



The Vales Guelph model home.

CITYVIEW HOMES, INC.

Residential builder boasts impeccable record of service and custom specs

BY DANIEL CASCIATO

AT A GLANCE

LOCATION:
CONCORD, ON

AREA OF SPECIALTY:
NEW-HOME
CONSTRUCTION

AVERAGE ANNUAL
SALES:
\$14 MILLION

EMPLOYEES:
10

EVEN FOR SOMEONE AS OPTIMISTIC AS Evan Shear, 2009 has been a difficult year for builders, and there seems to be no immediate signs of improvement.

“The housing market has drastically changed,” he says. “Builders who have stayed in business through this time deserve a pat on the back. The tailwinds are really tough. Anyone can set the tone in good times. When we go into something like this, especially in the States, builders are lucky to hang on.”

Fortunately for Shear, his Concord-based company, Cityview Homes, is

small enough that he expects it to survive in this dour economy. In fact, it has done brisk business, mainly by smartly building, closely watching its expenses, and collaborating with its trades.

“We don’t have the large overhead of some of our competitors,” says Shear, who is vice president of the company that his brother, Warren, founded. “Still, we’re monitoring our overhead, and we’re also working with our trades.”

As a result, Cityview’s trades are being flexible, giving Cityview breaks and slimming down their profit margins.

“Everyone is working together, and I think that’s a real positive,” Shear says.

“I’m very happy with that. We need homeowners to stay in business, so any savings are going to the consumers, not to Cityview.”

Talking with Shear, it’s obvious that he’s passionate about his customers.

“The consumers are always on our mind,” he says. “Any company can get very insular as it deals with issues, problems, and daily changes—so much so that one can start to forget the big picture. In the end, it’s all about the consumers and homeowners, and knowing their concerns.”

As if Cityview needed to prove its longstanding reputation for excellence to its customers, the Guelph & District Home Builders Association honored the homebuilder with two prestigious awards for 2008: Project of The Year for their

“The only thing that will separate you is the quality of the finish of the house and the service that you provide.”

Evan Shear, Vice President & Owner

development, The Vales, and Best Model Home for The Meadows of Aberfoyle development.

“One of the reasons we won was because we do some things differently to stand out,” Shear says. “Ceilings are typically 8 feet high, and we designed them to be 9 feet. We did vertical siding as opposed to horizontal. We added tiled showers, dog spas, kitchens with built-in waste centers, benches in the showers, and make-up counters as some examples. We separate ourselves with our specs and our design.”

Though the company is proud of its

honors, it understands that the best way to build a brand is through quality and service.

“All builders basically use the same trades,” Shear says. “The only thing that will separate you is the quality of the finish of the house and the service that you provide.”

The Tarion Warranty Corporation certainly can attest to the quality of Cityview’s work. As the regulator of Ontario’s new-home building industry, Tarion, a private corporation established in 1976 to protect the rights of new-home buyers and regulate new-home builders,

registers new-home builders and vendors, enrolls new homes for warranty coverage, investigates illegal building practices, resolves warranty disputes between builders/vendors and homeowners, and promotes high standards of construction among Ontario’s new-home builders. Cityview can proudly boast of a perfect Tarion record.

“Tarion is a powerful watchman group,” he says. “There’s zero flexibility with them, and we have never lost conciliation. We’re proud of our record.”

As he looks ahead to the remainder of 2009, Shear expects to survive the economic storm and plans to continue to build the best reputation that he can while maintaining his excellent service.

“We’re big enough to get the job done, and we’re small enough to care,” he says. “That’s been our motto. It’s tough business, but it’s rewarding. You’re changing people’s lives every day, and that’s what I love about this business.” CBQ



440 ELMIRA RD. N.
GUELPH ONTARIO, N1K 1C3
PHONE: 519-823-8323
FACSIMILE: 519-823-8377
WWW.BAMCOWOODWORKING.COM



the **Unlock Potential** of your project

AWARD WINNING SERVICES INCLUDE

- Land Acquisition-
- Custom Home Design-
- Architectural Design-
- Drafting Services-
- Marketing-
- Advertising-
- Sales and Sales Training-

BuildersBox
www.thebuildersbox.ca

ORCHARD DESIGN
www.orcharddesign.ca