

# TOWNLINE CONNECT



A New Way Forward  
for Townline

Burquitlam: Curious  
Name; Amazing Place

Forward Thinking:  
The Future of Livability

# A NEW WAY FORWARD FOR TOWNLINE

Townline has always been known as a down-to-earth company – and it always plans to be.

Recently, however, we've been contemplating how we've progressed as an organization, how our thinking has evolved, and what our future holds in the communities we build in. We decided it was time to rethink how we understand ourselves and the way we present ourselves to the public, with an exciting new brand and online look (launching soon) that speak to the Townline vision and direction. Of course, we will never move away from our core beliefs.

"During a time when the development industry in Vancouver was undergoing significant changes, what kept surfacing from customers, clients, and partners was how humble we are," says Townline president Rick Ilich. "We're not interested in building monuments and icons; we're interested in building homes for people. We strive for thoughtful design, functionality, and livability for the everyday customer, rather than kudos and awards. That is what earned us the reputation of being a down-to-earth organization."

For many years, that concept is what Townline has focused on: being down-to-earth as individuals and as

a company. We wholly believe in this philosophy. Yet we began to feel like something was missing: something about our way forward.

## A Fresh Perspective

The winds of change came when the Townline head office moved from our cramped space in Richmond to our contemporary, centrally located new space at Marine Drive and Cambie Street. The new office is connected to the Marine Drive SkyTrain station and all the shops and services of Marine Gateway. "It has lifted the spirit and energy of Townline," says Rick, "which was 100 percent of the reason we did it. The staff is thrilled, and we all feel like it's a breath of fresh air."

At the same time, Townline is busier than ever before in the history of the company. "The markets have been strong," says Rick, "but we've also been strategic in acquisitions to ensure we can continue to deliver truly great projects."

As Townline takes on more and more exciting projects, internal changes are a natural result. "I'm excited to see the next generation of management moving up

within our organization," comments Rick. "It's very clear that, based on the business we're pursuing and the people we're putting in place, we're making a long-term commitment to the individuals within our company and to the cities we are building in."

So the timing for a new company identity, says Rick, "just felt right."

## The Face of the Future

The new Townline brand and logo, along with the new office space and changes within the organization, are all about looking to the future. And what does the future hold for Townline? "The homes we build are continually evolving to incorporate new levels of thoughtful design," explains Rick. "We want to continue to have a positive, meaningful impact on the cities we build in. For example, recognizing that there had not been any significant purpose-built rentals built in 30 years, we stepped up to deliver the first purpose-built rental buildings in decades in Victoria, Richmond, and Cloverdale, identifying a need in the market and striving to fulfill it. We feel good about that – and we'll do more of it."

We decided it was time to rethink how we understand ourselves and the way we present ourselves to the public, with an exciting new brand and online look (launching soon) that speak to the Townline vision and direction.

- 2017 -



2018 -



"Thinking about how people really live is so important to Townline. We put a lot of thought and energy into how we understand interior and exterior living space, amenity layout and usage, suite orientation and exposure."

- Chris Colbeck, VP Sales & Marketing, Townline

"Our influence in the city can also be seen in our work with our sister company, TL Housing Solutions, helping the province and the cities provide much-needed alternative housing," he continues. "We are proud to be an industry leader there."

## The Townline Way

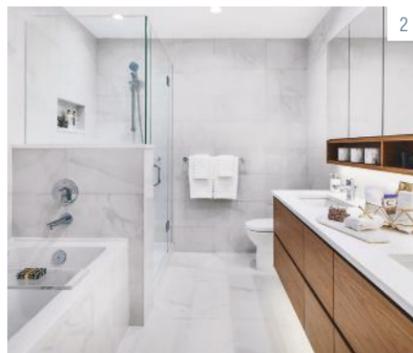
Townline will always be down-to-earth, but we have shifted our focus to identify and embrace what really makes us stand apart: we're calling it "The Townline Way." Yes, the Townline Way is grounded. But it is also more than that.

The Townline Way is quality and lifestyle. Townline builds to enrich the life within the walls and elevate the communities at large with meaningful details that matter in people's lives. "We work hard at building mindful living experiences into each of our homes," notes Rick. "We ensure our floorplans and amenities are really the best they can be. But it's also the little things that become relevant once our customer is actually living there, like shower or bathtub niches for convenient storage options, and oversized kitchen islands (the "Townline island") with storage space, USB charging ports and integrated

seating areas for up to four people; providing needed kitchen storage and a dining area. Townline doesn't get a premium for these details, but the homeowner absolutely gets a premium in functionality, and this is how we differentiate ourselves as a 'thoughtful' builder."

