







Inspired by a vision of bringing custom homes to Saskatoon, Saskatchewan, Decora Homes is redefining what it means to be a home builder. Bringing a new level of custom never before seen in the area, Decora Homes is raising the bar, exceeding expectations, and making your wildest possibilities a reality.

Built to reflect your personality and lifestyle, you wouldn't be mistaken if you considered Decora Homes a dream maker. Led by the dynamic husband and wife team of Ricky and Rhonda Iula, and Dustin Grenier since their inception in 2007, the company has grown.

"We had a vision to bring the custom homes to the marketplace, we wanted to showcase more modern, complex homes," Ricky Iula said. "We're creating ideas that have not been introduced to our market place. From first time home buyers to luxury style homes."

Serving all of Saskatchewan, Decora Homes' presence reaches a geographic radius of 250KM from Saskatoon. Armed with a bevy of diverse talent – from

# ONE TOUCH UTO MATION

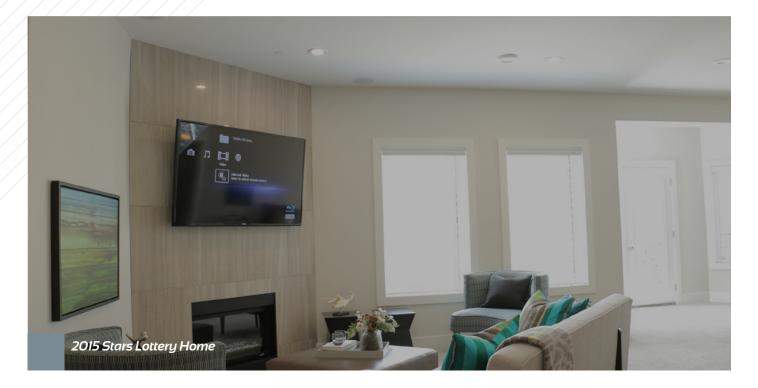
## Smarter Solutions for a Simpler Life.

by Tonya Lambert

The world can be a hectic, stressful place. There are meetings, deadlines and conference calls; parents chauffeuring children to play dates, soccer games and piano lessons. When you get home, you just want to be able to relax and enjoy yourself. **One Touch Automation**, **Saskatoon's most comprehensive home automation service**, has helped hundreds of city home owners return home after a busy day to find peace of mind at the touch of a button.







At One Touch Automation, they design and install customized home and office automation systems which seamlessly integrate your audiovisual equipment, security and surveillance systems, appliances, lighting, blinds and HVAC allowing everything to be controlled from one simple device, be it a universal remote, touchscreen or smartphone. "Every job is a unique and exciting challenge," says Calvin Garraway, owner of One Touch Automation. "The options are limitless, and each system we design and install ensures that we keep up-to-date on the latest technology."

Garraway, an electronics systems engineering technologist, designs every system himself. He explains, "I meet with my clients to discover what they require from their home automation system and to view the space involved. Then, I sit down and draft a customized system specifically to meet my clients' needs." After the clients have reviewed the draft and Garraway has made any requested alterations or additions, his talented team of technicians installs the system, programs and tests the equipment to ensure that everything is operating optimally.

#### Cutting-Edge Equipment

One Touch Automation only uses cutting-edge equipment from the best brands, such as Crestron and URC. One Touch Automation is Saskatoon's only residential Crestron dealer. Their preferred platform for large-scale projects, Crestron is one of the top automation platforms in the world, trusted by Microsoft and the US Pentagon. URC, another line employed by One Touch Automation, is known for its reliability. "We have never had a customer complain about their URC system," says Garraway.

When it comes to designing and installing home and office security systems, One Touch Automation relies on industry leaders like DSC Smart Security Systems and Eyesonic CCTV. Using such premium equipment, Garraway designs security systems that include video surveillance with motion, smoke and carbon monoxide detection to ensure that your family and your property are kept safe and secure. These systems can be adapted so they can be controlled remotely with all the systems integrated to achieve maximum protection. Every brand employed by One Touch Automation is easily upgradeable, an important feature in an era where technology is changing quickly.

