

Builder/Architect

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**Amedeo Barbini:
Home Building in A Major**

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you have been waiting for.**

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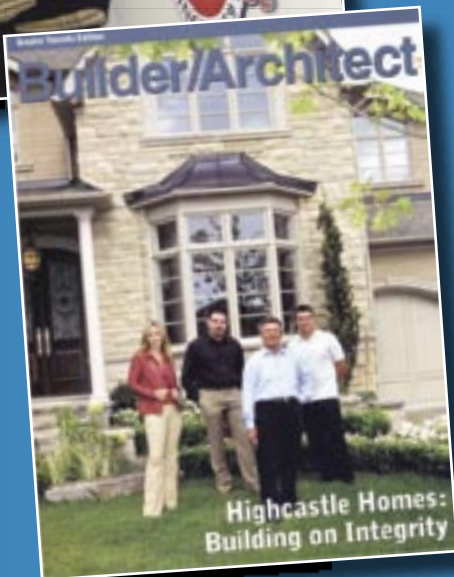
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*If you would like to refer, recommend or apply for consideration as a cover story candidate, please contact **Giulio Marinescu** - Publisher at:*

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PHOTO BY GILBERT BENAMOU (G PHOTOGRAPHY)

ON THE COVER

Amedeo Barbini of Barbini Developments



Builder/Architect

GREATER TORONTO

our 70th year

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Happy New Year everyone and welcome to the first issue of 2007 *Builder/Architect* magazine! It is my distinct pleasure to feature Barbini Developments, “a one-stop building company, from footings to cushions,” as Amedeo says. “A client need only to come to us to receive a ‘turn key’ home designed by us based on their tastes and needs.” This type of operation requires a lengthy consultation period where Amedeo and his team sit down with the client to put together their dream home.



Barbini Developments consists of Tristar Design Consultants and Trimont Construction Services. These units have to perform in perfect harmony to build the number of custom and spec homes they do a year. Amedeo employs in house designers and outsources architectural services to make his clients' vision a reality. Putting this vision together is a dedicated team of finishing trades and artisans that turn each room into a unique work of art.

Amedeo's current projects include a pair of detached abutting homes he is building in Forest Hill. These homes are built with empty nesters or young professionals in mind. Offering the pinnacle of luxury and convenience, the homes will feature elevators, three-car garages, spas, exercise rooms and home theaters.

The following testimonials from satisfied customers show Amedeo's unique “hands-on” approach, from inception to finish, attention to details and excellent after-sale services.

“Amedeo Barbini is very creative, helpful and reliable. It was a pleasure to work with him, and I would not hesitate to recommend him to others.”

— Nancy Posluns

“I highly recommend Barbini Developments to anyone who is building their dream home. Mr. Barbini, we thank you for all the joy this home has given us. Keep up the amazing work.”

— Barbaro Family

“Amedeo's design concept was innovative, artistic, highly functional and respectful of the age and character of our home and the way we live. The project execution was virtually flawless and the quality of the work is superb. The project was completed on schedule and within budget, which we now know is virtually unheard of in today's home construction market.”

— Peter J. Boyd, Chairman, Advisory Board, Delcan Corporation

“I am writing to express my extreme satisfaction in purchasing a Barbini home this year. The attention to detail was obvious from the minute I saw the gorgeous staircase and skylight at the entrance. The home is not only beautiful, but also designed with the end user in mind. It has been a happy move for our family and we are enjoying our new home very much. The original quality and design of the home coupled with excellent post-sales service have made the transition a pleasure.”

— Kim Medline

“Now that we have finished our new home, we wanted to take this opportunity to express our thanks and gratitude to you and your staff for the outstanding experience we had in building our new home.

“You have been ‘hands on’ with meticulous and exacting standards every step of the way. There were no ‘hidden’ costs and the financial accounting was always completely accurate and honest. The house was completed on time and exactly when you predicted it would be completed before we even put the shovel in the ground.

“The ultimate assessment of a builder/designer at the end of the day is to answer the question: Would we use Trimont Construction if we decide to build or renovate another house? The answer is a resounding yes. We would not think twice about hiring you again should we ever embark on this process down the road once again and would highly recommend you to anyone considering a design/build project. Trimont is the whole package and we could not be any happier with our new home.”

— Mark Silverberg, M.D., and Ayala Revah, M.D.

I hope you enjoy reading Amedeo's story.
Until next time ...

Giulio Marinescu,
Publisher

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The NEW Real Estate Mantra: “VALUE, VALUE, VALUE”!

By Linda C. Rooney, MIRM, CMP, CSP



Woe to the new-home salesperson today. Life used to be so easy. You showed up to work, put out the “Open” sign, turned on the lights, made the coffee, and sat back as a steady stream of cars rolled into your parking lot, each one anxiously attempting to be the first through the door. Some days, they even beat *you* to the door — eager for their *opportunity* to buy a brand new home — before they were all sold out!

WHAT HAPPENED? Well, someone changed the mantra while you were having your last latte of the real estate boom, my friend. In an incredibly short span of time, it went from “Location, Location, Location” to “Value, Value, Value!” And

here’s how it happened ...

As an industry, we never seem to learn the lessons of the past. In good times, we refuse to see the possibility (which is, actually, a *certainty*) that the boom times won’t last forever. So we forecast larger and larger sales numbers and build tons and tons of inventory, confident that the market will continue at its present pace because, after all, it’s been cranking along like this *for years!* This cycle is *different!* It’s never lasted this long. *This must be the “new normal!”*

Well, get your flippers on, little buddy, we’re diving into the deep end of the pool — and there are sharks down there! And these giants have to keep moving to live. Are

there giants in your marketplace? Publicly traded building companies? Large regional builders with loads of inventory? Even a (relatively speaking) large local builder in your market who’s been reaping the benefits of the longest running “up” cycle in real estate history, who thought tomorrow (today!) would never come? Oh, boy, those guys have a lot of property they need to sell — and sell now!