The Townline Way is consideration and respect. "We think of our partners and customers first," says Rick. "We want everybody involved to be completely satisfied – with us and with our homes." Customer care has always been a major focus, both as an extension of Townline's human story, and as part of our commitment to relationships, which will only grow more powerful as part of Townline's new brand and vision.

The Townline Way is about maintaining the values and character that define our company as we increase our commitment to Metro Vancouver, Victoria, Los Angeles and beyond. That means top-quality, mindful development with social consciousness. It means a continued commitment to human relationships with customer care at its core. Perhaps above all, it means caring about the longevity and vitality of the markets we build in, and the people who live there. ◀



1. Sussex 2. & 3. Parker

# BURQUITLAM: CURIOUS NAME; AMAZING PLACE

Like many cities in Metro Vancouver, Burnaby was named after an early British settler; in this case, one who worked alongside Richard Clement Moody, the founder and first Lieutenant-Governor of British Columbia.

Neighbouring Coquitlam was named using a Coast Salish term (Kwikwetlem) meaning “red fish up the river.” Put these two words together, and you get the name Burquitlam.

The term “Burquitlam” was originally created to name a post office near the border of Burnaby and Coquitlam.

But it isn't just a nickname. In fact, this community has identified itself as Burquitlam since 1951. It has long been a family-friendly area of primarily single-family homes, surrounded by schools, parks, and community amenities.

However, the recent addition of rapid transit servicing the area has created a dynamic shift with an increase in multi-family residences. As more multi-family living comes to Burquitlam, preserving this family-friendly characteristic remains an important part of the community plan. This is a true neighbourhood, poised for an exciting new era of development and growth.

Burquitlam is not just a word: it's a phenomenon. Today, this thriving neighbourhood has become one of the city's most interesting communities. The population of Burquitlam is growing quickly, set to nearly double over the

With the Evergreen Extension, Metro Vancouver now has the longest fully automated rapid-transit system in the world, at 79.6 kilometres.

course of 20 years as rapid transit extends through the area and brings new life, new energy, and plenty of new people to this exciting new urban hub. Shops, cafés, and amenities are set to spring up along the transit corridor, as new high-rise homes reach skyward to meet the growing demand for housing and create flourishing vertical communities in the area.

It's a unique part of the city that boasts the perfect balance of a family-friendly neighbourhood, urban innovation, and a wealth of greenspace. Everything you need for convenient daily living is already here, and thanks to the Evergreen Extension, travelling to downtown and other parts of Metro Vancouver is quick and seamless. There's a great deal more to come, too. The nearby Lougheed Town Centre is undergoing a significant redevelopment to become a vibrant area with 1.5 million square feet of new shops, services, and restaurants. Along the transit-oriented stretch of Clarke Road, new shops and amenities will bring a revitalized urban energy to the area. Meanwhile, the abundance of natural space preserves the quiet, residential feel of the community. Minutes away by car or transit are numerous parks, lakes, and greenspaces, including Como Lake Park, Burnaby Mountain, Mundy Park, and stunning Rocky Point Park.

It's an exhilarating time for this ultra-connected and fast-growing community. An incredible vision is quickly being realized for a burgeoning, revitalized Burquitlam, where urban connectivity is balanced by abundant green space and a true community feel. ▀

