sq.ft. in size.

"We use different approaches tailored to each specific project, taking into account the owner's wishes, budget, technical and code/bylaw limitations to come out with the best possible product under each circumstance."

With the construction of



This Cedar Ridge townhouse renovation is up for four Georgie Awards, hosted by the Canadian Home Builders' Association - British Columbia. *Photo submitted.*

new homes levelling off as the resort reaches build-out, Schreyer sees more opportunity in the renovation market. Some homes are starting to get dated, while the municipality's new bylaw that allows non-conforming space (such as basements and crawlspaces) to be legalized is also having an impact.

"I see a bright future for renovations as some housing stock comes of age (and

is in need of upgrading," said Schreyer. "Our new nonconforming space bylaw gives homeowners the opportunity to create more space, or make existing spaces compliant."

Energy efficiency is also a growing driver of renovations with the cost of energy increasing, and can also increase the value of homes — something that's also declining in recent years according to BC Assessment.

"Renovations have a positive impact on the resale value of a home, especially kitchens, bathrooms and energy efficiency upgrades," said Schreyer. "Or adding space, if possible."

Also nominated for an award this year is The Valkyries townhouse development in Squamish. The project was constructed by Whistler-based RDC Fine Homes on behalf of the developer, who created

a marketing and promotion campaign in-house for the four-unit project. The project is a finalist in the Best Project Identity category.

Bob Deeks of RDC Fine Homes nominated the developer, Mario Gomes, for the marketing plan he achieved with a limited budget.

"What makes this unique is most submissions for this award are marketing companies, some high-priced firms that work for larger developers to produce really slick multimedia campaigns and brochures, and all that stuff," said Deeks.

He added that most nominations are for bigger projects that have a larger number of units to generate a budget for a marketing plan. A project with 30 units would apply a marketing amount to the cost of each unit that would add up to something substantial, said Deeks, while Gomes was working on a shoestring with just four units.

"Our development partner did everything on his own — the website, the brochures, the logo, all of the marketing material, everything. For Mario to achieve that working off the corner of his desk was amazing."