

Greater Toronto's Finest **NEW HOME GUIDE**Greater Toronto Area
May 7–June 4, 2022

HOMES

What If?



For **THIRTY YEARS** now,
National has started every day
by rethinking what is possible.

NATIONAL
H O M E S
You are the blueprint™

CELEBRATING
30 YEARS



INSIDE: SPECIAL SECTION: **WHO'S WHO**
IN THE **NEW HOME INDUSTRY**

WHY **WE ALL LOSE** WHEN WE
DON'T BUILD **ENOUGH HOMES**

COVER STORY



NATIONAL HOMES

CELEBRATING 30 YEARS OF PUTTING CUSTOMERS FIRST

A 30th anniversary is something worth celebrating, and when that relationship involves thousands of families across the GTA for generations, that continuous timeline of commitment takes on an even deeper meaning.

"Since 1992, National Homes has been committed to the principle that 'You Are the Blueprint', says Jason

Pantalone, president and CEO of National Homes. "This philosophy has driven every aspect of our decision-making, from what locations to build in, to the character and features of the homes we design. This year, we are very proud to celebrate our 30th anniversary, and a key part of our success since the very beginning has come from listening to the hopes,

dreams, and all the wonderful 'what if' ideas of our customers."

Through programs such as focus groups, workshops and the company's innovative YOUprint surveys, National listens to real homebuyers who share their insights and expectations. National invests in land in neighbourhoods where people want to live, and designs

1992



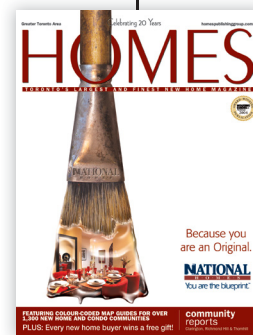
1994



1998



2000





homes with the features and flow that people want in their lives. This results in homes that are planned from the inside out, with a holistic design perspective that supports physical, mental and emotional well-being.

From every focus group, suggestions spark new thinking. And those ideas are then sourced, designed, tested and finally incorporated into the next generation of National homes, to make the lives of their homeowners even better.

In every National home, customers can choose from a whole series of Bright Ideas that rethink how technology and design can improve every moment through smarter thinking. These include features that can help organize your life, thoughtful details that make every day a little more rewarding, innovations that make life more

connected, and construction techniques that are more sustainable and better for the planet.

Just a few of the constantly evolving series of innovations in National's Bright Ideas Program include specially-designed drop zones by the garage door, with storage for footwear and outerwear, integrated Amazon Echo Plus with built-in Smart Home Hub, and video doorbells with smartphone capability. You can even have a dog-wash station, and that's just the beginning.

What if there was a place for everything? National has a Bright Idea for that, too, with Panasonic closet organizers with rotating extending shoe storage, family centres with multi-functional desks, including smart-charging, whiteboards and floating shelves, and even built-in recycling centres with three simple separate containers.

What if the features of your home could be controlled with your Smartphone? National has Bright Ideas for that as well. Features such as Smart Switches connected to Alexa Voice service, or remotely by smart phone apps, or Alexa-controlled Moen showers and kitchen faucets, and even Smartlocks controlled by Smartphones. Or just touch to open.

It's all part of National's focus on understanding and respecting the needs of the customer, with ideas that save time, and bring families closer to the things that matter. Since 1992, year after year, in a continuous day-by-day timeline, the team at National Homes has been committed to innovation, because someone has to be first, and that means rethinking everything, continuously.

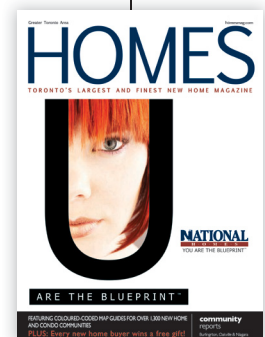
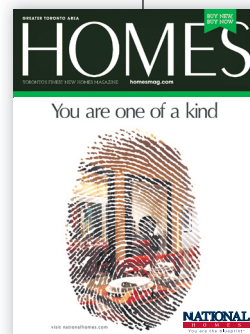
Today, National Homes has grown into one of the GTA's most successful and respected homebuilders.

2002

2004

2006

2008



UPCOMING NATIONAL HOMES COMMUNITIES:

Mississauga – Whitehorn Woods, townhomes on Britannia West, from \$1.3 million

National is coming this spring to Mississauga at Britannia Road West near Creditview Road. A private enclave of refined townhomes, just steps from woodland trails and the river valley. Impeccable finishes, elegant design, private garages, many with coveted backyards, plus options for homes with private, secondary suites. Minutes from Heartland Centre shopping.

Burlington – midrise condominium and townhomes on Plains Road

Modern urban sophistication comes to Plains Road in Burlington, with two boutique midrise condominiums offering spacious, stylishly designed suites. There will also be a limited collection of modern townhomes, offering a refined take on urban living.

Brampton – DUO Condos – condominiums on Steeles Avenue West

A 26-storey condominium by National Homes and Brixen Developments Inc. is coming soon to Steeles Avenue West near Hurontario Street. Minutes from the Brampton Gateway Terminal, Brampton GO station and future LRT, DUO is revolutionizing this remarkable neighbourhood. The place where parks and schools are within touching distance, shopping, restaurants and lush golf courses enrich your life, and relaxing suites bring joy every day.



With more than 15,000 homes in its portfolio of accomplishments, National has developed more than 20,000 acres of land, constructed thousands of square feet of retail and commercial developments, and has a growing focus on the highrise market with a new 26-storey condo coming soon to Brampton, and two midrise towers plus townhomes coming to Burlington.

Over the next five years, the company aspires to provide new homes for families across the GTA, with more than 3,000 new homes already in the planning process, and many more on the horizon.

National's award-winning Interior Design Studio is a perfect example

of its "You Are the Blueprint" philosophy. This beautiful new space is so much more than a showroom. Here, every step of the design process is planned and presented to their homebuyers in a perfect balance of high tech and hands-on experiences. In stunning displays, vignettes or entire rooms of inspiration, every detail for a buyer's design decision is presented in a clear, user-friendly way backed up with the support of an interior design consultant.

For those who are interested in home automation and property technology, National is at the leading edge of the Proptech industry. At the Interior Design

2010



2012



2014



2016



2018





Studio, buyers will find a world of ways to connect with and control the elements of their home. The R&D department at National regularly tests products, materials and techniques in the Blueprint Design Lab with a particular emphasis on sustainability. National also hosts their innovative Blueprint Workshops here.

“So, if you can see yourself in a National home,” says Deena Pantalone, National’s chief innovation officer, “it’s because You Are the Blueprint. And that’s been at the heart of the National Homes story for 30 years. And counting.”

For further information or to register for any of these sites visit nationalhomes.com.



2020

2022



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