If you work for one of them, you’re probably in the midst of a fire sale. Free upgrades, credits toward options, mortgage buy-downs, waiving lot premiums, closing costs paid for — even roll-backs of base prices,

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Proud window supplier to Barbini Developments fine homes



Toronto representative: **RICK HULSEBOSCH • 416.729.3736**

Amedeo Barbini: Home Building in A Major

By Michael McKay

Amedeo Barbini had what he once thought to be two divergent passions: music and construction. In his earlier life as an aspiring jazz trumpeter, Amedeo's goal was to become a studio musician and spend the rest of his life happily ensconced in both the studio and the stage playing the music that was, and is, his passion.

But life took a turn with the advent of musical synthesizers, and Amedeo turned to his other love — construction, design/architecture — and found that it had all the characteristics that a musical life provided him. To help him blend his two passions he trained in construction and in cabinet making.

"Rhythm, harmony and order are all aspects of music that can be easily translated over to luxury home building," says Amedeo. "The things I love about music are the same things I try to bring

to luxury home construction."

Amedeo studied architecture and design at separate times at Ryerson, and although he excelled in both, he never stayed at school long enough to get his certificate in either.

"My studies gave me a solid basis for my future endeavors which I call 'Environment Creation' rather than construction. The rest I believe is genetics," says Amedeo with a smile.

His father emigrated from Italy and was a tool and dye maker. However, he ended up, as so many immigrants did, in the construction industry. His grandfather just happened to be a musician back in Italy.

"I'm very precise, like my father, who worked with me for 15 years. A tool and a dye maker has to be precise in everything he does. My grandfather was a musician, so when you blend both



PHOTO BY GILBERT BENAMOU (G PHOTOGRAPHY)



PHOTO BY GILBERT BENAMOU (G PHOTOGRAPHY)

aptitudes you see, I come by my current avocation quite naturally,” says Amedeo.

Amedeo looks at a home building project like you would a piece of new music. In order for the project to happen everybody must know the “music.” The clients have to be able to express what they would like to hear, and Amedeo has to put together the “musicians” to make their vision come true.

The “musicians” are a dedicated team of designers and architects that can put visions into reality from everything from framing, plumbing, heating, furniture, draperies, wall features, trim and flooring; literally everything found in the home.

“We’re a one-stop building company, from footings to cushions,” says Amedeo. “A client need only to come to us to receive a ‘turn key’ home designed by us based on their tastes and needs.”

This type of operation requires a lengthy consultation period where Amedeo and his team sit down with the client to put together their dream home.

“For a large custom home we formally meet with the client on design issues an average of 50 times. Sometimes it’s just with me, sometimes it’s with me and my design team. It’s at these client meetings that we put together with the clients’ input, the home that they’ll want to live in, hopefully for the rest of their

lives,” says Amedeo.

The consultation, however, doesn’t stop there. As the home is being built, daily progress reports are sent to the clients. For example, if the bathroom tiles are going in on a specific day, the client will know that they have been installed when they receive their daily update.

“We are proactive as humanly possible,” says Amedeo. “This leads to a much smoother construction phase with no surprise for the client down the line.”

Amedeo’s current projects include a pair of detached abutting homes that he is building in Forest Hill. These homes are built with empty nesters or young professionals in mind. Offering the pinnacle of luxury and convenience, the homes will feature elevators, three-car garages, spas, exercise rooms and home theaters.

“We find we are often so busy with client-based work, creating a spec project for the market provides us a somewhat more unrestricted mandate to bring forward our vision. Building a spec home in such a prestigious neighborhood really allows me to use my imagination without the restrictions of clients’ preferences and needs,” says Amedeo.

However, the custom clients just keep on coming. Amedeo is on a first name basis with all his previous clients and often builds



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)

cottages, offices and does renovations for them. Or he will build for their friends, relatives, siblings and children.

“Word of mouth is a very important selling tool for us,” says Amedeo. “People step into one of our homes and immediately want to know the builder. I can’t tell you how many clients I’ve gotten this way.”

People will also come to him for furniture and draperies, as he has designers on staff that can do that type of custom work.

“If a client wants us to design a new sofa, we will work with them to come up with the perfect piece. After all, we designed the room, designing the soft furnishing is a natural extension,” says Amedeo.

Every room in a Barbini home is drawn out, both floor plan and wall features, so the customer can see each room from different perspectives.

“With custom building, the customer needs to know that their vision is being adhered to. One particular customer had the team create the feeling of their Paris apartment in the major rooms of the first floor. The fireplace mantel and surround came from France to



PHOTOS BY GILBERT BENAMOU (G. PHOTOGRAPHY)



complete the look.”

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finishing trades and artisans that turn each room into a unique work of art.

“I prefer to call the finishing trades ‘artisans.’ These are highly skilled, very much in demand workers who share the same passion for detail and quality that I do,” says Amedeo. “They have to be people who enjoy what they do, like my dad, who smiled and whistled while he worked every day of

his life.”

