

THE 2019 GEORGIE AWARDS

CELEBRATING THE **BEST OF BC**

by SUSAN M BOYCE



When it comes to the Canadian Home Builders' Association's provincial Georgie Awards, there's never any shortage of drama and suspense. And this year is no exception. With yet another record-breaking number of entries and a sell-out crowd of more than 650 industry professionals, the 27th Georgie Awards on March 10 was a showcase of the innovation and excellence that has long made BC's residential building industry truly world-class and trendsetting.

Competition was fierce as entrants from across the province vied for top honours in 46 categories covering new builds, renovations and marketing. But it was Metro Vancouver that owned the podium, winning in 38 categories with 12 of those going to South Surrey/White Rock companies.

This year's list of finalists was compromised of a solid mix of new entrants plus award winners from previous years. And with one exception, no single

company dominated, with most entrants striking gold in one or two categories.

The evening's runaway leader was My House Design/Build/Team, whose table practically groaned under the weight of eight awards starting with Custom Home Valued Between \$1.9 million and \$3 million and culminating with a Grand Georgie as Residential Renovator of the Year.

Foxridge Homes and Zentarra Developments, two South Surrey builders, got the nod as Single-Family Production Home Builder and Multi-Family Home Builder of the year, respectively.

"This win would not have been possible without the hard work and dedication of our entire team, from plan designers and our construction teams to our sales and marketing team and in-house warranty department," says Diane Zarola, Foxridge's director of sales and marketing.



Left page: Virtuoso by Adera

Top: Fantom by Forge Properties

Top right: Southcrest by Miracon

Bottom right: The Ridge at Burke Mountain by Foxridge Homes

Of note was that Foxridge had multiple projects across different municipalities in the running while Zenterra chose to concentrate on only one, SOHO 2. Also in South Surrey, Miracon Development snagged Best Single-Family Detached Home Under \$750,000.

The Grand Georgie for Marketing Campaign of the Year was one of three golds that went to White Rock-based Forge Properties for its upcoming midrise, FANTOM. Art Deco-inspired graphics plus a cheeky, compelling storyline focused on the adventures of a debonair, top-hatted fox and his vixen clearly wowed the judges for sheer originality.

"The level of competition represented in these awards is so outstanding, winning a Grand Georgie was an amazing honour and one we never expected," says Cory Saran, principal.



Project Mint once again garnered top honours in one of the Georgie's newest categories, Best Multi-Family Infill (six units or less). "We focus on creating infill properties with all the same quality and features you'd typically find in a custom home," explains Nick Bray. "Just because a project is small doesn't mean homeowners should expect anything less."

Adera added Best Multi-Family Mid/High Rise Development to its already impressive list of awards for innovation and environmental savvy for Virtuoso at UBC. "Cross-laminate timber construction (CLT) is the way of the future," says Eric Andreasen, vice-president of sales and marketing. "It's easier on the environment because it's produced from sustainably managed forest rather than old growth. It doesn't warp or shrink, and since the panels are pre-fabricated by computer, there's virtually no on-site waste." Plus it's quieter than concrete — making it a win for everyone.

And here's something not everyone who was at the gala knows. About halfway through the presentation, a marriage proposal took place on the garden swing beside the evening's fantasy flower wall... and she said 'yes'!

For a complete list of winners, visit georgieawards.ca.