




NATURE RIDGE
H O M E S

*Developing
Responsibly*




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Boasting over 30 years of building and land development experience in the Eastern Shore region of Nova Scotia, Nature Ridge Homes is quickly becoming one of the most recognizable names in the Halifax market. From the beginning, they have been committed to developing the region responsibly while exceeding client expectations in terms of service and professionalism, and they are now well-known for delivering high-quality housing solutions that are affordable, innovative and environmentally-friendly.

Josh Norwood is the General Manager of the company. He says that Nature Ridge Homes

is a small family business that's devoted to Eastern Shore's long-term development, which includes supporting the local industry. To help facilitate economic growth, for example, they work almost exclusively with suppliers, tradespersons and other "home-grown Maritime companies" located close to the Eastern Shore area.

The company is also fully committed to preserving the region's natural beauty, and their current land development – appropriately named Nature Ridge – is a testament to that. Located in Porter's Lake about 20 minutes from downtown Halifax, the subdivision is

set to feature roughly 215 building lots that will each contain a large amount of designated green space that's "basically untouchable." "The concept behind this subdivision is land conservation and open space," says Norwood. "Our lots are starting at approximately an acre to an acre-and-a-half in size, and they go up from there. You're allowed to develop 20 per cent of each lot for the home, meaning 80 per cent has to remain untouched."

According to Norwood, this mandate will produce "a lot of green buffer and natural green boundaries" between the homes, providing numerous benefits for residents to enjoy. These benefits include: improved privacy; picturesque views; conservation of plants and wildlife; more efficient natural drainage to reduce stormwater flooding and soil erosion; preservation of the "rural character" of Porter's Lake; a retention of undisturbed green belts for outdoor activities such as hiking; and an enhancement to long-term real estate values.

Nature Ridge Homes is currently developing the first of eight phases for the development, which will yield 36 of those building lots. Each home will also feature a wide variety of energy efficient products and systems – an



aspect of building they "really don't compromise on." To back that up, the company has each of their builds professionally tested for energy consumption and rated by EnerGuide in order to ensure optimal energy performance.

"What we're doing with the Nature Ridge subdivision is pretty much as environmentally-responsible as you can be, especially in terms of conservation," Norwood explains. "We've had an at-risk species study done to make sure we weren't putting any endangered plants or animals at risk by developing the area. We're also working around the wetlands, which are great to have on the prop-



erty because they have a natural biofilter, so we're really conscious in the design of the development to work around those areas."

"Our family roots are deep in the area – we were basically born and raised here," he adds. "We live here as well, so we have a vested interest in seeing the community grow in a responsible way. We want to maintain the rural character of the area and conserve the green space so it can be enjoyed for generations to come."

PUTTING THE CUSTOMER FIRST

In addition to their steadfast support of the

local economy and environment in Eastern Shore, Nature Ridge Homes also has a reputation for delivering exceptional customer service. Regardless of the size or scope of the project, the company is "really hands-on throughout the whole building process, right from the ground up." They can exercise that level of control because they tackle each phase of the development – from infrastructure to homebuilding – as general contractors, rather than simply subcontracting the work out and overseeing the process.



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"We're a bit of an anomaly where we're actually a land developer as well as a builder," says Norwood. "That in itself sets us apart from a builder who's purchasing lots and then just building homes on them, because, unlike them, we're actually developing the lots for those homes."

Nature Ridge Homes also customize home designs to accommodate each client's individual preferences. They work with clients right from house plan development all the way through each stage of the building process to ensure that the finished product is fully tailored to their unique lifestyles. This has allowed them to establish several long-


standing relationships with clients along the way, which Norwood indicates has been "paramount" to the company's success.

"Being a smaller family-run company, we've had the luxury of forming those one-on-one relationships with our clients," he says. "Everyone that we've ever built a house for speaks very highly about our company, and would also speak on the professionalism of the company. That's because we're accessible, easy to contact and if you have any questions or issues, you're going to be able to get a hold of myself or someone else in the company right away to help you."




Norwood explains that Nature Ridge Homes intentionally limit their workload in order to ensure each client receives this high level of customer service, attention to detail and personal touch. This also provides the added benefit of being able to repeatedly use the same local subcontractors on each project, which he stresses is very important to the family-run business.


"We're not a high volume builder in terms of numbers," he affirms. "We strive to build about eight to ten houses a year, the reason being that we're very hands-on and that's our capacity, especially if we want to work with the same sub-trades that we've been working





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Having regular access to their core group of local tradespersons allows Nature Ridge Homes to consistently replicate the high

level of quality they are known for. Regardless of budget, the company is committed to providing each customer with an energy-efficient, aesthetically-pleasing house that they are proud to put their name on.



"One thing Nature Ridge Homes is all about is quality," says Norwood. "I think that's evident throughout the process. We're all about quality craftsmanship and energy-efficient builds. I'd say that would be our niche and the foundation that Nature Ridge Homes is built on."

RISING TO THE TOP

As Nature Ridge Homes continues to rise in popularity within the Halifax market, Norwood says the company will remain committed to being industry leaders in terms of sustainability. This includes researching and implementing cutting edge green initiatives, building efficient houses with reduced energy consumption and developing in a responsible way that's respectful of the environment.

The company will also remain committed to providing the highest level of professionalism and customer service possible. Norwood reveals that their primary objective is to be known across the entire province of Nova Scotia as "the premier homebuilding company as far as quality and energy efficiency goes," and that means continuing to provide clients with their hands-on, personalized service.

"I can't ever see us becoming a company that's going to build 50-plus houses a year. What sets us apart is being that smaller company that's known for building quality, energy-efficient homes and forming those one-on-one relationships with clients," he concludes. "That's at the top of our list in terms of importance for Nature Ridge Homes."





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