



2016 SAM AWARDS WINNERS

MULTI-FAMILY BUILDER OF THE YEAR

Hopewell sends **thanks** to all involved

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When a SAM Award winner is announced, or appears on a list, an individual company is mentioned, but there is so much more to it than that.

Myke Thomas

CALGARY SUN

"We can't do what we do without our trade supply partners and professional partners and all of our staff here at the company," says Jeff Rust, vice-president of Multi-Family Homes at Hopewell Residential, named the Grand SAM Multi-Family Builder of the Year at this year's SAM Awards.

"It's all of them that help us to get to do these things that we do and win these kinds of awards."

Winning the Grand SAM is complicated, with companies vying for it having to enter certain categories — and a certain number of categories — and win some of those categories to accumulate points that determines the winner.

In the end the standings can be very close.

"I haven't seen the final point count between ourselves and where everybody else finished," says Rust.

"Last year we were (in the running for) Multi-Family Builder of the Year and we lost by one point. It really is a competitive market segment; the competitors and the level and quality of the submissions are outstanding, so with our win we have a lot to rejoice about, obviously for ourselves, but I think everybody in the industry does."

Winning Multi-Family Builder of the Year is a rush, says Rust.

"Obviously we were really excited to hear that," he says.

"We had won in a couple of categories and placed in a number of others but I think it was a bit of a shock to win it and I believe it always is."

"Winning is a combination of a number of things."

"It's the products that are offered and what consumers are looking for today. The SAM Awards are nice, it's an internal reflection, industry-wide, of your peers and trade supply partners and professional partners, but at the end of the day it's the consumer who buys your product, that's where the real validation is — that you've produced the right kinds of things and you provide the kinds of



experiences for them they want."

Hopewell Residential Multi-Family has two projects in the southeast.

"We have our Chalet townhomes in Copperfield and Sandgate condos in Mahogany," says Rust.

"We're nearly 50 per cent sold out on the Copperfield project and in the Mahogany project we are working through our occupancies in our first building. We've got a four building site and we've started construction

on the second building and we're almost 30 per cent sold out already."

"There is definitely interest in that area. We have seen an uptick in the market from a traffic perspective and a confidence perspective and we're seeing people are in that home-buying mode, which is really good, really encouraging to see."

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