#### The Face of the Future

While the automation industry is still fairly young, it is growing rapidly. More and more often automation systems are being incorporated into Saskatoon homes, whether as retrofits or new builds. Garraway expects that eventually it will be standard for new builds to include an audio-visual system. "One Touch Automation already works with every major builder in the city," says Garraway. "We offer special home builder incentives on prewire packages and are able to meet the high standards for functionality and appearance set by the builders. After all, a quality system should not only work well, it should look good, too." One Touch Automation is capable of doing any size project, from simply hanging a TV to currently installing one of the largest Crestron systems in western Canada. They have also been responsible for designing and installing the automation systems for every Saskatoon STARS Lottery Home.

"I'm not sure if we were just used to the system we had before or something, but your system works...no problems!" Glendon Pickering



#### Your Home Should be Your Haven

According to Garraway, the most popular home automation projects in the city involve the outfitting of an entertainment room into their home. Some people are opting for a home cinema complete with large, highdefinition 3-D picture, fully immersive surround sound and comfortable seating. In short, movies and music they way they were meant to be experienced. Man caves are also a popular preference, a place where the guys can gather to play video games, shoot some pool or cheer on the Riders surrounded by a sophisticated audio-visual system that is the very definition of pure performance. Whatever your choice, One Touch Automation is the right choice to automate your personal retreat.

No one wants to return home to the frustration and hassle of searching for multiple remotes and running from room to room to turn on lights, adjust the temperature and de-activate the alarm. With a home automation system by One Touch Automation, everything is integrated and can be controlled with the touch of a button. Simple, stress-free, smart...that's One Touch Automation.

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designers, site managers to special line flooring and exterior masons, the team of nine in-house employees and countless other subcontractors each play their own individual and unique role in the construction of a Decora Home.

A one-of-a-kind experience, the client relationship is a sacred piece of the Decora Homes building process. Described by Iula as a high referral company, Decora forges bonds and relationships from the ground up, optimizing and using every opportunity to create rapport and intimate understanding of the clients' needs. "Right from the very beginning, we will meet with the client and set a budget," Iula said. "We build to peoples' budgets and lifestyles – everyone has a different lifestyle that they cater to. Some people have executive chef kitchens to theatre rooms, so we like to give people their wish list and their need list. We work hand in hand with our in house designers, trying to put together budgets on what they need."

Part of the process is making it as stress and worry free as possible – on both ends of the spectrum – for the client and for those building the homes. "We also run a builder trend program," Iula said. "Everything is online, so once we put together a spec sheet for them on everything that they want in their home, we'll work with them hand in hand right from picking all the materials to create their dream home."

#### PROJECT SPOTLIGHT: 409 GREENBRYRE LANE

Built in 2013, this twostorey style show home is an immaculate property for the most discerning buyer. Fully developed on three levels, the four bedrooms, four bathrooms offers 2,575 square feet of living space and is outfitted with modern clean lines. bright airy floor plans and 9 foot ceilings. Backing onto Greenbryre Golf and Country Club, the home is automation controlled from in-floor heating to the lights, security and sound.

"We took different ideas that we saw from around the world," Iula said. "Our whole purpose of the house was to design it with amazing street appeal. That lifestyle of golf course living, we were trying to give them with a move-in ready creation. There is also a tech package in that home. Giving the people the convenience to control their home from anywhere in the world on their iPhone or Android."