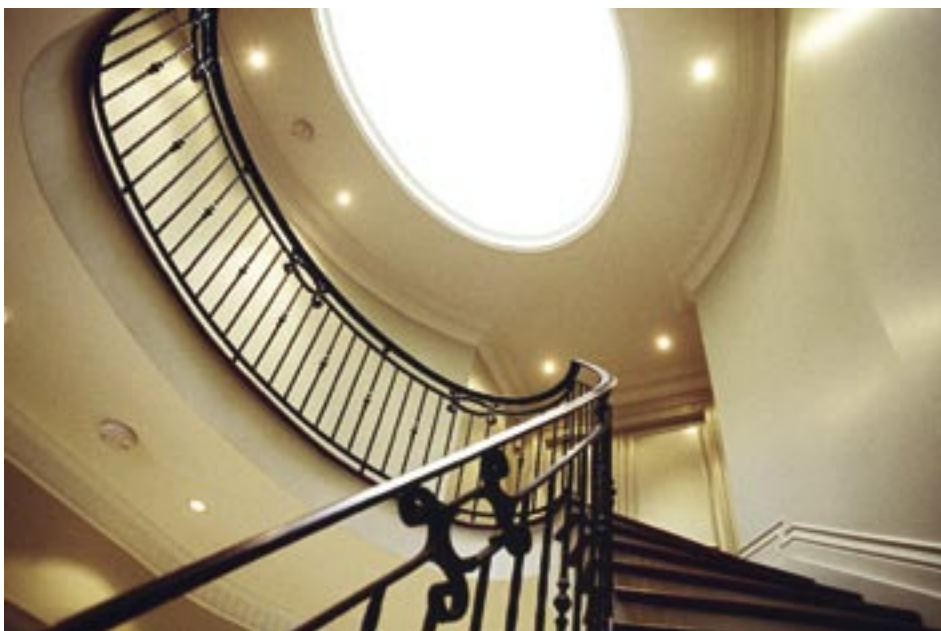
Amedeo’s dad has retired but still encourages his son to do his best every day.

“You can’t change what you did yesterday and you can only try to do better today,” says Amedeo. “It’s a philosophy passed down to me by my dad and it really seems to work.”

To make beautiful music, you must surround yourself with skilled players who can interpret the music. But to complete the sound, you must also be a good musician yourself. Amedeo Barbini has translated this paradigm into the luxury construction industry to create home “environments” that exude rhythm, harmony and order. Amedeo is grateful to be working in a discipline where he is given the opportunity to express his God-given talent with such a good ensemble to such an appreciative audience.



Amedeo Barbini can be reached at (416) 385-8883 or online at www.amedeobarbini.com and www.barbinienterprises.com. ■



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)

Sabina Pelc Rotemberg — Integral Design Associates

For the last 24 years, Integral Design Associates has been providing architectural design services to home builders and homeowners in the Toronto area. Specializing in residential design, especially in-fill housing, the firm provides a complete service from reviewing the ap-



plicable bylaws and site development through dealing with municipalities and other regulatory bodies, to project completion.

Whether the clients are homeowners or builders, the designers at Integral try to involve them in the creative process so that they understand the design decisions, the technical issues and the governing bylaws. Working



with clients to achieve their personal goals and dreams, especially related to

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Proud to be associated with Barbini Developments



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LOW-VOC WATER REPELLANT

Dow Corning introduced new Dow Corning IE-6694 Water Repellent Emulsion, a penetrating, low-volatile organic content



(VOC) water repellent that meets the stringent California South Coast AQMD requirements. The product maximizes building life, reduces maintenance and improves aesthetics for porous construction materials such as concrete, stone, brick and grout. By removing silicon hydride (SiH) from the formulation, the product eliminates the need for vented containers. The emulsion can be used to formulate water-based, water-repellent primers, paints and coatings. For information, go to www.dowcorning.com.

LOW-ODOR PAINT

The lingering smell of a recently painted room is a thing of the past with Dunn-Edwards' newest product, Ecoshield, a line of paint that emits very little odor. The paint was devel-



oped for projects where indoor air quality is a concern, such as schools, hospitals, homes and other closed-ventilation buildings. It uses a special resin that has a very low odor

and doesn't contain solvents added to conventional water-based paint. The paint is also ethylene glycol (EG) free. The paint's low-odor and zero volatile organic compounds haven't detracted from performance, however. It is available as a

primer and in flat, low-sheen and semi-gloss finishes. For information, go to www.dunnedwards.com.

FINISHES FROM RECYCLED GOODS

EnviroGLAS Products has developed a method of reusing recycled tubs, sinks and toilets to make terrazzo finishes. The resulting EnviroMODE product is easy to maintain, durable, eco-friendly and beautiful. It is available in hundreds of resin colors. The crushed porcelain has a pearl-like finish and can be used in a versatile array of applications. EnviroGLAS offers EnviroMODE terrazzo in a countertop product and in rectangular tiles for flooring, walls and other uses. Both the recycled glass and porcelain can also be used as aggregate in traditional



poured-in-place terrazzo flooring. Heat and scratch resistant, EnviroMODE is highly resistant to common stains and easily cleaned with neutral cleansers. For information, go to www.enviromode.com.

LOW DUST DRYWALL

USG has an innovative way to reduce airborne drywall dust with SHEETROCK-brand dust control joint compound. The newly formulated joint compound has a unique quality that binds dust particles together and creates a "heavy dust" that, when sanded, falls straight to the floor. The ready-mix product weighs up to 35% less than conventional compound. The material's low



shrinkage, excellent adhesion and resistance to cracks help users save time and money by enabling them to apply only two coats of compound when covering metal surfaces such as corner beads and fasteners. It bonds like a taping product for a tough, tight seal under most job site conditions. For information,

go to www.usg.com.

GREEN ADHESIVE

DriTac Adhesive Group introduces a new adhesive for environmentally friendly wood flooring installation: DriTac 9200 FasTac Polymeric

Resin with Urethane, High Solids Wood Flooring Adhesive. The product is a fast-grabbing high-solids,



wet-lay adhesive that inhibits the growth of bacteria and mold. Requiring no flash time, the adhesive is good for installing multi-ply engineered plank, plain-back parquet, 3/4" solid shorts, acrylic impregnated multi-ply engineered plank and acrylic impregnated plain-back parquet installations. It spreads easily, is very low in odor, easy to clean up, non-slumping, non-flammable, VOC free and is a recommended wet-lay adhesive for "green" building wood flooring installation projects. For information, go to www.DriTac.com.

