

Industry NEWS



■ FROM LEFT: Sean and Gord Mason on the steps of one of their EnerGuide homes. Mason Homes is the first builder in the province to label 100 EnerGuide homes.

Building smart

Mason Homes celebrates an energy efficiency milestone

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Special to The Sun

IT TAKES a leader to take the first step. Mason Homes did just that once they assessed the benefits and recognized the value of the EnerGuide for New Houses program. Mason Homes was the first production-start builder to join the program in an attempt to build a more energy efficient home. And where there are leaders, there are followers — and now close to 100 builders have followed suit and joined the program.

“Mason Homes is Ontario’s first builder to label 100 EnerGuide Homes,” said Lenard Hart, Director of Business Development, EnerQuality Corporation. “This is a young program that is rapidly gaining traction. Mason Homes’ experience is a good test case for other builders to learn from.”

“I’m very proud of this achieve-

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— Lenard Hart, EnerQuality Corporation

ment,” says Sean Mason, third generation of the Mason family of homebuilders. “Congratulations to everyone involved.”

“[Mason’s] leadership in this initiative has made an impact and it’s wonderful to see that you have achieved improved performance in your houses,” said Jennifer Talsma, account manager, EnerGuide.

In addition, Mason Homes is participating in another Government of Canada program. Building Canada has implemented new benchmarks for building better quality homes. Prior to occupants moving in, each Mason home is subject to a blower door test, which helps to detect areas of concern as it relates to energy and insulation. The goal of Mason

Homes is to deliver each home with 0% deficiencies.

“We don’t want to be the biggest builder, but we do want to be the best,” Mason says.

Maplebridge in Uxbridge is close to Toronto, but retains 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 now open.

Mason Homes is now accepting reservations for the much-anticipated Highlands. Call the Elgin Park office at 1-705-324-1653 to get your name on the list.

Townhomes, semis and detached homes (including bungalows) are available at Maple Woodlands in Barrie, with prices starting at \$155,900. Eleven models are now open for viewing.

In fact, Maple Woodlands is the site of the first ENERGY STAR qualified home — the measure replacing the R-2000 label. All homes are rated out of 100. If built to code, the energy efficient rating of a non-ENERGY STAR home should be around 60. An ENERGY STAR home scores in the high 70s or low 80s.

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. Mason Homes is proud to be recognized as the 2004 Home Builder of the Year for the EnerGuide for New Houses Program.

For more than four decades, the principals of Mason Homes have built a solid reputation as a respected builder, offering quality homes in excellent neighbourhoods.

For more information about Mason’s energy efficient homes, visit www.masonhomes.ca.