#### PROFESSIONAL OPINIONS TRUSTED VALUES

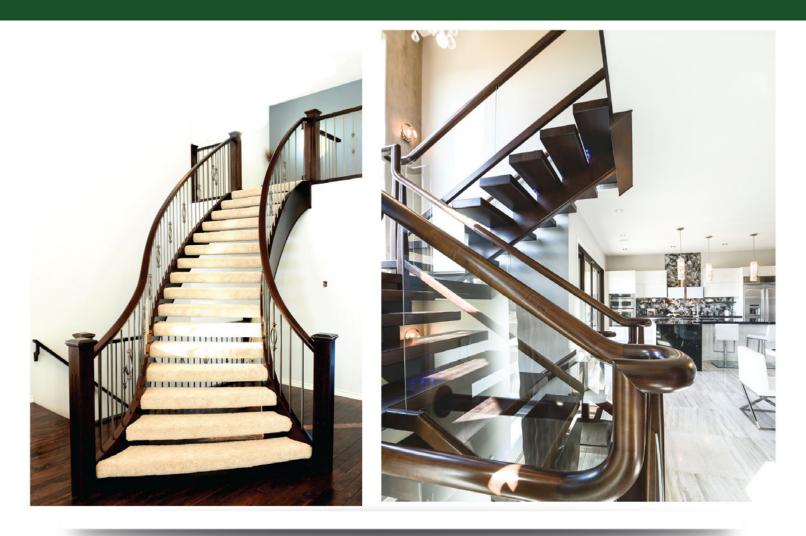
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Already garnering plenty of attention and praise, the show home is a hit with all who have been fortunate enough to see it firsthand.

"General response from our sales staff is that people love it," Grenier said. "They love the area, they love the home. We keep hearing that it's the nicest show home in the area. It drives traffic for major construction, that's our goal there. Showing people you can mix different products and get different ideas on how to build your home." As growth and notoriety continues, Decora Homes strives to push the boundaries of custom home building by taking on more ambitious and opulent projects. But there is one that specifically stands out in the mind of Iula that comes with a two-year timeline.

"We actually have one of the most complex houses Saskatchewan has ever seen," he said. "From glass elevators, spiral water slides, electric car charger ports and rock climbing walls. We're working hand in hand with one of the top architects in the country, AODBT. This

was one of the most complex homes they and the structural engineers, Rempel Engineering, have ever worked on. This is definitely something you don't see every day."

#### **BUILDER PROGRAM**

Building trust with your customers and pride within your staff is an all encompassing commitment to customer service at Decora Homes. A key to their success in providing exemplary customer service is offering the most up to date amenities, including technology. "We run a Buildertrend program in our company," Iula said. "It's a management program. So all change orders, documents, timelines, progress pictures, gives the customer the ability to see the schedule, and do change orders from anywhere - they don't have to run across town to come and sign something."

A sign of the times innovation, home automation is becoming more and more commonplace within higher-end homes and among clients. Delivering quality and peace of mind, automation combines the best of





both worlds – technology and peace of mind for the homeowner.

"Home automation gives you the ability to use mass technology in any home," Iula said. "Customers can log on from anywhere in the world and basically operate their house from their cell phone – From when a customer is controlling the blinds to the sprinkler systems, overhead garage doors and their security system."

Aside from the technological aspects, awardwinning customer service comes down to the bare basics of quality relationship build-Decora Homes ing with your supply chain and subcontractors. Not to be overlooked, Decora practices its due diligence during the course of action.

"We establish strong relationships with them based on the quality and service they provide," Iula explained. "We're meeting up with everyone that works for us or with us to guarantee that quality materials are going out to our homes and the quality of installers on all subcontracting."

#### **COMMUNITY ADVOCATES**

Renowned for their attention to detail, customer service, craftsmanship and high stan-

