



**For Immediate Release**

## **Canadian Home Builders' Association gives nod to island developer** ***Woodland Creek named a finalist for CHBA awards, both provincial (Georgie) and national (SAM)***

**Dec. 14, 2011, Sooke, BC** – Woodland Creek, an eco-conscious development project located in Sooke, BC, has received high marks from both the provincial and national branches of the Canadian Home Builders' Association (CHBA), having been named a finalist for a Georgie and a SAM – awards that celebrate homebuilding excellence.

Winners of the 2011 CHBA National SAM Awards will be announced on March 17, 2012 in Mont-Tremblant, QC. As a finalist in the category of Best Website, Woodland Creek, a planned 180-residence neighbourhood, has experienced sales success despite a downturned economy – something, developers say, is credited in part to having a strong web presence.

“In a competitive market, it’s essential for developments to have a great website that’s easy to navigate, is packed with information and shows consistent branding – one missing piece and you’ve lost the buyer,” said Blair Robertson, co-owner of Totangi Properties Ltd., the developer behind Woodland Creek. “Our website is chockfull of plans and images, showcasing our development and the homes within it, and our blog reveals interesting tidbits about our Sooke community, such as the best beaches and swimming spots.”

And, according to Robertson, just as important as developers having a quality website is having the ability engage appropriately on social media: “Facebook and Twitter aren’t purely for real estate marketing, they’re for conversations, community-building.”

In 2011 alone, Woodland Creek has gained nearly 1,000 Facebook fans and 400 Twitter followers by hosting innovative campaigns (such as donating \$2 to Power to Be, a local charitable organization, for every new Facebook fan) and posting informative content about why living in Sooke is great (such as tweeting local deals and hotspots using the hashtag #ysookerox).

Winners of the 2011 Georgie Awards will be named on Feb. 25, 2012 in Vancouver, BC. Woodland Creek was picked as a finalist in three separate categories: Best Single Family Detached Home up to 2,000 Sq. Ft. under \$350,000, Best Logo and Best Project Specific Website.

“Our Woodland Creek development emphasizes that premium homes with innovative design and unique, Earth-friendly features don’t have to come with a sky-high price tag,” said Robertson. “It’s no secret that our natural resources are getting scarce and energy costs are increasing – what good is it to any of us if only a small percentage can actually afford to purchase energy-optimized homes?”

Woodland Creek is the first housing development in Sooke to offer homes with geo-exchange heating, cooling and hot water. Homes in the current phase of Woodland Creek are constructed to certified BuiltGreen standards with features



that include gourmet kitchens, walk-in glass showers, engineered wood flooring, heated tile floors, and natural gas fireplaces. On completion, Woodland Creek will include a total of 180 residences (100 single-family and 80 townhomes), a neighbourhood commercial area and a park with a pond, walking trails and playground.

Being named a finalist for both the Georgie and SAM Awards comes on the heels of another significant accolade for Woodland Creek: last fall, the development project earned a gold award for Best Website, and Silver Awards for Best Single Family Spec Home under 2500 square feet, and Best Marketing at the 2011 Construction Achievements and Renovations of Excellence.

For more information about Totangi Properties Ltd. or Woodland Creek, visit [www.totangi.ca](http://www.totangi.ca) or [www.woodlandcreek.ca](http://www.woodlandcreek.ca).

#### **About Totangi Properties Ltd. and Woodland Creek**

Totangi Properties is a locally-owned and operated property development and land management company established in 1968. Brothers Warren and Blair Robertson work closely with a talented team of local professionals and the District of Sooke in the creation of Woodland Creek and are committed to creating affordable, high-quality residential properties with lasting homeowner value. For more information, visit [www.totangi.ca](http://www.totangi.ca).

#### **About the Canadian Home Builders' Association**

The Canadian Home Builders' Association is the voice of the residential construction industry in Canada, representing more than 8,500 member firms across the country. Membership spans new home builders, renovators, developers, trade contractors, building material manufacturers and suppliers, lenders and other professionals in the housing sector.

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