REFLECTIVE ROOFING SHEET

Follansbee's KlassicKolors® is a pre-painted Terne II zinc/tin coated roofing sheet offered in an extensive palette of designer colors. Its base sheet is coated with Follansbee's patented ZT® (zinc/tin) alloy and then painted with solar reflective paint coatings. The roofing contains 70% to 95% recycled content, and it offers enhanced corrosion-resistance, as well as solar reflection, which reduces internal temperatures and

cuts down on cooling bills. The ZT alloy provides enhanced durability, even if the painted surface is breached. KlassicKolors is available in a selection of hues, ranging from deep tones of red, blue, green, and gray, to earth tones of beige, tans and browns. These colors were chosen to maintain the oxide hues. Custom-formulated colors are also available. For information, go to www.follansbeeroofing.com.



FOAM ADHESIVE

In response to an industry need for a maximum strength adhesive compatible with all polystyrene substrates, Fomo Products, Inc. developed Handi-Stick, a durable, pressurized polyurethane foam construction adhesive. The product will launch at the 2007 International Builders Show in Orlando in February 2007. Handi-Stick provides an absolute airtight seal that meets the American Air Barrier Association's (AABA) standards for air barrier construction materials. Using its research Fomo developed the Handi-

Stick Polystyrene Construction line with an extremely quick working time specifically for the ICF construction and architectural foam shape markets. Handi-Stick Subfloor has a longer open time of 20 minutes, which is needed for laying subfloors. Handi-

Stick General Use is available with an open time of 5 minutes. One can of Handi-Stick will deliver more than 10 times the yield of a tube of caulk-type adhesive. For more information, go to www.fomo.com.

UNIVERSAL DESIGN PRODUCTS

Home Care® by Moen®, a division of Moen Incorporated, has created innovative bath safety products designed with style in mind to meet the needs of the growing over-50s segment. The company offers a line of grab bars that has a mount system that allows for secure installation at any angle and exceeds ADA requirements with a 500-pound weight pull capacity. The division also offers products such as handheld showers, dual tub grips, adjustable shower chairs and benches and locking elevated toilet seats. For more information visit www.homecare.moen.com.



ENVIRONMENTALLY FRIENDLY TOILETS

Neptune offers a top-of-the-line design toilet that is also environmentally friendly. The toilets have a double flush system that allows for a considerable amount of water conservation.



The chrome push button flush actuator is connected to a quiet flush system that gives the



user the option of double flushing for solid waste or single flushing for paper and liquid waste. All toilets are equipped with a designer seat. For more information, go to www.neptuneb.com.

ONLINE MARKETING TOOL

BuilderVision, Inc introduced the Product Selector, an online tool that allows builders to offer home buyers a quick

and efficient way to select desired products and materials for their custom homes. The product simplifies the selection process for home buyers, allowing them to decorate by room or by product category in an interactive way, and from the comfort of a home computer. The Product Selector is plugged into a builder's Web site and is populated with the



products and materials the builder supplies. It displays tabs that represent specific product categories and room scenes and suggests options that increase revenue and profit for the builder. Once the selection process is complete, the checklist is e-mailed directly to the builder or designer for their review. For more information, go to www.buildervision.com.

INTERACTIVE SALES OFFICE

VisionScape Imagery launched mod-



elScape™, an interactive sales office. Accessible via the web and touch-screen system, the system is integrated into a builder's sales office, engaging prospective buyers in the purchase process. The photo-realistic 3D images and/or animation show exteriors, street scenes, floor plans, interiors and options. The newest features include an interactive furniture placement tool, digital measuring tape and guestbook registration feature (with custom survey questions the builder can ask of potential homebuyers). Buyers can also browse a vicinity map for the surrounding area. For information, go to www.visionscapeimagery.com. ■

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their homes, requires patience, good listening skills and perseverance. The clients' understanding and involvement is crucial to achieve an architectural solution, which is aesthetically pleasing, functional, economical and fulfills their particular aspirations. Clients are asked to prepare a "wish list" and provide pictures of houses or details that appeal to them prior to starting the design process. The goal of the design firm is to interpret the "wishes" of the clients on several levels, to look beyond the literal representations and to decipher the key elements that make each project unique. The variety of the finished projects reflects the versatility of Integral Design Associates in dealing with different clients to create their personal homes.

Over the years, many builders have learned that they can rely on Integral Design Associates for good advice and good design solutions for their projects. It is a key goal of the firm to stay abreast of the latest trends, desirable amenities, technical and municipal changes in order to provide their clients with up-to-date design. Builders will often call prior to purchasing a property to discuss its zoning, development and marketing potential. Builders also introduce their custom clients to Integral Design



Associates and sometimes participate with their clients in the design process.

Sabina Pelc Rotenberg, B.Arch., established Integral Design Associates in 1982 after working in architectural offices and as a project manager for a

construction company. Having on-site experience is of great benefit in the design office, both in understanding the building process and being aware of everyday site concerns. At Integral Design Associates, the concern is for good design, well thought out details and drawings which take into account client needs and wants while recognizing the limitations of the construction process.

For information regarding Integral Design Associates services, please call Sabina Pelc Rotenberg at (416) 787-2502 ext.20 or e-mail integral.design@bellnet.ca. ■



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**Congratulations Barbini Developments!
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House Wrap Re-Invented with New DELTA-DRY

Cosella-Dörken's New 'Barrier' House Wrap Provides Advanced Drying, Drainage and Weather Protection

The new way to wrap a house is DELTA-DRY, a solid barrier of protection against wind, rain and damp.

Unlike house wraps that are porous or breathable, advanced new DELTA-DRY from Cosella-Dörken Products is a "barrier" wrap that can't be penetrated by air or moisture. A heavy, channeled polyethylene sheeting, it dries and drains as well as protects.

In independent testing, DELTA-DRY surpassed the sheathing membrane commonly used to "wrap" new homes in draining off excess moisture and speeding the drying of wall assemblies. The air gaps on both sides of DELTA-DRY give it the unique ability to deal with moisture that originates from inside, as well as outside the house. The new product is the first house



wrap to target a chronic problem faced by builders — framing and sheathing that become wet during construction — with new drying strategies.

