

# 2011 Sammy Awards Model appeal

Phoenix's green giant leads the charge in helping the builder scoop up five marketing trophies and its first overall win, followed closely by Campanale, Tartan and Avenue Design

EXCERPTS FROM THE ARTICLE BY PAULA MCCOOEY, THE OTTAWA CITIZEN    SEPTEMBER 9, 2011



Phoenix's Platina model, the company's \$1.5-million home in Kanata, won in two categories at the annual SAMMY (Sales and Marketing) Awards this week. The 4,000-square-foot home is heaped with green features.

**Photograph by:** Wayne Cuddington, Ottawa Citizen

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If the SAMMY awards operated like the hit TV show *The Bachelor*, they would give the first impression rose to Phoenix Homes.

That's because, for the first time, this 23-year-old Ottawa home builder has won the most coveted sales and marketing trophy in the city, the Grand Sammy.

The annual SAMMY (Sales and Marketing) Awards presented this week by the Greater Ottawa Home Builders' Association recognizes the efforts of builders, designers and sales staff for innovative marketing that includes everything from best builder brochure, best website and best sales centre — effective tools used to draw potential buyers — to the stunning showhomes that make the most impact, which are paramount in selling homes.

The Grand Sammy is awarded to the builder who wins in the most categories. In this case, Phoenix won top marks in five areas (not including the Grand Sammy), including best townhouse 1,500 square

feet or less (Birch model), best single-family home under 2,000 square feet (Equinox Loft), best lowrise condo model (Stonework Lofts), and two wins for its very green Platina model in Kanata — best single-family home 3,000 square feet and over and best environmental model.

Rahul Kochar, vice-president of operations at Phoenix Homes, was thrilled with the six trophies and looks forward to showcasing them in their office foyer.

“I think any company that cares enough to actually pursue an award in the first place means they care a lot about their product and they have a lot of pride in what they do,” says Kochar. “So everybody who consistently shows up with entries to the awards, those are the companies that I think really exemplify the cream of the crop in town.”

“Paris” was the theme of the awards ceremony, held at the Centurion banquet hall on Colonnade Road.

Blue, red and white lights lit up the stage, while the tables were adorned with Eiffel Tower centrepieces.

Comedian James Cunningham was the master of ceremonies. Aptly outfitted in a beret and scarf, the funny man stickhandled the awards portion of the afternoon, while co-ordinating five Minute To Win It competitions for a chance to win a trip to the City of Lights. In the end, Tim Lawlor of GOHBA Impact! newspaper won the big trip.

The panel of independent judges included Joanne Tibbles, president of the Ottawa Real Estate Board and sales representative with Royal LePage; Joanne Snell, a senior learning consultant at Algonquin College, and; Patty Young, Canada Mortgage and Housing Corporation’s manager of business development. They focused on marketing innovation, while Citizen Homes editor Anita Murray, Ottawa Sun Homes editor Patricia Hitsman and Susan Phillips, owner of Spotlight on Decor, visited close to 30 models that were contenders.

For best environmental model, Phoenix’s Platina model (which also won for best single-family home 3,000 square feet and over) was an innovative example of energy efficiency. Phillips was impressed with its green elements.

“These guys really thought of everything,” she says. Green elements of the home include a 1,100-gallon water recovery system in the basement that provides water for irrigation, with a charcoal and UV filter to remove impurities; almost all lighting is LED, with many dimmer switches used; automatic solar shades; renewable bamboo flooring, and; insulated garage door.

Also, the solar panels on the roof generate around \$1,200 in revenue a month by selling power back to the grid; and in turn lowers the homes gas bill by 75 per cent.

And while Phillips appreciates dual-flush toilets that conserve water, she feels the small inset buttons are not practical for women with manicured nails. “These are the things I think about when I am designing a bathroom for somebody.”

While evaluating the models submitted, judges considered decor and flow of the layout, as well as whether the overall product fit its target market.

Greg Graham, past president of the Greater Ottawa Home Builders' Association and president of Cardel Homes' Ottawa offices, says the key to building great model homes is having excellent colour selection to make it all work, great architects to design harmonious layouts and making sure it speaks to the right demographic. However, he says, you can do all the market research in the world to create a good first impression, and the buyers will sometimes surprise you.

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Phoenix Homes Equinox Loft model at its Shadow Ridge development in Greely. It is 1,750 square feet and includes a partial second floor with loft, bathroom and a It starts at \$391,900. Show n here is the great room. Photo courtesy Phoenix Homes From: Murray, Anita ott To: Photo ott Cc: Subject: Homes Received: Thu 4/2 011 1:23 PM Slug: 0430-home-equinox Caption: Phoenix Homes Equinox Loft model at its Shadow Ridge development in Greely. It is 1,750 square feet and includes a partial second floor with loft, bathroom and a It starts at \$391,900. Show n here is the great room. Photo courtesy Phoenix Homes. Ottaw a Citizen Photo Mail

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