



Carridale Retreat is one of the Rural Building Company's most-visited display homes.

A new brand for debut buyers

Maureen Eppen

Opening an Esperance office and winning multiple awards have been among the highlights of 2013 for the Rural Building Company and WA Country Builders, according to Mr Walter, general manager of parent company the JWH Group. The company also launched an offshoot brand in the south of this year called Own Ya Home. "We've developed with St James Finance the most-homebuyers," Mr Walter said. "We have specially trained part of the sales team to help people with finance, purchasing a house and selecting the right home to suit their budget."

The Rural Building Company's Carridale Retreat display in Dalyellup emerged during the year as one of the builder's best visited display homes ever, capturing homebuyers' attention with its flexibility and combination of different materials. "For WA Country Builders, the Cape Naturaliste opened in Dunsborough with many loving the living and kitchen areas at the rear of the home — perfect to watch the kids in the backyard and for entertaining," he said. Next year will see three new Rural Building Company displays open in Perth and Dunsborough, along with the release of new designs from both brands in the first quarter of 2014.



BGC Residential has a display program of more than 26 homes for 2014.

Focus on design and innovation

Maureen Eppen

For the team at BGC Residential, 2013 has been all about growth and change, according to general manager Mark Anderson. "We started overhauling customer service administration and construction, and we have a state-of-the-art pre-start selection at our Mount Street office — giving homebuyers hands-on experience during the process," Mr Anderson said. "We added new, streamlined processes to ensure job progress, ensuring every homebuyer feels informed and part of the process." Providing innovative and unique designs for the WA market has been a major focus, and the display program has shifted toward creating a home to perfectly encapsulate a lifestyle and fit perfectly with the market. "We are adding design features our competitors are not, so every time a client walks through a BGC Residential display home they imagine living in that home." BGC Residential looked forward to taking the next level of customer service without sales, administration and construction processes, and building homes in 2014. "The quality of our construction needs to be exceptional and we have the



Mark Anderson

26 homes across Commodore Homes, National Homes and WA Housing Centre opening by July 2014, providing unparalleled value, luxury and excitement to the market." Display opening times were winding down this month, to give hardworking sales consultants a well-deserved break, he said. "BGC Residential holds a Christmas party for all staff every year to say thanks for all

Ventura pushes boundaries

Opening five new display homes — including the company's first two-storey display — was part of an interesting year for Ventura Homes, according to brand manager Shane Casserly.

Public response to the design innovation and sub-\$400,000 price tag for the two-storey Meridian display, at Burns Beach, had been extremely positive. "We pushed our design team to the brink in 2013, and with a full work schedule and tight deadlines, they were challenged to create and produce five innovative, stylish two-storey display homes — all set to open in 2014," Mr Casserly said. Ventura would offer more than 20 metropolitan displays in 2014, including five new single-storey homes in areas such as Ellenbrook, Southern River and Bletchley Park. "Keen to push cutting-edge design boundaries, we sent some of our top

designers to the east coast in 2013, to unearth and explore new trends, materials or innovative products we may be able to introduce to Perth. "Without giving too much away, I'm quietly excited and looking forward to unveiling our new range of displays for 2014." Ventura won a number of kitchen and bathroom awards in 2013, plus Housing Industry Association awards in several categories, including the Most Liveable Kitchen Award for the new Allure display, in Baldviss. "With rising land prices, decreasing lot sizes and delayed land title availability, 2014 is poised to be another challenging year for Ventura Homes and the industry as a whole." Ventura staff would be taken to Rottneest for a well-earned lunch to launch the festive period. **Maureen Eppen**



The kitchen in Ventura Homes Allure display was an award-winner in 2013.



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December 14–15, 2013 - © The West Australian