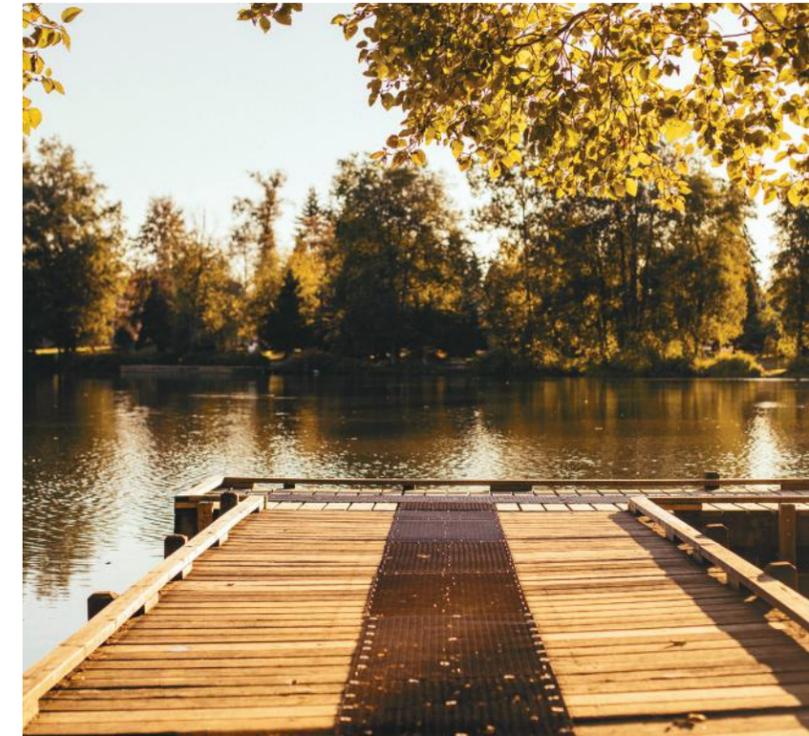
Coquitlam has over 890 hectares (2,200 acres) of open green space.

Coquitlam is the fastest-growing municipality in greater Vancouver (per capita).

It's a quick 36-minute SkyTrain ride from Burquitlam Station to Burrard Station in downtown Vancouver.

The Evergreen Extension adds 10.9 kilometres and six new stops to the Millennium Line.

The Burquitlam- Lougheed neighbourhood plan wants to double existing park space by 2041.



# FORWARD THINKING: THE FUTURE OF LIVABILITY

At its heart, development is about building cities and communities, as well as the homes within them.

The process involves extensive “big picture” thinking before we get anywhere near the construction stage. At Townline, we spend years leading up to each project wrestling with the overarching questions: what are we trying to achieve, what does our customer want and how do they live, and how can we improve on what we already know? We strive to be thought leaders in the development industry by creating new and enhanced ways to make daily life more convenient and enjoyable for residents and communities, with the ultimate goal of improving whole cities. Let’s take a closer look at some of our current thinking around the future of livability.

## New Ways to Work

WeWork is now the second-largest office space holder in New York City. That tells us the shift we’re seeing in workspace flexibility in Metro Vancouver will only gain momentum. The working population can be connected from anywhere – and increasingly is, thanks to technology and changing attitudes. At the same time, the freelance workforce is taking over. A 2017 study by Freelancing in America found that nearly 50 percent of millennial workers are freelancing, and freelancers will become the majority of the US workforce within a decade.

This transition has inspired us. Townline wants to ensure our residents are set up to embrace changing workplace standards and make room for their careers, so we provide dedicated shared creative workspaces within our buildings, with power and communications, meeting and presentation spaces, printers and scanners – everything they need for success. More than just “vanilla workspaces”, these are inviting spaces that inspire creativity; places you want to go to. This is the future of how we engage professionally, and something that greatly impacts our residents’ lives today.

## The Future of Commerce

The numbers are incredible: global ecommerce will reach an estimated \$4.5 trillion USD in 2021, triple what it was in 2014. Now consider the impact of the Amazon Prime Air drone delivery program, which may seem like science fiction but is soon to become reality. But easy-access, fast-delivery commerce isn’t always seamless. Increasingly, Amazon and other deliverers refuse to leave parcels in unsecured locations, as theft can be a concern.

The Townline solution: we create dedicated electronic parcel delivery rooms, with secure lock-boxes from which residents can retrieve their packages any time of day, seven days a week.

## Connected to Innovation

Rapid transit is a fundamental urban innovation that changes the possibilities of how and where we live in Metro Vancouver. The SkyTrain has the effect of telescoping the city. It connects us to urban centres while allowing us to live

outside of them – perhaps in greener spaces, near family, or in more affordable parts of the city. At the same, it creates new corridors of vibrant commerce and community, and allows us to reimagine different areas of our cities.

Townline strives to align our projects with the forward momentum of rapid transit. We select carefully considered sites in areas that we see as poised for innovation and growth, with transit and connectivity as key components. Then we integrate our buildings into these areas to create a seamless connection for residents to their community and city.

