

MAGAZINE LAYOUTS

Innovation 24/7

In an ever-changing real estate market, Pinewood Niagara Builders has learned that a little creativity may be the secret to success....

When Pinewood Niagara Builders starting building homes and communities throughout the Niagara Region over 30 years ago, the goal was to provide their neighbours with homes that were distinctive and creative.

Michael Colaneri Jr., a 2nd generation developer in this family-run company, states "Customer demands are always changing and there are always new technologies to accommodate buyer's needs. We need to stay on top of what will impress a buyer; our projects are infused with dimension, interest, and luxury, but with a little flair... some unique style."

The strategy adopted by Pinewood throughout their history is to try to be more innovative than their competition. "If we can get the upper hand with a creative approach, by switching the ordinary for the unexpected, than Pinewood can be memorable. Adding each buyer's creative stamp to their new home is what sets us apart."



The corporate culture at Pinewood is unique, and the management and employees all agree that staying competitive means getting a little creative. Michael Colaneri Jr. says "any company with a creative culture will naturally rise above their competition. We want to change how people think of developers. We want the best people to work for us. By attracting them, the best and brightest, we can be a leader in the industry. They have all the same ideas that the buyer wants... to be a little different from the rest, to think outside the box, and, in turn, maybe we can make the more dynamic presentation.



"Every person has a distinct style. That little flair - being able to incorporate that buyer's uniqueness into their new home really shows the scope of Pinewood."
Cindi Loforti, On-Site Interior Decorator

"If we as sales reps can generate the ideas, and implement them in our everyday sales approach, not only is the company more likely to succeed, but so will the individual... that motivation is contagious."
Dale Azzarello, Sales Representative



"We don't want to be normal or average. We want to try something that takes a little courage, a little guts. Home buyers can see through hype. By being more charismatic we can get a buyer through the door, and hopefully impress them with our ideas. Our layouts, our designs, our focus on 'green', energy-efficient building will spark an interest. Those are the buyers we look for," says Mike Kennedy, Project Manager.



"If a company continually reinvents itself, it can't be copied. Our company's culture is based on being more innovative with our products, our services, our attitudes...it is the best secret weapon you can have," says Colaneri.

Invoking a creative leadership didn't happen overnight, however employees at Pinewood Homes find that with their leaders guiding the way, they are confident their ideas and suggestions are will be well received. "They encourage ideas from all their staff; they tell us that we are the best resource." And those employees are happy to add their opinion. "We are in an environment that encourages free thinking. Being outspoken is what a project may be looking for... that fresh set of eyes that can make it a little more interesting," says Administrative Assistant, Ida Memme.



By not being afraid to try new things, Pinewood Homes builds so each home will be distinctive. Says Colaneri, "no one buyer has the same wants and needs; each of our homes need to be an original. By adding a little flair to each, we can see what works and what doesn't. Every project is an experiment; even if it doesn't work, we all learned something valuable. That fearlessness... it's innovative in approach. It works well for us."

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Pinewood Niagara Builders

With us, it's personal.

At Pinewood, following the golden rule has been our way of doing business for 35 years. "Treat others as you wish to be treated" translates into exceptional customer service, variety and value. The experience of each of our staff is a reflection of a strong knowledge of the Niagara market, and after 35 years of successful building in the region, we're excited to share our experience!

Service we'd want for ourselves.
Understanding our region's market and customers has proven an invaluable experience; Step-by-step sales and service is a commitment to provide an experience that will result in a lifelong customer. We want to be your Real Estate team through every life stage. From apartment and condos to starter homes and million-dollar custom designs, the invaluable experience of our team allows for a personal one-on-one experience through every step of the process.

Creativity through design and service.
Stepping into a Pinewood home is an experience not easily forgotten. From vaulted ceilings, marble and granite accents and superbly crafted tile and millwork, Pinewood outfits its standard and upgrade selections in a way that any need and want can be satisfied. Well laid out house and floor plans are all customized based on each individual. Throughout the process, a member of our "heavenly customer service team" helps you through not only the buying process, but also the interior and exterior design, and is with you through any element on the way to the creation of your masterpiece.



Innovation that sets us apart.
Classic new home design, state-of-the-art and energy-efficient "green" building materials and old world craftsmanship are just some ways Pinewood builds homes of unequalled value and style. By combining function with beauty, we have earned numerous awards from the Niagara Home Builders Association, Trillium and various others. We also understand the importance of staying competitive, and offer varying prizes and draws, promotions and sales not found in other Niagara builders.

Trust in our experience.
Our buyers benefit from decades of experience has resulted in formidable relationships with the areas most reputable and valued suppliers. We seek out the most extraordinary communities, and develop designs for varying requirements, budget and current and future situations. We develop designs with your future enjoyment in mind and dedicate ourselves to making the home building experience a happy one for you and your family. Our buyers benefit from the experience of not only the Pinewood Construction Team, but Niagara trades and contractors, suppliers and building material dealers of quality and value we would expect in our own homes.

From single-family starters to dream homes, condos to apartments and commercial building, Pinewood's variety and dedication is not the only reason to choose us for your building needs. Whatever your dream, Pinewood's personal mission is to make it happen for you... and to treat you well with every step towards your future.

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