GREEN BUILDING & SUSTAINABLE STRATEGIES

Inspiring Track Record



LEED Certified Home | Westminster Woods, Guelph

Reid's Heritage Homes Sets the Bar for Sustainable New Homebuilding.



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By Greg McMillan



Enclave at Waterford Blue Built Homes | Westminster Woods, Guelph

There's something to be said about being The First.

With that in mind, Reid's Heritage Homes pioneered the Leadership in Energy and Environmental Design (LEED) home in Canada – specifically in Guelph in 2007, in the Platinum category.

But the Guelph-based company was just getting started. In 2010, it built the second LEED Platinum home, and the first in the Kitchener-Cambridge-Waterloo area.

The accomplishments don't stop there, however. Just last year, Reid's Heritage Homes was acknowledged by the federal Ministry of Natural Resources with an Energy Star Participant of the Year award, the first builder in Canada to receive this.

This achievement recognizes leadership in a wide range of energy efficient products, technologies and services and outstanding efforts in promoting Energy Star Qualified products to benefit Canadian consumers and businesses.

"We are incredibly honoured to receive this prestigious award" says Tim Blevins, president of Reid's Heritage Homes, which has also built six LEED-certified residences in Cobble Beach, an award-winning Georgian Bay Golf Resort Community. "As a third-generation homebuilder, we are constantly pushing the envelope with innovative designs while achieving efficiencies and savings for our homeowners."



Townhome Living Room in Preston Meadows, Energy Star Qualified community and award-winning brownfield development in Cambridge

And there's more from 2012 too. In addition to two awards from the Ontario Home Builders' Association (OHBA) for "Best Brochure" and "Best Sales Office", Reid's Heritage Homes was recognized as a finalist for the OHBA "Home Builder of the Year" award.

Most recently, Reid's Heritage Homes has been chosen as one of only five Canadian homebuilders from across the country to participate in an exciting new project in cooperation with Natural Resources Canada and Owens Corning Canada, part of the ecoENERGY Innovation Initiative. At least 25 Net Zero energy homes will be built in four provinces - and Reid's Heritage Homes is the only company chosen in Ontario outside the capital city region. The Net Zero homes will include advanced heating, cooling and ventilation systems; high efficiency windows; superior levels of insulation and air tightness; solar panels that feed back to the grid; significant water conservation measures; and many other environmentally progressive features.

Blake Seeberger, senior vice-president of residential construction at Reid's Heritage Homes, said, "Reid's Heritage Homes has a long-standing commitment to building environmentally friendly homes and communities, and we are honoured to be chosen for this important initiative that will take this to the next level of green sustainability. We believe this is one of the most important environmental projects in the





Completed LEED Certified Home

Westminster Woods Guelph

country at this time. Reid's Heritage Homes is investing knowledge, time and resources into the future of sustainable building in Canada. These will be the most advanced homes in the way of energy efficiency in Canada." Launched in 2013, this project will be completed by 2016.

Some history: Reid's Heritage Homes was one of the first homebuilders in Ontario to recognize, prioritize and embrace the principles and practices of sustainability and energy efficiency for homes. The company was one of the earliest adopters of Energy Star construction as a standard practice in their diverse new home communities, and one of the first to take a leadership role in green building practices.

And that has often meant doing things the right way, as opposed to following an easier path.

Scott Reid, vice-president of residential construction at Reid's Heritage Homes, says you can look all the way back to the nineties to find examples of how the company strove to be more sustainable about its building practices.

"That's when it really became part of the 'bricks and mortar' of Reid's Heritage, so to speak," he says. "However, the team has been considering sustainability for a very long time."

Reid says the company's corporate values drive decision making.

"From choosing to build on difficult brownfield sites to proposing trails and woodlands as part of our site plans in order to facilitate wildlife and ecosystem growth, we make choices that lead to a build that is better for the environment."

Derek Satnik, managing director of Kitchenerbased Mindscape Innovations and a Reid's Heritage homeowner credits, "They're constantly trying new things but better still, they're innovating in very careful ways: watching their budgets, catering their innovation to consumer needs, and making a real difference."

One example would be the company's attention to water efficiency. A case in point is the Reid's Heritage offering of a City of Guelph initiative called the Blue Built Home program, which is committed to reducing water consumption for new homes through innovative building and conservation technologies.

The certification program, adopted by Reid's Heritage Homes, uses a set of high quality home fixtures and appliances designed and third-party tested to save water and reduce utility bills by as much as 54 per cent.

Reid's Heritage subsequently offered the Blue Built Home program in its signature Enclave at Waterford bungalow townhomes in the Westminster Woods community in Guelph.

In the area of brownfield development, Reid's Heritage has also taken a leadership role. Its Preston Meadows project in Cambridge is recognized as one of Canada's first in the registered LEED for Neighbourhood Developments (LEED-ND) program. Just recently, the project won the Waterloo Region Home Builders' Association award for Best Reurbanization Project (Residential).

Reid says the public has embraced the idea of sustainable homebuilding practices.



Energy Star Qualified Townhomes

Preston Meadows, Cambridge



Completed Energy Star Qualified Townhome | Preston Meadows, Cambridge

"Our homeowners are knowledgeable," says Debbie O'Krafka, new home sales consultant at Westminster Woods in Guelph. "They do their research and they ask all the right questions. In essence, they set the expectations that we live up to and often exceed."

"They compare 'apples to apples' so to speak," she added. "Or in this case, windows to windows, duct work to duct work, etcetera."

"It is not only my role on the team to educate our homeowners, it is also an element of my role that I truly enjoy. Informing homeowners that our duct board retains heat better than standard tin duct work, provides tighter air distribution throughout the home, and eliminates household noise, is exciting information for me to share."

"Our building practices give me a real sense of pride, and of course, knowing that each guest to our model homes seems to leave just a little greener is truly rewarding," O'Krafka concludes. GB



Blue Built Home Water Efficiency System



Blake Seeberger Senior Vice-President of Residential Construction Scott Reid Vice-President of Residential Construction Tim Blevins President of Reid's Heritage Homes and Andy Oding, LEED AP Senior Building Associate at Building Knowledge Canada holding the National Energy Star 2012 Participant of the Year award.

