

SITE STORY

Barrie, Lindsay
& Uxbridge

Mason Homes

Raising the bar

CATHERINE DALEY
Special to The Sun

WITH A pair of hands cradling smaller ones, the new corporate image for Mason Homes represents their primary focus. "We're all about caring," says Sean Mason, third generation of the Mason family of homebuilders.

Maintaining continuity at all staffing levels has involved ongoing training, so that all employees are aware of the same information. From the host that greets you when you walk in the door, to the sales person and customer care representatives, Mason Homes expects a respectful and courteous form of communication. "It's a very human business," says Sean, "And I think the way you

treat your customers is indicative of who you are."

Looking at all aspects of customer care, Mason is also focusing on building the best house possible. And by doing so, they have enrolled in various government programs to assist them in raising the bar.

Mason Homes was the first production-start builder to join through 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.

As a recognized leader in the industry with regard to energy efficient homes, Mason Homes recent-

ly received recognition for the first ENERGY STAR qualified home. The ENERGY STAR home replaces the R-2000 label. All homes are rated out of 100. An ENERGY STAR qualification means the house scored in the high 70's or low 80's. Ontario has one of the best building codes in North America, but with the implementation of the EnerGuide program the energy efficiency of a house is that much better. "With the ENERGY STAR standard it signifies you're the best in class," says Lenard Hart, Manager of Built Environments at EnerQuality Corp.

The recipient of the ENERGY STAR qualification was the Riveridge model at Maple Woodlands in Barrie. Townhomes, semis, and de-

tached homes (including bungalows) are available at Maple Woodlands with prices starting at \$155,900. Eleven models are now open for viewing.

Maplebridge in Uxbridge is close to Toronto, with a small-town feel. Townhomes, bungalow-towns, and fully detached models feature brick exteriors on wide 50- and 56-ft. lots, priced 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. Three fully decorated model homes are open.

Mason Homes is now accepting reservations for the much-anticipated Highlands. Call the Elgin Park of-

fice at 1-705-324-1653 to get your name on the list.

Mason Homes — bringing families home since 1961.

■ **FOR INFORMATION:**
Maplebridge in Uxbridge:
Call: 1-866-243-0159 or email
uxbridge@masonhomes.ca.

Elgin Park in Lindsay:
Call: 1-705-324-1653 or email
lindsay@masonhomes.ca.

Maple Woodlands in Barrie:
Call: 1-877-90MASON or email
barrie@masonhomes.ca.

Visit www.masonhomes.ca for more information and new neighbourhoods.

