



## Waterloo Region Home Builders' Association (WRHBA) Salutes Award Winning Member – Pioneer Craftsmen Ltd.

Eric Kraushaar, President  
Waterloo Region Home Builders' Association

Canadian Home Builder's Association held its annual conference in Quebec City at the end of February and an important part of the program during that weekend is the Sales and Marketing Awards (SAM) event that honours the best of the best in the building industry from across all of Canada.

Kitchener's own Pioneer Craftsmen Ltd., a well-respected local renovation company, was awarded the prestigious SAM award, against some very formidable competition, for the best addition to a single family home for their work on the "Idlewood residence" located in Kitchener.

Jamie Adam and Paul Meier from Pioneer were in attendance to receive the award and I can confirm that it was a very proud moment for them as well as for the entire Waterloo Region contingent that was present at the ceremony.

This national recognition of the exceptional quality of design and craftsmanship provided by Pioneer to their clients underscores the importance of the renovation industry to our local economy. The renovation industry is poised to remain very healthy over the next few years as more and more home owners look to protect their investment and create a unique home life experience. Renewed ecoENERGY retrofit grants and the recent federal budget that provides incentive to home owners by way of a tax credit of up to \$1,350.00 dollars for virtually any renovation project will put even more emphasis on smoothing the daunting task of finding a reputable contractor to fulfill those renovation dreams.

### **Waterloo Region Home Builders' Association**

725 Bridge Street West, Suite 1, Waterloo, ON N2V 2H1 Bus: 519.884.7590 Fax: 519.884.7361

[www.wrhba.com](http://www.wrhba.com)

Contact Person \* Marie Schroeder, Executive Officer \* Email: [Marie-schroeder@wrhba.com](mailto:Marie-schroeder@wrhba.com)

Waterloo Region Home Builder's Association is proud to have Pioneer Craftsmen Ltd. as a long-standing member and believes strongly that the newly launched RenoMark™ program will provide renovator members with a strong trademark that will assist them in providing credible references to prospective clients. The program also supports renovation firms by providing up to date information on many aspects of renovation from new technologies to marketing techniques. Consumers looking for area RenoMark™ contractors are invited to visit <http://renomark.ca/Waterloo>, and renovator companies who are not a member should call the Waterloo Region Home Builder's Association office at 519 884-7590 to obtain further details about the benefits of becoming a member.

Pioneer Craftsmen Ltd. is located at 1510 Victoria Street North in Kitchener and they can be reached at 519 743-4461.



**BEFORE**

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**AFTER**

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Left to right: Graeme Lenno, American Standard, Jamie Adam & Paul Meier, of Pioneer Craftsmen Ltd., Sophie Joncas, CMHC

Since 1946, WRHBA has been the voice of the residential construction industry in Waterloo Region. WRHBA is the place where savvy homeowners turn to find a professional builder or renovator. WRHBA is a voluntary association whose primary goal is to positively impact the communities where their members and their customers live, work and play. Through ongoing representation to municipal government, media relations and consumer education, they address important issues head on and have a strong presence that benefits members and contributes to housing affordability and the well-being of communities in the Region of Waterloo. WRHBA members also greatly benefit through their motto to "Call a Member First", monthly networking events, and several corporate discounts and saving packages. Visit [www.wrhba.com](http://www.wrhba.com) for further association information or contact Marie Schroeder, Executive Officer, at 519.884.7590

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