Because the metallic silver membrane reflects radiant heat and is impervious to wind and weather, DELTA-DRY also plays an important role in maintaining indoor climates and increasing energy efficiency

in the home.

DELTA-DRY's success in preventing the moisture buildup that leads to building failure and mold problems is due to its dimensional, stud-and-channel structure. During installation, it is interlocked to create a strong barrier against wind or solar-driven moisture. Openings are left at the top and bottom of the DELTA-DRY wall system for ventilation. The protruding studs create a small, continuous airspace on both sides of the barrier wrap, where drying and drainage can take place. Water vapor diffuses out of building materials into this space, and either dissipates or condenses out on the surface provided by DELTA-DRY. Any water that gets into the air gap flows harmlessly down the pathway provided by the channels to a drainage track installed at the base of exterior walls as part of the DELTA-DRY system.

DELTA-DRY is easy to cut and install; but strong and tear-resistant for top performance during construction and after, with a lifetime guarantee. It is one of the few house wrap products that continue to



Case History New Construction

Soulliere Home Near Windsor, Ontario

This 3,500-square-foot ranch-style home constructed in fall 2005 was the first to use DELTA-DRY following its approval under the Ontario Building Code in July the same year. The OBC permits DELTA-DRY to be used in place of the breathable sheathing membrane required in new home construction. Currently, approvals are underway or completed in other North American jurisdictions, with several developing a new classification to encompass this all-new concept in sheathing membrane.

Custom built for the Soulliere family on a 23-acre land parcel southeast of Windsor near Maidstone, ON, the single-story ranch-style home includes four bedrooms, a family room and full basement. DELTA-DRY was

applied directly overtop of the Aspenite exterior wall sheathing (OSB) with 1" roofing nails using a nail gun. Installation took one day. The two installers rated DELTA-DRY favorably in ease of handling and application compared to other types of house wrap. The facade of the home is weathered stone and brick. The wall system allows for drainage and ventilation of the stone and brick exterior and the wall sheathing, which will prevent the moisture damage often seen on homes in this area of high humidity, explains Dwight Walker, Technical Specialist at Cosella-Dörken, who helped to supervise this first DELTA-DRY installation.

For more information:
Dwight Walker
1-888-4DELTA4 ext. 26

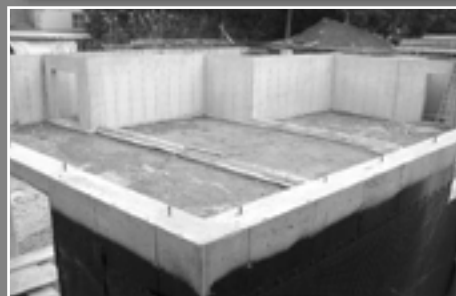
Tested to meet and exceed the performance of regular sheathing membrane by Oak Ridge National Laboratory and the University of Waterloo, DELTA-DRY is well suited for use under brick, stone, wood, fiber-cement or vinyl siding and stucco exterior finishes.

DELTA-DRY is manufactured by Cosella-Dörken Products Inc., the North American division of Ewald Dörken AG, a leading European developer and manufacturer of waterproofing and drainage products sold in many world countries. Other quality products from Cosella-Dörken include DELTA-FL for dry, comfortable basement rooms, DELTA-MS for residential waterproofing and DELTA-DRAIN geocomposites used for drainage in numerous commercial and heavy construction applications.

For more information, call 1-888-4DELTA4, or visit Cosella-Dörken's website at www.cosella-dorken.com or www.delta-dry.com. ■

function even if torn during installation. Available in rolls 39" x 50' (99.06 cm x 15.24 m), DELTA-DRY retails at about 50

cents per square foot. Installation, using nails or staples, is simple enough for one person to handle.



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Plastcrete Mouldings Inc. is no doubt a world-class company. Their architectural mouldings have adorned such notable projects as: Marriott Hotel Casino and Resort St. Kitts, custom-designed upscale housing projects in the United States, United Arab

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Plastcrete Mouldings Inc. is committed to the development of unique communities of distinction boasting a tradition of superior craftsmanship and breathtaking design.

Plastcrete exterior moulding products allow designers and architects total freedom to implement personalized designs for both new and restoration/renovation projects.

Plastcrete Mouldings Inc., 170 Bartor Rd., Toronto, Ontario, M9M 2W6. Tel: (416) 746-3420. Fax: (416) 746-3450. E-mail: plastcrete@bellnet.ca. Website: www.plastcrete.com. ■

Plastcrete

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PERSEVERANCE Quotes

Persistence is what makes the impossible possible, the possible likely and likely definite. - **Robert Half**

Genius is perseverance in disguise. - **Mike Newlin**

Press on. Nothing in the world can take place of persistence. - **Ray Kroc**

Perseverance is failing 19 times and succeeding the 20th. - **I. Andrews**

Courage and perseverance have a magical talisman, before which difficulties disappear and obstacles vanish into air. - **John Quincy Adams**

I do not think that there is any other quality so essential to success of any kind as the quality of perseverance. It overcomes almost everything, even nature. - **John D. Rockefeller**

Permanence, perseverance and persistence in spite of all obstacles, discouragements, and impossibilities: It is this, that in all things distinguishes the strong soul from the weak. - **Thomas Carlyle**

Through perseverance many people win success out of what seemed destined to be certain failure. - **Benjamin Disraeli**

Perseverance is not a long race; it is many short races one after the other. - **Walter Elliot**

Just remember, you can do anything you set your mind to, but it takes action, perseverance, and facing your fears. - **Gillian Anderson**

Great works are performed not by strength but by perseverance. - **Samuel Johnson**