## Street to Sky Community

As cities build skyward, we must rethink how we understand, initiate, and foster community. At Townline, we are dedicated to finding innovative ways to form community in urban settings – and we’ve created some very successful solutions.

An important component of community is connection at street level. From the

city streets to our courtyard spaces; from building entrances to our grand lobbies, we carefully connect each space to the next to draw residents inward to our vertical communities, and out again to the surrounding urban spaces.

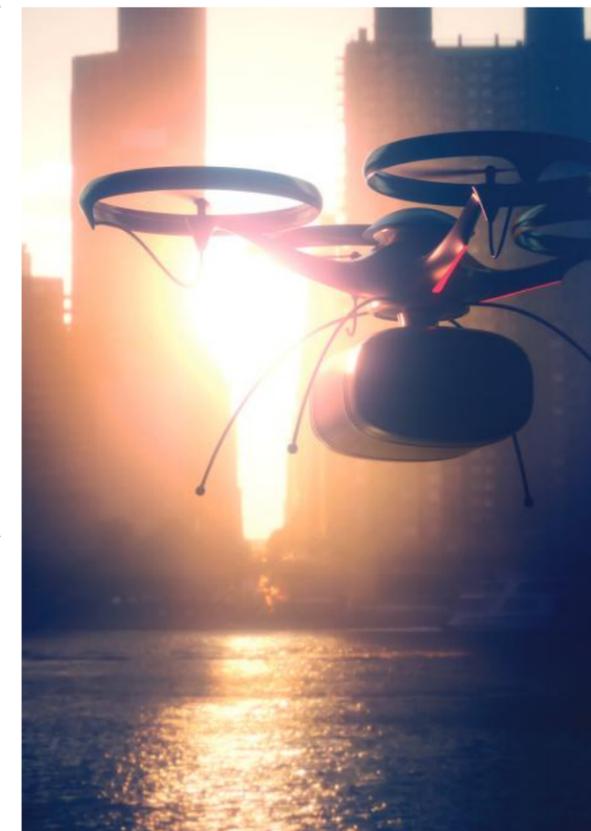
Creating community within our buildings is a fundamental focus of each Townline project. Shared spaces must be practical and convenient, beautiful yet comfortable, and completely welcoming. They must flow seamlessly from one amenity to the next, inviting residents to mingle and relax. We must also create spaces that appeal to everyone, like indoor and outdoor dining areas, seated areas with fire pits, social lounges, hobby rooms, children’s play areas, fitness facilities, pet care spaces, business centres, guest suites, and more – even a two-lane bowling lounge. Our goal is to create improved livability for every person in each of our buildings, every day. Through this, a rich, multifaceted gathering of individuals forms to create true community. ▀



## Re-thinking Affordability

At The Strand, located in the Oceanfront District of Port Moody, there’s a new way to own a home. In partnership with our sister company, TL Housing Solutions, and with BC Housing and CMHC as key stakeholders in the process, Townline created a first-of-its-kind Affordable Housing Program that allowed qualified buyers to purchase a brand-new home with an eight percent grant, provided by Townline upon closing as a down payment toward the purchase price. As affordability becomes paramount for many first-time homebuyers, this innovative program was the very first of its kind in the industry. Eighty percent of our buyers were either living with parents or renting prior to their purchase, and without this pioneering program may have been unable to purchase a home. We are very proud to have created a solution that helped our residents successfully enter the housing market with a home they can be proud of.

At Townline, we are continually seeking new, forward-thinking ways to improve our residents’ experience, and to heighten our positive impact and influence within our communities and our cities.



# EVENTS & ACTIVITIES AROUND TOWN

When the sun comes out, so do the people! Many parks and public spaces are filled with activity and fun at this time of year, and there's always something exciting to do. How do you choose what's a must-see for you and your friends and family this season? We've hand-selected some of our personal favourite events to help you narrow your decisions.

## **Bard on the Beach Shakespeare Festival**

June 6 to September 22  
Vanier Park, Vancouver

The Bard is back this year with *As You Like It*, *MacBeth*, *Timon of Athens*, and the Greek classic *Lysistrata*.

[bardonthebeach.org](http://bardonthebeach.org)

## **Car Free Days Vancouver**

June 16, West End  
June 16 to 17 and June 30 to July 2, Kitsilano  
June 17, Main Street  
July 8, Commercial Drive

An annual, grassroots arts and culture festival that reclaims traffic thoroughfares so artists, residents, performers, artisans and local businesses can interact.

