



 **BODA**
BODA CONSTRUCTION LTD

Mirroring Natural Beauty





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A Georgie Award winner and finalist on numerous occasions, Boda Construction is a custom home builder and renovator tackling the unique terrain of west coast living on the North Shore and Vancouver by re-energizing form, function and sophistication into elegant, soul-enriching experiences.

The old saying that opposites attract is an apt description of the inspiration for Boda Construction.

“Boda was a partnership formed by myself and my partner Dane Mathiesen,” co-owner Brian Boyd said.

Hailing from an artistic background – both of Boyd’s parents were artists – he grew up working with architects and other creative types during the 1960s and early 1970s. The son of a bricklayer with a first-class framing and finishing background, Dane learned the tricks of the trade having worked with his father before starting his own business.



“We thought that because we had different skill sets – I was always better at the selling and office end of it all and Dane was good at the on-site management of people and procedures. We were both working independently and decided we’d do better together so we started Boda Construction in 1995.”

Well rounded and experienced, the team of 20 employees combines personalized and detailed services from custom homes and reno-

vations to industrial construction. Driven by a fresh and knowledgeable perspective that combines architectural aesthetic with modern construction practices, Boda Construction’s approach to home building is simple and straightforward.

“We are a custom home builder delivering a very high level product and are not involved in the mass produced speculative projects,” Boyd said. “Our main gain is that we do our

own forming, framing, finishing – anything to do with the structure we do it in house. We don't sub out the framing package. We just find we get a better, consistent product when the carpenter who is forming and framing the walls understands he's going to be hanging the doors and installing the finish trims."

By keeping the work in house, it upholds Boda's sterling reputation for delivering a superior product that ensures a consistent flow when one person is running things from start to finish. And while Boyd admits that it's not always easy, a commitment to quality workmanship and emotional investment across all three scopes is paramount.

"We do a small amount of commercial – mostly interior retail," he said. "But our main focus and expertise is custom renovations and homes. Commercial jobs are more get it done and open up. Custom home building is very personable and emotional for the people involved. We seem to understand what they want and how they react."

"It's like being married to someone for a year if you're doing a home for them," Boyd continued. "You're involved with these people

for quite a journey. You learn a lot about how they live – especially with renovations when the clients are trying to live in the house."

UNIQUE TERRAIN

The foundation for Boda Construction's notoriety is built upon the unique terrain of the Vancouver area they preside in. Masters of this domain, Boyd and Mathiesen pride themselves on being able to tackle the natural wonder of the landscape and turn it into something tangible, beautiful and memorable.



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“Most of our work is in the Northshore of Vancouver combining north and west Vancouver,” Boyd said. “Northshore of Vancouver flows right into the water – the mountains go straight up from the shoreline - so there is some steep terrain and amazing views. We’re used to working on these difficult logistics sites where it’s difficult to get to things.”

Having just finished two homes that were \$5 million build each, Boda’s ideal and convenient geographical focus has helped deliver optimal service without Boyd or Mathiesen having to over extenuate their efforts.

“We do a little bit of work on the islands and up towards Whistler,” Boyd said. “90% of our work is on the Northshore of Vancouver – which is about a 20 minute, end-to-end drive. We have 7, 8 projects all within 5 km of each other, we’ve been able to service clients pretty well.”

Not an easy feat by any means, the intricate challenges this difficult and unique terrain poses pale in comparison to the other obstacles that Boda faces in making their clients’ dreams come to fruition. With developments constantly in flux, both owners are



aware of what's at stake when it comes to managing expectations.

“We're not a small company, but we're not a big company,” Boyd said. “Everyone faces the same cash flow issues and making sure you have enough funds to keep these projects going is a challenge. There are big numbers involved in many of these projects and we closely track and control the costs and cash flow.”

THE GEORGIE AWARDS

With a variety of mid-size, half million dollar projects and a Tuscan-style home in North Vancouver already in the pipeline and on the horizon for Boda, they'll be sure to add to their already impressive and growing accolades achieved in their 20 years of existence. Put together by the BC Home Builders' Association, the Georgie Awards are considered

the most prestigious in the province. The winning entry, Rockbank, took home top prize in the Custom Home valued over \$3 million category. Working closely and col-

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laboratively with Turner Architecture, the house optimizes unbelievable ocean views thanks to being perched atop a south-facing mountain slope. Pinned into solid bedrock, the modern design elegantly meshes with the natural integration of wisely chosen zero maintenance materials.

“It’s good marketing for us,” Boyd said about receiving the award. “It’s always interesting to see what your peers think. Being in the home building industry, you live in a vacuum. It’s hard to see what everyone is doing. It’s interesting to talk with your peers and competitors and see what they’re struggling with and

where they’re achieving.”

While the award is well received by the entire team at Boda, Boyd can’t help but steer the attention away from the shine, glow, glitz and glamour of the award and focus it on what truly matters and makes the biggest impact, even when personality clashes happen.

“Our biggest reward is having a happy client and a happy architect,” he said. “It can be challenging to keep them both happy because quite often the architect has a different agenda than the client. “We sit in the middle and it’s our job to balance the needs of both parties.”



KEEPING AT IT

The exposure afforded by the Georgie Award attention is not lost on Boda’s internal crew. Having relied on the same group of trades for the last 20 years, it not only shows loyalty to the craft of the homes they build, but a loyalty which helps propel their show pieces into the spotlight.

“Dane and I have been working in this business for 30 years and over time you build loyalty if you treat everybody well and that’s a big part of why we’re successful,” Boyd said.

“Our network of people we work with and suppliers who look after us is what makes our team successful.”

Competitive but lean, Boda’s mutual trust and track record of retaining their long-term staff shows their commitment to direct and clear communication with their clients. Another great point of leverage and differentiation is Boda’s influential partnerships and relationships with various organizations and associations who help keep the company informed, engaged and up to date.

Certain groups keep you up to date with changes to code and everything in construc-

tion, it’s always evolving,” Boyd said. “Builders tend to keep doing things the way they’ve always done them. This helps you open up your eyes on new ways to do things.”

“There’s a lot of technical and code changes around here,” Boyd continued. “Trying to keep up with it all, it’s changing quicker than it used to change, as far as building techniques. It affects costs, but you have to keep at it.”

THE FUTURE

So what’s helped Boda Construction continually grow over the last 20 years? Their ability to not micro-manage their employees.



Firm believers in honesty, faithfulness and reliability, both Boyd and Mathiesen take a traditional, but hard-nosed stance when it comes to team-building.

“You have to let people fumble along a bit and encourage them to learn new things – but micromanagement drives everybody crazy, from the labourer all the way up to the top,” Boyd said. “Let them figure out a better way to do it. Let them learn the way they’re supposed to learn and not be told what hand to hold the broom with.”

Looking ahead to five and 10 years down the road, Boyd’s plans for Boda Construction

don’t focus on the extravagant, but rather finding that youthful exuberance while providing a quality product at a fair price in a timely manner.

“Our next ten-year plan is to keep what we got,” he said. “Keep the rough size and keep striving for the same kind of high quality new homes and renovations. We don’t have any plans to get bigger. We want to maintain what we have and deliver a first class product in a cost effective timely manner.”

“Have to keep fresh and keep moving,” Boyd continued. “People want to see that energy.”





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