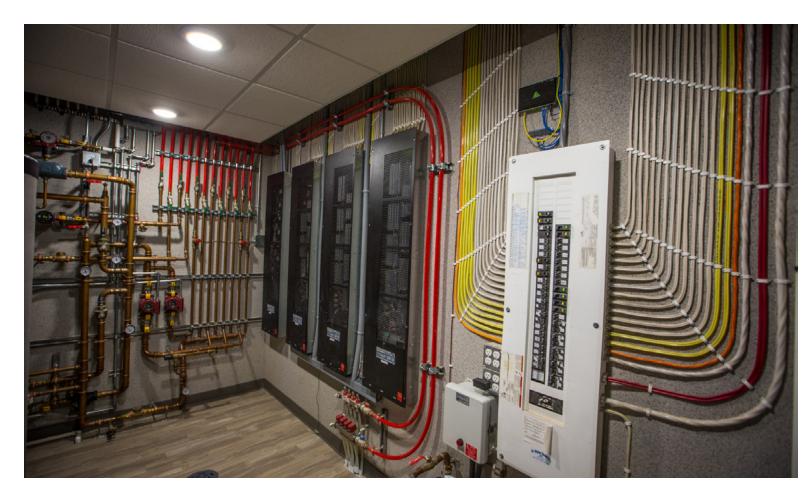
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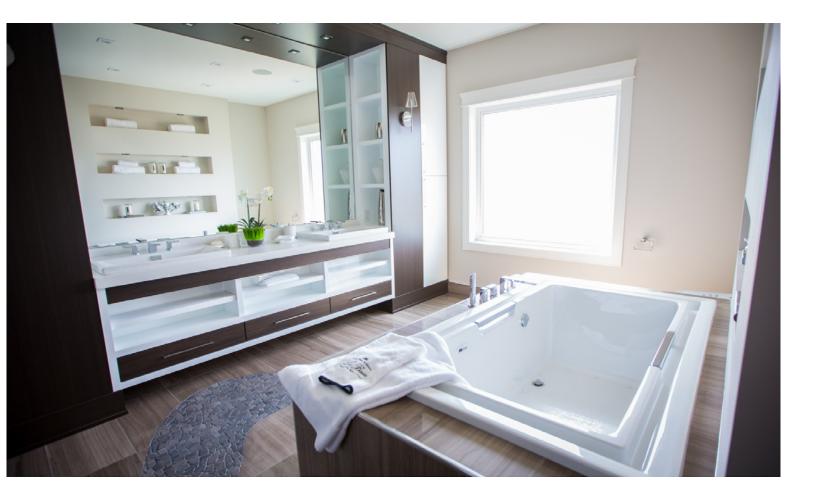


dards, Decora Homes provides only the best in class, while being mindful of their audience, the conditions of their environment and doing their part to save the environment and help their clients save money in the long run.

"The standard for all of our homes is that we use the most high efficient appliances, furnace, water heaters, LED lighting – any energy saving or plumbing fixtures that we can possibly do," Iula said. "We put the highest R-value rated insulation in all of our homes, so you're getting the best return for your heating. For the exterior, we use the Eifis stucco system to stop all the thermal breaks through the studs. In our climate out here in Saskatchewan, we like to keep houses warm and comfortable, so definitely a big one for us."

Taking great care of their customers and community is what drives Decora Homes. As community advocates, their involvement in various projects throughout the city allows them to give back to the place that has given them so much since the beginning.

"We try to be involved in the community as much as we can," Iula said. "We like to sup-



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port our local charities such as Synergy 8. We sponsor different organizations that do numerous objectives that make our city a better place. We're in magazines.We do online marketing through Facebook. Charity suppers and fundraisers. We're involved both online and in the community. Supporting our community is important to us."

#### THE FUTURE AT DECORA HOMES

Eight years has come quick for Decora Homes. In that time, the company has earned a reputation for quality, custom homes that make the seemingly impossible possible. With a plethora of exciting new projects on the horizon and an autonomous workforce culture that's empowered by upward mobility and stability, the future at Decora Homes is ambitious.

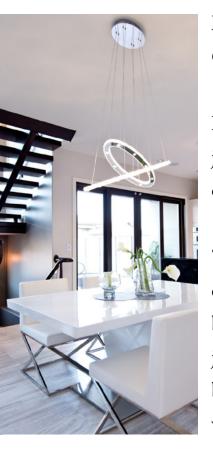
"We want to be Saskatoon's number one choice for high-end custom homes," Iula said. "We want people to know that if they want anything custom, we'll be first in mind. We'd like to see us grow into different mar-



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ketplaces – not just here in Saskatchewan, but other provinces as well. Grow from single family to multi-family homes and other big projects."

Never one to single out individual plaudits, Decora Homes is more than just a home builder. For Ricky Iula, remaining humble when recollecting on success, is the company's greatest asset.

"I wanted to talk about trust building with customers," he said. "We have certified, red sealed, journeymen sub trades that work for us. That's the biggest thing. We consider some parts of our homes artistry, more than just a build. We try and build anything you can imagine. We're not just building normal houses. We're building art pieces. If you can envision it, we can find a way to build it."



Decora Homes