When I have finally decided that a result is worth getting, I go ahead on it and make trial after trial until it comes. - **Thomas Edison**

I learned patience, perseverance, and dedication. Now I really know myself, and I know my voice. It's a voice of pain and victory. - **Anthony Hamilton**

Perseverance is a great element of success. If you only knock long enough and loud enough at the gate, you are sure to wake up somebody. - **Henry Wadsworth Longfellow**

The will to persevere is often the difference between failure and success. - **David Sarnoff**

Practice, Perseverance, and Patience - Win always. - **Charles Atlas**

Don't foul, don't flinch - hit the line hard. - **Theodore Roosevelt**

In the realm of ideas, everything depends of enthusiasm; in the real world, all rests on perseverance. - **Johann Wolfgang von Goethe**

He conquers who endure. - **Persius**

There are two ways of attaining an important end, force and perseverance; the silent power of the latter grows irresistible with time. - **Anne Sophie Swetchine**

My parents taught me to believe in myself and insisted that hard work and perseverance were essential to achievement. - **Vernon Jordan**

Everything that I've ever been able to accomplish in skating and in life has come out of adversity and perseverance. - **Scott Hamilton**

Even in social life, it is persistency which attracts confidence, more than talents and accomplishments. - **Edwin Percy Whipple**

Consider the postage stamp, my son. It secures success through its ability to stick to one thing till it gets there. - **Josh Billings**

Perseverance is the hard work you do after you get tired of doing the hard work you already did. - **Newt Gingrich**

The block of granite, which was an obstacle in the pathway of the weak, becomes a stepping stone in the pathway of the strong. - **Thomas Carlyle**

It's perseverance that's the key. It's persevering for long enough to achieve your potential. - **Lynn Davies**

By persevering over all obstacles and distractions, one may unfailingly arrive at his chosen goal or destination. - **Christopher Columbus**

Boys, there ain't no free lunches in this country. And don't go spending your whole life commiserating that you got the raw deals. You've got to say, "I think that if I keep working at this and want it bad enough I can have it." It's called perseverance. - **Lee Iacocca**

A falling drop at last will carve a stone. - **Lucretius (Titus Lucretius Carus)**

Perseverance is an active principle, and cannot continue to operate but under the influence of desire. - **William Godwin**

Persistence prevails, like a stream that is temporarily blocked by boulders and then collects force enough to overflow onward. - **Vernon Howard**

Victory belongs to the most persevering. - **Napoleon Bonaparte**

I don't know what keeps me going. Sometimes I wonder... I think it's just pure perseverance and wanting to succeed and having that burning desire to always have success. - **Tanya Tucker**

Adversity, and perseverance and all these things can shape you. They can give you a value and a self-esteem that is priceless. - **Scott Hamilton**

There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose. - **Kin Hubbard**

The difference between perseverance and obstinacy is that one comes from a strong will, and the other from a strong won't. - **Henry Ward Beecher**

Big shots are only little shots who keep shooting. - **Christopher Morley**

Life is not easy for any of us. But what of that? We must have perseverance and above all confidence in ourselves. We must believe that we are gifted for something and that this thing must be attained. - **Marie Curie**

Barbini Developments Inc. Cabinetry and Millwork

By Michael McKay

To maintain the design integrity and continuity with the customer's wishes, Barbini and his design team develop all the designs and drawings for the cabinetry and millwork. This of course includes the kitchen, washroom vanities, libraries and built-ins throughout the house. All this work is seen as a component of the entire environment being created rather than a stand-alone item. This perspective ensures that each area or room is considered in its ENTIRETY.

Over the years, Barbini has also designed and manufactured furniture pieces such as dining room tables, counsel tables, coffee tables and stand-alone entertainment units.

"For all of this we look at employing highly skilled artisans. This ensures that the implementations of designs are carried through with integrity. It's important to me and I encourage my clients to utilize



our services in order to keep the theme of the home unified," says Amedeo. "I find

that artisans care as much as we do about the final product. We proudly stamp the Barbini name on every cabinet and piece of millwork that goes into one of our custom homes," says Amedeo.

Aesthetics is not the only reason Amedeo recommends going this route. There is a cost factor that also makes the cabinetry and millwork service desirable.

"When you go to an outside source you end up paying more because you have to account for their overhead, their sales commissions, their designers and their profit margins," says Amedeo. "When we build the cabinets you are only paying for our in-house service."

This service has been a proven success to Barbini and especially to his clients.

Barbini Developments and Amedeo Barbini can be contacted at (416) 385-8883 or online at www.amedeobarbini.com and www.barbinienterprises.com. ■







E-Mail Marketing 101

By John Gumas

Most builders we work with have a good understanding of marketing tactics. They know they must develop a good branding strategy for their communities and company. They know they also need to create powerful ads, signage, direct mail and Web presence to generate traffic and sell more homes.

But the one relatively new strategy many builders still don't fully use is e-mail. When properly used, e-mail marketing can provide a significant boost to marketing results.

E-mail marketing has many advantages — no printing or postage costs, and total control over when and how the message is delivered.

Here are some tips for your campaign:

1. Creative Preparation Is a Must.

E-mail marketing can be one of the most effective or ineffective marketing tools around. Where you land depends on your creative preparation. Review these messaging questions as you begin:

- Can you quickly translate the product's features into benefits that matter?
- What specific action do you want from the recipient? To ask for more information? Visit a model home? Join the interest list? Buy?
- How will responses come in? E-mail? Website? Telephone?
- What branding standards do you need to incorporate? Will they properly translate via e-mail?
- What are the legal mandates? Terms and limitations?

2. Carefully Create Your Subject Line.

Just like the outside envelope of a conventional mailer, the subject line is the most critical part of an e-mail. It's what grabs attention and gets someone to look inside. Carefully craft this line, using a copywriter's touch. Make it short and to the point, with an ideal length of four to six words. Identify your company so recipients know the e-mail is from a credible source.

