

Rise Construction Ltd. soars to the top

By Goody Niosi *Writer*

PRINCE GEORGE - Rise Construction Ltd. is soaring straight to the top.

The construction company that was founded only two years ago has already garnered its share of awards. In the most recent **Canadian Home Builders Association Northern Housing Awards** the company took home major awards for its new single family home construction.

Site superintendant **Dirk Loedel** and father of president **Marnie Martin** says that the company's spec and custom homes are equally special.

"We don't build any two houses the same," he says. "We continuously work to improve our floor plans and our layouts. We do all custom built cabinets and for lack of a better term - we don't build to minimum standards - we build to our standards."

And those standards are high indeed, he adds. Unless the home buyer requests something different, Rise Construction homes come with an on-demand hot water system. They also come with triple rather than double glazed windows. Insulation is all better and more efficient than what is required and all homes come with a 10-year new home warranty.

"You get an exceptional house when you buy one of our houses," Loedel says.

Both Loedel's daughters Marnie and Denise, almost grew up on the job site when they were young, he adds. They went to university and embarked on their own careers. But in 2004 Loedel created a new 78-lot subdivision in Prince George called Malaspina Ridge. He recalls Marnie coming home to look it over.

"You just try and keep me out of this," she warned him.

Martin helped him market the subdivision and then decided to build houses in it. She also hired him to be her site supervisor because, she said, there wasn't anyone better in the city.

To date Rise Construction has built 12 homes at Malaspina



The interior of a Rise Construction home



Ridge.

"We're trying to keep our square footage down a little bit," Loedel explains. "But we still want to give people the room they're looking for so we're incorporating a bonus room over the double garage in virtually every house - and that has been a really big selling feature."

Rise Construction also incorporates large kitchens because kitchens tend to be the focal point of every home and every family. Rise Construction kitchens incorporate eating bars and breakfast nooks. They also feature custom cabinets that fit each plan perfectly. Another feature of Rise Construction

homes are nine foot or higher ceilings on the main floor.

Bathrooms are also important and along with large ensuite baths with double vanities, the company pays close attention to the main bathrooms as well.

"They all have two sinks," Loedel says. "Most of the hous-

es you see now have small main bathrooms and we try to make them as large as possible because more people use the main bathroom than the ensuite."

The largest home the company has built to date is 2,500 square feet with the smallest coming in at 1,300 square feet. Loedel points out that of the 12 homes built so far, each has sold before completion.

"Our clients recommend our homes," he says. "We have an excellent reputation. I don't know of anyone who isn't happy. Marnie gets letters from clients thanking her for their homes."

Loedel is meticulous about the quality of the home at every stage of building. He visits the site twice each day and does an inspection of the home very day. Each home is built to the highest standards, he says.

"I disagree with Marnie sometimes on the floor plans and we may have disagreements on the colours that she chooses - but that's okay. We have a constructive dialogue and we come up with what we feel is the best product in the end."

Loedel notes that his other daughter, Denise Weaver, is now helping out in the family business as well, lending her talents as a designer with a practiced eye for colours and details.

Sustainable building is also important to Rise Construction, Loedel says. All the company's homes are rated energy efficient and the company keeps raising the bar on those standards. Garage doors for instance are insulated R14 or R16 and heat pumps are an option offered to each homeowner.

Malaspina Ridge is now 60 per cent built out and Rise Construction is set to build several more homes in the subdivision. After that, the company will continue to build its award winning homes in the Prince George area.

Rise Construction Ltd. is at 103 - 841 Central Street in Prince George.

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