

Photos courtesy of Elliot,
Sage Construction
Services



Best of Both Worlds

Traditionally, companies building homes in factories and those building on-site have viewed each other as competitors. But some in the homebuilding industry are turning this mindset on its heels.

“We see site-builders as logical business partners, not competitors,” says David Poupore, President of Guildcrest Homes, a factory-built home producer based in Morewood, Ontario. “It has been a key part of what Guildcrest is all about, right from the beginning. We want to grow both our businesses at the same time.”

Actively promoting its relationships with site-builders, Guildcrest Homes now works with approximately 40 Authorized Builders in Ontario and the northeastern United States. And the result is a win/win/win—for Guildcrest, its Authorized Builders, and for homebuyers.

A winning combination

Elliot, Sage Construction Services is one site-builder that is reaping the rewards of incorporating factory-built

homes into its business. Based out of Picton, Ontario, Elliot, Sage has been selling Guildcrest homes for the past decade. As company President Peter Sage says, selling the Guildcrest line has proved to be a beneficial endeavour. “We already specialize in custom homes and renovations. Offering the Guildcrest line is just another way to serve our customers and extend our product line.”

Sage points out that if clients need a home with a short turnaround, a Guildcrest home is a perfect way to make that happen—without jeopardizing quality. “Our clients are delighted,” says Sage. “We’ve had families who had sold their house and needed a new house in a matter of months. We can meet that need quickly with a Guildcrest home, and still maintain excellence in craftsmanship.”



As Poupore explains, Guildcrest has a network of small builders and developers who are well-established business owners in their communities. Similar to Elliot, Sage Construction Services, these Authorized Builders make the sale, and do the site preparation and finishing. This relationship, Poupore notes, has allowed Guildcrest to extend its reach as a home manufacturer. For example, Elliot, Sage Construction Services is about a three-hour drive from the Guildcrest factory. “This is

how we reach out to those markets and solve the problem of delivering those site-specific services that take place before or after the modules are delivered,” says Poupore. “It has been a wonderful growth strategy for us. We see it as an effective way to develop our business.”

Why it works

Sage says the reasons why this type of business practice works are numerous. From the site-built perspective, he says, having Guildcrest build an average 10 homes per year for his company gives him more time to dedicate to individual projects. Sage is also quick to point out that when homes are built in a factory, they have better control over material and labour costs.

Elliot, Sage has a separate division with employees dedicated to selling the Guildcrest line. With approximately one-third of his company's

revenue coming from Guildcrest sales, Sage says they are not about to compete with the Guildcrest product. “They're not our competitor,” he says. “We want to appeal to a broader clientele, and working with Guildcrest allows us to do that.”

“We see it as a very strong strategy and as a very important business model. We're always looking for new opportunities like this.”

The demand for skilled construction workers has also made working with a factory builder an attractive alternative for Sage. “To go out and hire all the subtrades needed to build the 10 houses we purchased from Guildcrest last year would have been difficult when there are not always enough employees to meet demand,” he says. “At the factory, everyone is under one roof, creating a stream-

lined process which ensures our customers get their homes on time.”

For Guildcrest Homes, this winning combination gives the company both an extended reach into what may otherwise be inaccessible markets, and co-branding with well-recognized, established businesses. “We see it as a very strong strategy and as a very important business model,” says Poupore. “We're always looking for new opportunities like this.”

Poupore says “the relationship we have with Elliot, Sage exemplifies how a relationship between a site-builder and a factory builder can benefit everyone. Sage's company was already a builder, doing custom homes and renovations. Now he has made Guildcrest part of his services. It has become a significant, successful and growing part of his business. And based on what we hear from his customers, he does a ‘heck of a job’.” ■

The Sound of Silence

As the song goes, silence is golden. But with the increasing amount of noise generated inside and outside the home, it's often hard to get any peace and quiet. Homeowners, however, may now enjoy a return to the soothing sound of silence, thanks to EMCO Building Product Corp.'s patented acoustical insulation product, Enermax.

Made of wood fibre with a reflective aluminum skin on one side, Enermax may be used as both a vapour and thermal barrier in exterior wall systems. But its acoustical properties—both sound deadening and absorption—is where Enermax truly shines.

Enermax increases a wall's sound absorption ability or, more correctly, decreases the sound transmission through walls. The higher the sound transmission coefficient (STC), the less noise is able to pass through a wall, thus the quieter a home will be. An STC of 50 keeps on average 50 decibels of sound from transferring through a wall—which can make a huge difference in a home.

Enermax is not only used in partition walls, but also on the inside of exterior walls. In the latter mode, Enermax stifles the noise of traffic, airplanes, construction, etc.

Other benefits to Enermax:

- All natural – Enermax is free of all toxic substances and chemicals, and perfectly safe for humans and pets. By contrast, synthetic insulation often contains chemicals like formaldehyde, which may cause respiratory problems and is otherwise toxic to living creatures.
- Environmentally safe – Enermax contains absolutely no volatile organic compounds (VOCs) or chlorofluorocarbons (CFCs), both of which deplete the ozone and contribute to the greenhouse effect. Enermax is also completely biodegradable.
- Recycled / Recyclable – 98 percent of the wood fibre used to make Enermax is a by-product of the lumber industry, therefore waste. And once manufactured, all products that do not meet EMCO's strict standards are recycled back into the plant to create new ones. The very small quantity of rejected material is recycled into safe, farmland fertilizer.
- User-friendly – Lightweight and easy to install, Enermax is a perfect component in do-it-yourself projects. The product comes in a ½-inch thickness, and is easy to cut with a simple utility knife.
- Affordable – Manufactured in 4' x 8' sheets Enermax is an extremely affordable, effective product.

Emco Building Products Corp. (www.emcobp.com) is one of Canada's leading manufacturers and distributors of building materials. It services the residential, commercial and industrial construction markets and employs nearly 1,000 people in Canada. It also has several joint venture operations in the United States.