

SITE STORY Uxbridge,
Lindsay
and Barrie

Introducing the EnerGuide Builder of the Year

Mason Homes continues to strive for home perfection

CATHERINE DALEY
Special to The Sun

“WE DON’T want to be the biggest builder,” says Sean Mason, third generation of the Mason family of home builders. “But we do want to be the best.”

In an ongoing quest to improve products and services on all levels, Mason Homes has adopted new initiatives in order to advance this commitment. Gord Mason, who has been at the helm since 1961, is now partnering with his son Sean. Together they are devoted to identifying Mason Homes as a premium builder. Through this endeavour, they have engaged the support of their associated trade professionals and staff, as well as various programs through the Government of Canada.

Mason Homes was the first production-start builder to join the EnerGuide Program for New Houses in an attempt to build a more energy efficient home — and since then, the program has grown extensively. For 2004, Mason Homes was presented with the prestigious Builder of the Year award. While this recognition is great for Mason, it’s the consumer that benefits — with possible natural gas savings of more than 50% (by model) versus the minimum Ontario building standards.

FAST FACTS

■ **LOCATION:** Uxbridge, Lindsay and Barrie

■ **BUILDER:** Mason Homes

■ **PRICES:** At Maplebridge, townhomes, bungalow-towns and detached models are priced from \$237,900; at Elgin Park, bungalow and two-storey homes are priced from \$159,900; at Maple Woodlands, townhomes, semis and detached homes are priced from \$155,900

■ **FOR INFORMATION:**
Call 1-866-243-0159
(Maplebridge), 705-324-1653
(Elgin Park),
1-877-90MASON (Maple
Woodlands) or visit
www.masonhomes.ca

Knowing there’s always room for improvement, Mason also enrolled in another NRCan program. The three-year Building Canada program provides a team of consultants to work with each builder to help them build quality energy-efficient homes. Mason Homes was already meeting and surpassing much of the criteria, but are always open to new suggestions.

“We want to be known for the quality of the home we build, along with how energy efficient it is and how it looks from the street,” Sean Mason says.

Inspiring passion and pride is first and foremost with Mason Homes — and that mindset trickles down the line.

While building the best home is a wonderful accomplishment, Mason Homes puts much of their attention on customer service. In this competitive marketplace, they recognize that they are retailers promoting a very large product — and their consumers expect considerate and conscientious assistance. Because the staff “is professional and accountable,” every employee is trained through exacting guidelines, especially the sales agents who have direct contact with the clients.

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“Because we’re doing a better job, the trades involved want to do a better job,” Mason says.

Prior to occupants moving in, each home is subject to a blower door test, which helps to detect areas of concern as it relates to energy and insulation. With a goal to deliver each home with no deficiencies, Mason Homes celebrates each new home.

A better built home goes hand-in-hand with a better planned home. Certain designs incorporate lots of

windows, with detailed architectural accents on all-brick exteriors, while some interiors include nine-ft. ceilings, a gas fireplace and a rough-in for a three-piece bathroom in the basement, just to name a few.

“It’s all about building a good product at a fair price,” Mason says. “More importantly, it’s how we take care of our customers that’s going to set us apart.”

Currently, Mason Homes is selling homes at three fine communities.

Maplebridge, in Uxbridge, offers a small-town feel close to the city. Townhomes, bungalow-towns and

fully detached models feature brick exteriors on wide 50- and 56-ft. lots, with prices starting from \$237,900.

Elgin Park in Lindsay features spacious bungalow and two-storey homes on 33- and 60-ft. lots and a collection of semis starting at \$159,900.

Maple Woodlands in Barrie features the New Urbanist style with wider lots. Townhomes, semis and detached homes (including bungalows) are priced from \$155,900, with 11 model homes now open.

Coming soon to Lindsay is the Highlands — scheduled to open this spring.

