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ASK THE BUILDER

Choosing a new home builder

Do you know which builder is right for you?

Monarch has built its reputation on satisfied customers and this Home Builder of the Year has helpful tips on how to find the right home builder for your needs.

When shopping for your new home, it is important to remember that when you buy new, you are also buying the company that builds it for you.

So take the time to research your options — choosing the right builder can mean the difference between a satisfied customer and an unhappy one.

Here are some things you should keep in mind when choosing who will build your dream home.

KNOW WHAT YOU WANT

There seem to be as many new home styles out there as there are buyers, so before you start shopping, be sure to have a vision of what it is you are looking for. How many square feet do you need? How many bedrooms and bathrooms? Do you like the convenience of a no maintenance lifestyle?

Another thing to consider is the community your new home will be located in. Is it an established area with the infrastructure already in place or a new development with plans for parks, green spaces, schools and shopping?

When shopping for a condominium, be sure to decide which amenities are important for your preferred lifestyle — do you like the idea of a pool and fitness facility right in the building? Do you like to entertain and want a party room? Does a 24-hour concierge make you feel more secure?

Make a list of needs and wants and decide beforehand which items you are willing to be flexible on.

STARTING YOUR SEARCH

Even with all of the advertising out there today for builders, word of mouth is still king. Talk to friends

and family — were they happy with the customer service they received before, during and after their purchase? Did the builder deliver on promises and are the homeowners happy with the finished product?

Another great resource is the Greater Toronto Home Builder's Association which can provide the names of builders in your area. You can also check the website for Taron (www.taron.com), the new home warranty provider in Ontario for a list of registered builders.

Once you have narrowed your list down to the builders and communities you'd like to know more about, start visiting the sales offices and model suites. Then take a drive to the builders' communities to see if they fit your vision.

As you go through each model suite, collect as much information as you can. Take notes that will help you remember the details of a particular home or discussion, and bring a camera along.

Keep in mind that the builder created this suite as a model, so what you see represents the quality that you can expect. Consider the design and layout. Does the home make efficient use of space? Would it work for your lifestyle? Ask the sales representative about the standard finishes in the model to determine if these are the same ones that will be in your home and also note which finishes are upgrades.

ASK QUESTIONS

The saying "you don't know what you don't know" has never held more true than when you're shopping for a new condominium. Have a list of questions ready when you go to meet with the sales staff — both about the construction process

and the buying process.

Also, be sure to have a close look at the builder's warranty and after-sales service — you want to make sure that they are willing to stand behind what they build.

When meeting with the sales staff at different communities, ask yourself the following questions:

- Does the builder offer the kinds of information, assistance and reassurance that you want?
- Do you feel confident that they will deliver the home you want?
- How long has the company been in business and how many homes/condominiums have they built in that time?
- Look into the builder's track record — do they have a good reputation?
- How does the builder communicate with their purchasers after they buy? Are purchasers kept up to date with their home's status during the construction process?
- What happens after the home owner moves in and how do they respond to issues?

As important as choosing the right location, choosing the right builder is just as important. It will make your dream home a reality. Backed by huge numbers of satisfied homebuyers, multi-award-winning Monarch has enjoyed referral rates much higher than industry standards for over 90 years. Monarch purchasers have the confidence of buying nearly a century of experience and excellence.

Monarch's longevity and excellent reputation are largely responsible for this substantial level of the public's trust. People feel more comfortable buying from a builder with a proven track record who they know is in it for the long run.



As the result of Monarch's excellent reputation, they were awarded the prestigious **Home Builder of the Year** title for 2010. Presented by the Building Industry and Land Development Association (BILD), the award recognizes the builder who is setting the standard for the rest of the industry by excelling in quality,

service and customer commitment. For an overview of all of Monarch's communities, visit www.monarchgroup.net.

— Courtesy of Monarch Corporation
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