[carfreevancouver.org](http://carfreevancouver.org)

## **Car Free YYJ**

June 17  
Downtown Victoria

Over 400 local businesses, artisans, and food vendors will line Douglas Street for Victoria's preeminent street festival.

[downtownvictoria.ca/events/car-free-yyj](http://downtownvictoria.ca/events/car-free-yyj)

## **TD Vancouver International Jazz Festival**

June 22 to July 1  
Various venues around Vancouver

BC's largest music festival, attracting close to 1800 artists and over half a million jazz enthusiast participants.

Free and paid shows.

[coastaljazz.ca](http://coastaljazz.ca)

## **YVR Food Fest**

Late June to early July  
(dates to be announced)  
Olympic Village, Vancouver

Dozens of food trucks, live music, market stalls, and more.

[yvrfoodfest.com](http://yvrfoodfest.com)

## **Sounds of Summer Music Series**

Wednesday evenings, July 4 to August 22  
Various parks throughout Surrey

Free outdoor concerts in different parks across Surrey.

[surrey.ca/culture-recreation/13488.aspx](http://surrey.ca/culture-recreation/13488.aspx)

## **Symphony in the Park**

July 8, 7-9 pm  
Deer Lake Park, Burnaby

A free performance in the park by the Vancouver Symphony Orchestra.

[burnaby.ca/things-to-do/festivals-and-events/symphony-in-the-park](http://burnaby.ca/things-to-do/festivals-and-events/symphony-in-the-park)

## **Port Moody Ribfest**

July 20 to 22  
Rocky Point Park, Port Moody

Three days of delicious BBQ, live music, craft breweries and family entertainment.

[portmoodyribfest.ca](http://portmoodyribfest.ca)

## **Surrey Fusion Festival**

July 21 to 22  
Holland Park, Surrey

Two days of food, music, culture and fun, with pavilions, performers and more.

[surreyfusionfestival.ca](http://surreyfusionfestival.ca)

## **Richmond Maritime Festival**

July 28 to 29  
Britannia Shipyards, Richmond

Food, fun, performances and exhibitions in celebration of Steveston's waterfront heritage, for seafarers and landlubbers alike.

[richmondmaritimefestival.ca](http://richmondmaritimefestival.ca)

## **Honda Celebration of Light**

July 28/August 1/August 4  
English Bay, Vancouver

BC's largest live event! Three amazing nights of fireworks, food, and music, with prime viewing spots all over the city.

[hondacelebrationoflight.com](http://hondacelebrationoflight.com)

## **Kaleidoscope Arts Festival**

August 11, 2-10 pm  
Town Centre Park, Coquitlam

A free full-day festival with musical acts, storytellers, dancers and an artisan fair and food trucks delivering tastes from around the world.

[bit.ly/2IDv33a](http://bit.ly/2IDv33a)

## PET-FRIENDLY EVENTS!

### **Pet-A-Palooza**

August 18 to 19, St. Ann's Academy, Victoria  
August 26, Yaletown, Vancouver

The west coast's largest outdoor pet festival, with treats, accessories, toys and more.

[petapaloozawest.com](http://petapaloozawest.com)

### **Scotiabank & BCSPCA Paws for a Cause**

September 9  
Locations throughout Metro Vancouver, Vancouver Island and BC

A charity walk to fight animal cruelty, with proceeds to the BC SPCA. Registration opens in early June.

[bit.ly/2KsZ6I5](http://bit.ly/2KsZ6I5)

## Dog Days of Summer

Did you know that plenty of our local parks are fully or partially dedicated to off-leash dog areas? Check out these amazing greenspaces for summertime fun with your furry loved ones!