3. Give Them Something They Can Use.

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Because e-mail inboxes are in general 60 percent fuller than they were last year, people are selective about what they open. A sales pitch alone may not be enough. In addition, offer something of value. Present an incentive to purchase or helpful information that brings the community and your company to life.

4. Keep It Simple.

Most systems can read HTML e-mails, so a strategically targeted, HTML graphic e-mail campaign will get your point across, and provide branding support almost every time. Although tempting, avoid rich media, such as flash or streaming video, as many people still live in a low-tech world and are not capable of reading these types of graphics.

5. Maximize Your Content.

Because long-winded e-mails are quickly overlooked, make your message clear and to the point. Write for your reader's benefit and knowledge level, not your own. Bring your company to life by adding visuals when possible. And, provide a forum for responses and questions, and then answer those communications quickly.

6. Use Color Properly.

In the Web world, color is not all that meets the eye. A font color tag not formatted within the Web-safe color palette may be difficult for your recipient to read. Avoid background colors other than white.

If you do use a background color, remember that black is the safest, while green, cyan, magenta and yellow are the riskiest.

7. Include a Signature Line.

A signature line significantly reduces the chances of your e-mail getting caught in anti-spam software. It also adds credibility and personalizes your message. Just be sure to keep the signature short and sweet.

8. Test Before Launching.

When the e-mail is polished and ready to go, take one more step to ensure success. Conduct a small test, just as you would in a conventional direct mail program. Try a few options on select customers or a focus group, and choose the plan that proves most effective.

Your e-mail program can significantly assist your marketing efforts. Use it to stay in front of prospects in a cost-effective way. Use it to position yourself as an industry expert. Use it to find referrals. However you choose to use it, we suggest that you simply add it to your marketing mix as soon as you can.

John Gumas is President of Gumas Advertising, an award-winning, strategic marketing and advertising agency headquartered in San Francisco. Founded in 1984, Gumas Advertising specializes in the creation of powerful, response-driven marketing and advertising programs. To learn more about Gumas Advertising, visit www.gumas.com, or call (415) 621-7575. ■

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Watch What You Don't Say

By Johnnie Garmon II, Director of Operations, Wingard Properties, Inc.



Have you ever been in a staff meeting and had a great idea on the tip of your tongue, but to keep the peace you decided not to speak up? Do you know that you could have been a victim of groupthink? With more and more companies decentralizing and relying on teams to make exceptional decisions, it has become imperative for those involved in the process to voice their opinions. It has been shown where conflict arises profitable changes can occur. For many, it is within our natural comforts not to be confrontational, but to bend to the conformity of those around us. There is a certain amount of solitude that can be found in disappearing into the crowd. The problem that occurs is that by suppressing diverse opinions,

and giving into another's point of view, the decision loses options and thus opportunities. This phenomenon is known as groupthink.

Effective managers must realize that groupthink occurs when the decision-making body becomes motivated to avoid being critical in their judgments of their leaders' or colleagues' ideas. They adopt a soft line criticism, even in their own thinking. At their meetings, all the members are amiable and seek complete concurrence on every important issue, with no bickering or conflict to spoil the cozy, "we-feeling" atmosphere. If you want to employ good decisions, you cannot let this happen. Here are four red flags to spot that might indicate groupthink is occurring at your next meeting.

The first is when group members start to take back what they initially argued for at the first sight of only slight resistance. Secondly, when other members through body language or verbal criticism, pressure doubters to support the alternative that everyone else wants to go with. Next, look to see if those that initially expressed disagreement suddenly withdraw from the conversation and become absent in the discussion. Lastly, when you start to hear silence and interpret it as a "yes" vote for the majority.

The key here is for a leader to be able to successfully recognize the symptoms and stop the escalation of groupthink immediately. You have to be able to recognize that the more laid back and amiable the group is among its members, the greater the danger that independent critical thinking is being suppressed. To circumvent this altogether, it would be beneficial before the meeting for the leader to define groupthink for everyone as to make those involved aware and watchful. The technique that I use is a method I call cross-fire. If time allows and everyone has decided on their opinion, force them to take the opposite point of view and argue that position. This has helped to eliminate biases and has produced better results for my organization.

Johnnie Garmon II is the Director of Operations for Wingard Properties, Inc., a firm specializing in custom home building and design. For more information contact: Johnnie@wingardprop.com. ■



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CUSTOM DESIGN, MANUFACTURING, CONTRACTING & SALES

A Good Bathroom Fan Is Not Just about Moisture Control Anymore

By Dan Hogan

When planning the purchase and installation of ventilation fans for a home bathroom, contractors typically think about size of the room and local air quality codes. The homeowner, on the other hand, thinks about how noisy the fan might be and how much money running it will cost. Since builders are trying to make an impression of quality on that homeowner, it behooves them to understand what today's ventilation fans can do and why they may be important for another reason: a family's health.

"What we've learned in the industry is that if people don't hear a fan, they'll let them operate almost 24 hours a day," said Don Stevens, a Washington state-based home ventilation expert and former chairman and current board member of the Home Ventilation Institute (www.HVI.org). What's more, "if a ventilation fan is energy efficient and silent, people will use it," but if it's noisy, they rarely turn it on, he says. And while the additional cost of that quieter and energy-efficient vent fan may seem inconsequential if it inspires prolonged usage, it's not. A fan can keep needed air circulating, cleaning that air and making breathing a safer exercise.

"AIRTIGHT" HOMES

One reason air is needed is that homes have been built increasingly air-tight during the past 15 years, which has the wonderful benefit of increasing energy efficiency but can result in poorer indoor air quality. These air-tight homes may actually cause health problems because they lock in stale bad air.

These air-tight homes also have newer windows and doors, improved caulks and other

insulating materials. While this means fewer drafts and lowered heating during winter and cooling during summer, the result is trapped air and a poorly vented home.

