

Award honours custom builder

BY CLAIRE YOUNG, CALGARY HERALD MAY 17, 2013



The exterior of a custom home by Rockwood Custom Homes. The company recently won a Contractor of the Year Award from Alberta Venture magazine in the category of general contractors under \$50 million annual revenue (click on the photo for our seven-picture tour).

Photograph by: Photo, Rockwood Custom Homes

Customer service, financial management and overall integrity made a Calgary custom home builder stand head and shoulders above other industry leaders.

Rockwood Custom Homes recently won a Contractor of the Year Award from Alberta Venture magazine in the category of general contractors under \$50 million annual revenue.

“I thought it was a very long shot. We are really, really good at what we do, but we were against some really stiff competition,” says

Allison Grafton, who is a partner in Rockwood Custom Homes along with engineer Grainger Nimmo.

The two other finalists in this category were K&D Turnaround Services Inc. and Seagate Contract Management Ltd.

“I’m really proud of this award, because it’s all about how you run your business and how your clients are cared for,” says Grafton.

A note from the panel of 10 judges indicated that Rockwood Homes was selected as the winner due to “their attention to detail, quality, excellent customer care and exemplary on-time and on-budget philosophy.”

It’s just the way to do business right, says Grafton. Accounting at the company is meticulous, she says, adding that all costs are accounted for, even rebates on materials ordered but not used and returned.

This award should give confidence to clients, too, she says.

“What that means is your company has been thoroughly reviewed in terms of the integrity of your business model — the integrity of how you manage the financial side of your clients’ business of building these major homes, which is a huge insurance for the clients — and we have everything on time, on budget and a high, high standard of product.”

Grafton was an investment banker before she and Nimmo started Rockwood Custom Homes four years ago.

“I was a client (of the building industry) for 12 years. We renovated and built more than 10 houses in 15 years,” she says.

“I found the client is so vulnerable in the hands of a builder. It can destroy that client’s financial position — and I didn’t see a lot of heirloom, unbelievable-quality, environmentally-friendly, healthy-for-families homebuilding. I knew there was a niche.”

Grafton retired from investment banking in 2009 to start the new company so that she could pursue her life’s passion. Rockwood Custom Homes does all the architectural design, construction and interior design.

“Our homes are built to stand a hundred years,” says Grafton.

She works closely with her customers even after the home has sold, arranging for any followup repairs. On a recent visit to a client, she even offered to have someone fluff the pillowseat on the custom sofas she has built and upholstered to spec.

Also this year, Rockwood Custom Homes won a 2013 Best of Houzz award in the design category, and Calgary Choice awards in two categories: Best Home Builder 2013 and Best Employer Under 30 Employees.

REACH THE HEIGHTS

Rockwood Custom Homes is the exclusive builder for two new developments on the west side of Calgary — Elveden Heights Estates and Mountain Pine Estates.

Elveden Heights Estates is by RockBoss Developments. Eight lots on a cul-de-sac are up to 0.12 hectares, with six consisting of walkout lots and two being flat lots. They will be ready for construction

this summer.

Mountain Pine Estates offers nine fully-serviced, 0.8-hectare lots for custom homes.

Holt Landscapes, a landscape design and construction firm, will be working with Rockwood Custom Homes on each property's landscaping.

Visit rockwoodcustomhomes.com

E-mail cyoung@calgaryherald.com. Follow at twitter.com/CalHeraldHomes. Like at facebook.com/CalHeraldHomes

© Copyright (c) The Calgary Herald

Previous

Next



The exterior of a custom home by Rockwood Custom Homes. The company recently won a Contractor of the Year Award from Alberta Venture magazine in the category of general contractors under \$50 million annual revenue (click on the photo for our seven-picture tour).

Photograph by: Photo, Rockwood Custom Homes