### **Burnaby**

Barnet Marine Park

Burnaby Heights Park

Warner Loat Park

Marlven Off-Leash Dog Park

David Gray Park

Robert Burnaby Park

### **Coquitlam/Port Coquitlam**

Miller Park

Mundy Park

Glen Park

Colony Farm Regional Park

### **New Westminister**

Hume Park

Moody Park

### **North Vancouver**

Kings Mill Walk Dog Park

Cates Park

### **Port Moody**

Port Moody Off-Leash Park

Westhill Off-Leash Park

### **Richmond**

McDonald Beach Park

Iona Beach Regional Park

### **Surrey**

Redwood Park

Freedom Dog Park

Tynehead Regional Park

Serpentine Dog Off-Leash Park

### **Vancouver**

Sunset Beach

Charleson Dog Park

Queen Elizabeth Dog Park

Fraser River Park



## RESIDENTIAL UPDATE

### NOW SELLING

#### THE GARDENS - JASMINE

Jasmine, the fifth and final phase at The Gardens, is a limited collection of 23 luxurious air-conditioned townhomes featuring efficient layouts, stunning interior finishes and spacious outdoor living areas. Oversized rooftop decks overlooking a natural 12-acre park and double balconies on select homes are just a few of the features that make Jasmine the most sought-after townhomes in Richmond.

SALES CENTRE: #140-10880 No. 5 Road, Richmond BC

CALL: 604.271.3331 (by appointment only)

EMAIL: [thegardens@townline.ca](mailto:thegardens@townline.ca)

REGISTER AT: [townline.ca](https://www.townline.ca)

#### SUSSEX

Located on a tree-lined street in the heart of Burnaby's sought-after Metrotown area, Sussex is just 1-block from Metropolis at Metrotown offering world class shopping, dining, commerce, transit and more, while being set back from the hustle and bustle of Kingsway. Only 2 luxury homes remain in this stylish 41-storey residential high-rise featuring expansive, breathtaking views and over 6,000 sq. ft. of elite amenities.

CALL: 604.454.0889

EMAIL: [sussexmetrotown@townline.ca](mailto:sussexmetrotown@townline.ca)

REGISTER AT: [townline.ca](https://www.townline.ca)

### ON THE HORIZON

#### HUDSON PLACE ONE AND TWO

The final mixed-use, residential market towers to complete downtown Victoria's popular Hudson District. Located within walking distance to Old Town, Chinatown, the Theatre District and Victoria's scenic Inner Harbour, residents will enjoy living in a vibrant and energetic urban village with doorstep access to transit, shops, cafes, banking, boutiques and the Victoria Public Market at The Hudson. The first release, Hudson Place One, is a luxurious 25-storey landmark tower offering 176 intelligently-designed homes, along with downtown's highest elevated city, harbour and mountain views. It also includes over 11,000 sq. ft. of indoor and outdoor amenities. Following that, Hudson Place Two, still in early planning stage, will include a mixed-use tower, featuring strata office space, street-level retail and a residential tower with stunning views and thoughtfully-designed homes.

SALES CENTRE: Opening 2018 at 755 Caledonia Avenue, Victoria, BC

EMAIL: [HUDSONPLACEONE@townline.ca](mailto:HUDSONPLACEONE@townline.ca)

REGISTER AT: [townline.ca](https://www.townline.ca)

#### THE HOLLAND

A 25-storey residential high-rise tower offering 250 well-finished condominium residences and a limited collection of three-level city homes and townhomes, coming soon to the heart of Surrey's emerging City Centre. Located within walking distance to the Surrey Central and King George SkyTrain Stations, SFU's Surrey Campus, the Central City Shopping Centre and Holland Park's 25-acres of greenspace, residents will have immediate access to an abundance of urban conveniences and natural attractions.

SALES CENTRE: Coming Soon

EMAIL: [theholland@townline.ca](mailto:theholland@townline.ca)

REGISTER AT: [townline.ca](https://www.townline.ca)

#### MERIDIAN

An upcoming luxurious residential high-rise tower comprised of 198 carefully crafted and intelligently designed 1-, 2-, and 3-bedroom condos, along with an exclusive collection of two-level 3-bedroom townhomes. Conveniently located at Cottonwood Avenue and Clarke Road, residents of these west coast contemporary homes will enjoy living in the centre of Burquitlam's burgeoning community, adjacent to the Evergreen SkyTrain line and just steps from a plethora of urban amenities.

SALES CENTRE: Coming Soon

EMAIL: [meridian@townline.ca](mailto:meridian@townline.ca)

REGISTER AT: [townline.ca](https://www.townline.ca)

#### NO. 3 ROAD

Coming to the heart of Richmond's City Centre, at Lansdowne and No. 3 Road, this mixed-use, residential development features 3 high-rise towers with close to 300 stylish homes, exclusive amenities, along with 100,000 sq. ft. of vibrant street-level retail and a signature office tower. Located adjacent to the Lansdowne Shopping Centre and the Lansdowne SkyTrain Station, these residences will provide instant access to the YVR Airport, Downtown Vancouver, the McArthurGlen Designer Outlet and is walking distance to a diverse collection of shopping destinations, restaurants and grocery stores.

