



BUILDING A GREATER GTA
Building Industry and Land
Development Association

FOR IMMEDIATE RELEASE

Cynthia Malagerio
Manager of Communications
416-391-3450 or 416-951-4081
communications@bildgta.ca

Stephen Dupuis
Chief Executive Officer
416-391-3453 or 416-948-8654
sdupuis@bildgta.ca

North Star Homes is 2008 Home Builder of the Year

Greater Toronto, April 25, 2008 – North Star Homes was named 2008 Home Builder of the Year by the Building Industry and Land Development Association (BILD) at the 28th Annual Home Builder Awards.

The coveted Home Builder of the Year award speaks not only to construction quality and after-sales service, but to the entire new home buying experience from the first point of contact with the home buyer right through closing and into the occupancy stage. The winner is determined based on the association's survey of the builder's recent occupants in various communities.

“On a 100 point scale, North Star scored in the very high 90s,” said Stephen Dupuis, CEO of the association. “North Star's purchasers' registered more than 225 written comments in addition to the numeric ratings, and they were overwhelmingly effusive in their praise of North Star Homes,” he said.

The home builder of the year award was established by the association in 1998 to raise the bar in the industry and this is the second time North Star has captured the prize in the award's short history. “When North Star first won in 2004, I recall the judges being most impressed with what their homebuyers thought of them,” Dupuis noted. “What really impressed the judges this year was North Star's consistent performance over time,” he added.

“We love the way North Star's buyers are talking up new homes – that's exactly what we wanted from this award -- and we congratulate North Star and all the finalists for their commitment to our broader industry goals,” Dupuis added.

Here's a sampling of what North Star's purchasers had to say about them:

On the sales process . . .

“There was absolutely no pressure to buy and once we decided to buy, there was no pressure to get upgrades. Costs of the changes we requested were reasonable and assistance and advice for the changes was very helpful.”

-more-

On communication . . .

“Kept lines of communication open from the beginning. All questions were answered promptly, courteously and to our satisfaction.”

On closing . . .

“Our house closed on time. Our inspection was lengthy and the North Star rep at the inspection made it clear that he did not mind us taking our time. On the day of closing we were pleasantly surprised to receive a gift basket.”

On after-sales service . . .

“The 30 day inspection was promptly looked after, to a very high degree of success. The North Star officials monitored the trades and did an excellent job, and were all very courteous. Just completed the one year inspection and the North Star team shined again. The level of customer service again was second to none, the best I have ever seen in the building industry.”

Additional comments . . .

“This has been a wonderful experience. We highly recommend this builder. This is our third home that we have purchased and will be our last. We are very pleased with everything. The sales office, the decor centre, and the workman on site have been more than pleasant and wonderful to work with. A very warm and welcoming atmosphere with everyone that has been involved in helping us build our home. Someone is always there whenever you've needed them. Thank-you North Star for building us our dream home.”

With more than 1,500 members, BILD formed through the merger of the Greater Toronto Home Builders' Association and Urban Development Institute/Ontario is the voice of the residential land development, home building and professional renovation industry in the Greater Toronto Area. We are proudly affiliated with the Ontario and Canadian Home Builders' Associations.