In a washroom or bathroom, the problem is compounded by the damage done by accumulated moisture, which causes mold and, eventually, structural damage in the room.

The Environmental Protection Agency lists poor indoor air quality as the fourth largest environmental threat in the United States. EPA studies show that levels of air pollution inside the average U.S. home are often two to five times higher than outdoor levels.

WHOLE-HOUSE VENTILATION

Ventilation fans are a simple and affordable solution for ensuring whole-house ventilation, and today's fans are designed to run continuously and quietly. When a fan is quiet enough, people may also use it in double-duty mode, taking care of both spot ventilation in the bathroom and whole-house ventilation needs.

"What we often see is people using a bath fan now to improve indoor air quality throughout the house," said Stevens. "Pulling the air from throughout the house at 50 to 70 cfm and doing it with one fan can reduce the cost of maintaining good air quality" by installing other types of ventilation drivers, he says.

Maintaining proper whole-house ventilation is essential to family health, especially in today's energy-efficient, airtight homes, which can trap the volatile organic compounds (VOCs) used to make many modern building materials and other household products. VOCs, which are generally carbon-based compounds that easily evaporate, are released from building materials, carpets, furniture and many other solid household items through the natural process of outgassing as these materials age, decompose or cure. Yet it's not just materials used when the home went up that cause problems. Other household items that emit VOCs include hair sprays, paints, lacquers, finishes, oven cleaners and other cleaning solvents, as well as pesticides. Often colorless and odorless, VOCs cause reactions in some homeowners, such as headaches, dizziness, nausea, muscle spasms, multiple chemical sensitivity and

even immune-system damage.

Because of this, limiting exposure to these types of materials is critical to having a healthy home environment.

"The industry recommendation is for a spot, or intermittent, ventilation fan to achieve eight air changes per hour for a room," Stevens explained. For a kitchen, the recommendation is 15 air changes per hour. For continuous or whole-house ventilation, the American Society of Heating Refrigerating and Air Conditioning Engineers (ASHRAE) recommends 0.35 air changes per hour.

"The HVI has a listing of certified products on its website that allows anyone to look up the performance numbers on almost any fan made," Stevens said. As a third-party tester, the HVI makes sure that companies meet the claims they make about their products' capabilities.

Beyond choosing new products, however, poor installation can also lead to health problems as well as damage to the home. Because installing a fan is beyond the capabilities of the average homeowner, manufacturers typically do not sell their products in consumer outlets. Installation requires a building permit and involves the services of an electrician and usually a carpenter or roofer to guide the duct work from the room through the ceiling or roof to outside the home.

In some homes, improper installation has resulted in fans venting directly into attics, which can cause toxic mold to form in the attic. This, in turn, can create an unhealthy environment and reduce the value of a home by tens of thousands of dollars.

With today's need for builders and contractors to differentiate their homes and to show they care about the families they are housing, using a good ventilation system and explaining that system to potential home buyers can really help.

Dan Hogan is President of Panasonic Home & Environment Company, a group that focuses on "green technology" and is dedicated to helping improve the energy efficiency of homes and the health of homeowners. ■

That fan you put in the bathroom can help ventilate other areas of the home.



Builder/Architect

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in some cases! Sounds good until you realize, hey, even with all this, I'm not making as many sales as I was just six months ago! Wanna know why not? Because pretty much every other builder in your marketplace is doing the same thing. And every week, the stakes get higher so the incentives get bigger and more sharks enter the waters.

Is it any wonder that traffic numbers have slid to half or even a third of what they were — considering the confusion these constantly shifting sands can cause? Is anyone surprised these fewer prospects are taking longer to make their buying decision — if they're making it at all??

If you work for one of the "little guys," you're suffering right along with the giants, and it isn't because misery loves company. It's because you really can't compete on the same playing field — your budget won't allow deep discounts and giveaways, unless, of course, you want this to be your *last* community.

So how *can* you compete?

We're back to my original premise: *Sell VALUE.*

Up to now, your marketing has probably focused on features: We have more, bigger and better! We have everything to make your dreams come true. You *deserve* to live here!

And up to now, your sales approach has most likely been about urgency: Don't miss out! They're going fast! We're selling like crazy!

Well, a change in the landscape calls for shifting gears. In your future marketing and sales efforts, there is no doubt in my mind that you have simply *got* to be able to articulate the value proposition of your offering. They may have slashed prices, but what's the benefit of working with *you*, the smaller builder? Are you able to work more closely with your home buyers, providing a more flexible or custom approach? Are you family-owned and operated, providing a feeling of "we're in this together?" Do you have a more personal approach to customer service after the sale? How does your delivery time compare with the big guys? What's your company's policy on slashing prices in

the midst of a community — that is, what do you believe your obligation is to those who've placed their trust in you for the largest investment they're ever likely to make? I encourage you to take a breather before trying to compete in the world of burn-and-churn. There are undoubtedly a number of ways for you to define and articulate value to your prospects — and if you have to offer a small credit toward upgrades or options to clinch the deal, that's probably all you're going to have to do. Think of it as a way of saying, "Thank you for putting your trust in us."

I will warn you that we should be prepared for this incentive-induced hangover to last until the inventory levels are significantly reduced, but this, too, shall pass.

When we surface from this little adventure, the sharks will be a bit battered but most of them will still be standing (er, swimming). But you little guys out there, *if you sell value*, will be able to say you swam with the sharks — and not only survived but beat some of them at their own game!

Linda C. Rooney, MIRM, CMP, CSP, founder and principal of Advantage Builder Services, LLC, works with home builders who want to stand out from the crowd! Make this the year you exceed your goals in the areas of sales, customer satisfaction and profitability. She also welcomes your other sales and marketing questions, which can be addressed in future columns or in a personal consultation. Contact her at lrooney@advbuilder.com or (609) 298-5998, or visit www.advbuilder.com. ■

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