

This company's philosophy
**Strengthens
 Communities**



Photography: John Narvali/Narvali Digital Photography

By Jillian Bret, Associate Editor

For Home Editions, winning the 2009 Renovator of the Year BILD award is similar to winning the Oscar for best motion picture at the Academy Awards. The peer recognition represents the same degree of honour bestowed from within the industry, and the overall sense of achievement that can only be won through determination and consistently dedicated work.

The award reflects how well the team performed in meeting the needs and expectations of customers, while contributing to the association and the industry. As such, the Home Editions team has been basking in their hard-earned limelight for raising the standard for all renovators, and for improving the public image of renovators in the GTA.



Projects with "good bones" help merge older structures with the new to create seamless transitions.

In speaking with the principal owner Dennis Benoit, and his wife and business partner Anne Lorenz, it became clear that their hard-earned success is a culmination of years of diverse experience and individual expertise. Together with co-owner Alan Matson, they create a core team of three who provide counter balance for one another. Benoit oversees the projects, while Lorenz provides innovative designs and working drawings, all brought to life onsite under the expert eye of journeyman carpenter and project manager, Matson.

Home Editions evolved from a philosophy that has kept the team focused on the kind of business they do best. Early on, they discovered that renovation strengthens communities. As such, they became dedicated to working on projects that would improve neighbourhoods while tastefully integrating new construction with old. They chose projects that had "good bones" and merged the old structure together with the new, using walls, windows, built-ins and trim to creatively make seamless transitions.

Lorenz passionately describes how their goal: "...to make everything flow together so that you can't tell where the old building ends and the new one begins." She's clearly enthusiastic about using clever architectural details to make everything flow together.

The company's decision to "stay small successfully" meant picking and choosing projects that were suited to their particular strengths and talents, which would make best use of the resources they'd developed. By staying small, they felt that the members of their team could remain involved in all aspects of their projects and maintain the calibre of personal communication with clients that they've built their reputation on.

Benoit and Lorenz say that working from a home office means they've been able to integrate their business into their personal lives. Since most of their clients are of a similar age and family status, they feel it enables them to maintain sensitivity to their clients' lives and helps them to identify.

With three to five projects on the go at any one time, there's a healthy pace that keeps business humming along. This enables the Home Editions team to work with a steady team of pre-qualified sub-trades who are nothing less than "tried and true."

What this means to clients is that the trades are not selected on the basis of price alone, but rather for the predictable quality and reliability that they consistently deliver. Benoit emphasizes the fact that anyone on the Home Editions team must be dedicated to customer service. His logic is that if the trades are treated fairly and paid promptly then his good rapport with them will extend to the client and their project.

In the end though, it's not just the Renovator of the Year award that keeps this team going. Lorenz says it's the fact that their clients are so excited about the renovation process and that they experience a beginning-to-end connection with them that lasts throughout the renovation, and beyond.

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With more than 1,400 members, BILD, formed through the merger of the Greater Toronto Home Builders' Association and Urban Development Institute/Ontario is the voice of the land development, home building and professional renovation industry in the Greater Toronto Area. BILD is proudly affiliated with the Ontario and Canadian Home Builders' Associations. For more information, visit bildgta.ca.