SALES CENTRE: Coming Soon

REGISTER AT: [townline.ca](https://www.townline.ca)

## OFFICE / COMMERCIAL

### NOW LEASING

#### HUDSON DISTRICT

Downtown Victoria's new urban village neighbourhood located close to Chinatown and Victoria's scenic Inner Harbour. With 556 homes now completed and another 350 homes on the horizon, Hudson District is becoming known as the "it" neighbourhood for urbanites of all ages and Victoria's preferred place to live, work, play and socialize. It features dynamic street-level retail offering a diverse range of daily conveniences, shops, services, leisure and wellness activities including the Victoria Public Market at The Hudson, home to a variety of merchants and local farmers.

**HUDSON MEWS** has only two retail spaces remaining, one is approximately 2,000 sq. ft. and the other is 600 sq. ft. For details contact Matt Fraleigh from Colliers International at:

CALL: 250.414.8440 or 250.858.8828

EMAIL: [matt.fraleigh@colliers.com](mailto:matt.fraleigh@colliers.com)

#### THE VICTORIA PUBLIC MARKET AT THE HUDSON

currently has one prime 800 sq. ft. space available next to the main entrance off Douglas and Interior Market Stalls available for lease. For details contact Jaymie Humber with Quay Management at:

CALL: 778.433.2787

EMAIL: [info@victoriapublicmarket.com](mailto:info@victoriapublicmarket.com)

#### THE BRISTOL

Street-front retail spaces available for lease, totaling 10,300 sq. ft. with spaces ranging between 810 sq. ft. - 1,528 sq. ft. Located below 97 residential suites in a new purpose-built rental building in the heart of Historic Cloverdale, just off Highway 15 and north of Highway 10. For details contact Craig Haziza from Cushman Wakefield at:

LOCATION: 5738 175th Street, Surrey, BC

CALL: 604.640.5891

EMAIL: [craig.haziza@ca.cushwake.com](mailto:craig.haziza@ca.cushwake.com)

### NOW SELLING

#### THE STRAND

One prime street-front retail space remaining, within walking distance to the Moody Centre Station. Spaces range between 594 sq. ft. - 1,010 sq. ft. totaling 6,800 sq. ft. Located below 84 residential suites in the heart of Port Moody's emerging Oceanfront District and is the new home to the Port Moody Legion

## CUSTOM HOMES

Our story began by building custom homes. Thirty-eight years later, custom single-family homes still make up a significant portion of our portfolio. Contact us today for a consultation to start planning the foundation and design of your dream home.

EMAIL: [custom.homes@townline.ca](mailto:custom.homes@townline.ca)

REGISTER AT: [townline.ca](https://www.townline.ca)

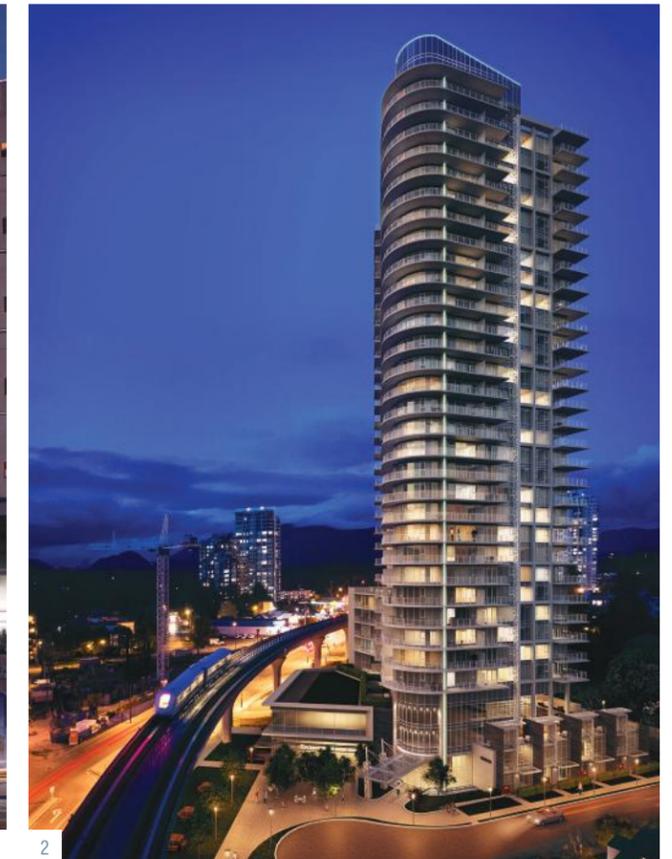
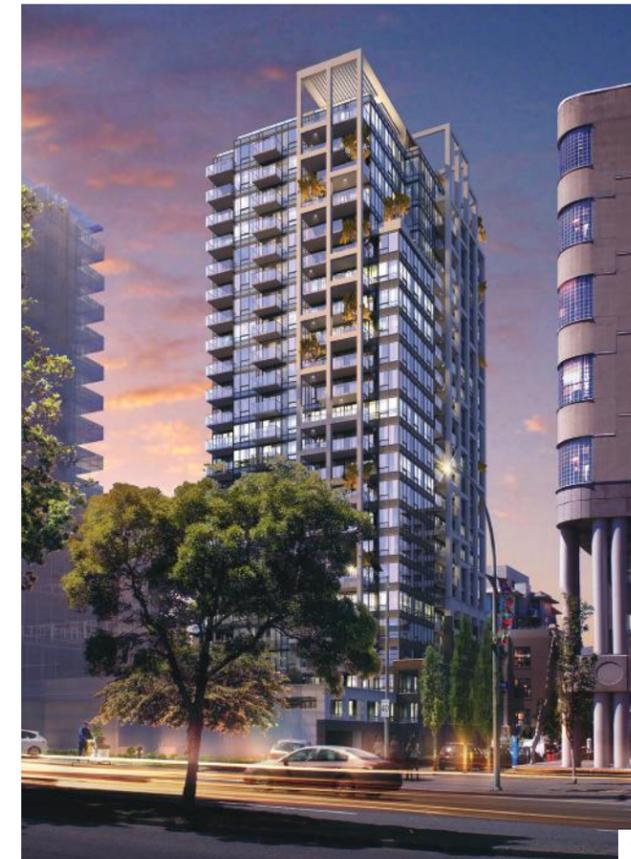
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 TOWNLINEHOMES



1. Hudson Place One 2. Meridian 3. Sussex 4. The Gardens - Jasmine

# SPOTLIGHT

## Allison Johnson

### Customer Care Manager

#### Happy to Help

Allison Johnson had a career in sales and customer service before having children. Then, she stayed at home with the kids – for a full 18 years. During that time, she and her husband built a couple of their own homes. They spent five years doing renovations as a business, and even flipped a house together. When it came time to climb back into the workforce, Allison was thrilled to be asked to join the Townline Customer Care team.

“I always used to say that I was freakishly well suited for this,” jokes Allison. “I really like people, I love solving problems, and I love construction and renovation. It all came together.”

At first, though she may not have admitted it, Allison did harbour a few reservations. “I was nervous to tell people that I was going to work for a developer because of the perception many people have about developers. But then I got to understand Rick [Ilich] and the kind of business he runs, and now I am so proud to say I work for Townline. We provide the very best quality, and we stand by the homes and spaces we create.”

“We all have the same attitude here: we want to help homeowners have the best experience they possibly can.”

Four years later, one of Allison’s favourite aspects of the job is giving homeowners the keys to their new homes. “At Harmony,” she reminisces, “I turned over the keys to a husband and wife who were purchasing their first home together. I brought them to their unit, and he picked her up and carried her over the threshold! It was so heartwarming!”

Customers can be nervous doing the walk-throughs of their new homes as the final details and finishes are coming together, so Allison makes it her job to put their minds at ease. “I am there to help them,” she says. “I don’t want them to worry about the process; I just want them to enjoy the experience and excitement of home ownership, and to start placing furniture in their minds. We want everybody to be happy.”



And that’s what it comes down to: making homeowners and residents happy. “At Townline, Customer Care is not an after-thought,” explains Allison. “It’s a focus. I think that inspires good people to work with Townline and with our Customer Care team.”

“For me,” she continues, “I love helping people. We all have the same attitude here: we want to help homeowners have the best experience they possibly can.”