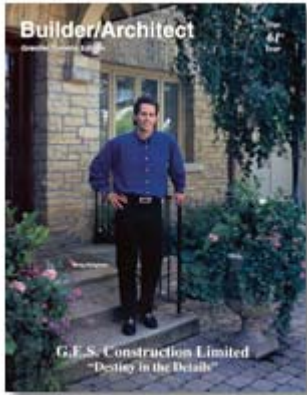


## Builder Architect Magazine



Some say that your path in life is carved by destiny. Greg Seligman at G.E.S. Construction Limited might add that “hard work and attention to detail contribute to a successful destiny.” Following this formula enabled Greg to distinguish himself as one of the leaders in Toronto’s customer home building industry.

Greg attributed much of his success to his family background. Having grown up with a father who is an architect, Greg developed an appreciation for detail, respect and admiration for the countless hours and enormous energy required for an architect and client to design and detail a customer home. “I went ad-lib along the way. It would be irresponsible to modify

what’s been drawn without complete consultation and the agreement of the owners and the consultants,” stresses Greg.

Twenty three years ago, Greg Seligman veered from his academic path at the University of Toronto and elected to take an opportunity in the construction business. From his first moment on the construction site, Greg knew he had found his destiny in the building industry. He began working his way from the group up, developing his expertise in every area of the building process and ultimately established G.E.S. Construction, a company that prides itself on meticulous attention to detail.

Greg’s philosophy for G.E.S. Construction is “to provide quality and service, second to none. It is a philosophy that I still in my subcontractors, laborers, supervisors and office staff. The payoff? Over the last five years, the company has grown exponentially.” Greg reasons that adherence to this philosophy is why his homes show with excellence, why his customers are satisfied, and why the company has grown the way it has. The G.E.S. Construction success is directly related to its emphasis on the highest quality and most uncompromising service. “When your goal is to be the premier custom home builder in Toronto, there are some things you just don’t compromise.” For G.E.S. Construction those things include quality and service. “Putting quality first is what we’re interested in, regardless of the project costs,” says Greg. In this vein, it is no wonder that G.E.S. Construction has a great rapport with its trades, who in turn demonstrate loyalty and consistency throughout.

Truly custom homes take time; an G.E.S. Construction will only undertake a limited quantity of projects at any given time, in order to ensure that each client’s project receives the care and attention it deserves. It is for this reason that G.E.S. Construction does not choose to build on speculation, instead choosing to remain committed to providing the highest level of excellence in building.

Presently concentrating on building individual custom homes in the great Toronto area, G.E.S. Construction has also been involved in numerous commercial and industrial projects, including an historical restoration to the original Holt Renfrew building at the corner of Younger and Adelaide, which earned the client a city of Toronto citation for, “excellence in the preservation of the building façade.”

Over fifteen years ago, Greg's passion for building a superior product led him into the design and construction of landscaping for his custom homes projects. Greg identified a need for a complementary service that would achieve an equal quality landscaping. His home sites did not satisfy his desire, in much the same way that a cake is complete without its icing. Thus, Greenstone Gardens Inc. was created. He felt his projects were not achieving their full aesthetic potential by separating the construction of the house from the landscaping. There is a great advantage to having G.E.S. Construction build the home and Greenstone Gardens Inc. construct the landscaping logically and economically. Having both aspects of construction coordinated by sister companies, simplifies the process and enables pertinent items of the landscape to be prepared and completed in conjunction with the construction of the home.

Greg explains, "Often, it is necessary to bring in large specimen trees, various landscape materials and equipment prior to the commencement of the construction of a home. This is due to the fact that access is either limited or unavailable after the completion of the home. This also aids in avoiding delays later in the project, as well as bringing heavy equipment back to the project on a second occasion."

The process is further simplified by having both companies familiar with the product, the client, and the commitment to the superior level of attention to detail, upon which this business relationship is established. Seeing something through from fruition to completion with a host of suppliers and landscaper of the same mindset eliminated problems from arising.

Greg also purports that "a properly landscaped properly integrates the home with its surroundings, in a harmonious and unified manner".

Having worked with some of Toronto's foremost architects, designers and consultants, G.E.S. has been exposed to a variety of innovative products and construction techniques. As a result of its expertise and broad based experience, G.E.S. is able to assist in the selection of building processes and products, which are not only appropriate for specific projects but are also on the cutting edge of modern technology. Currently, G.E.S. is constructing a unique custom home incorporating client-specific requirements for an environmentally friendly, energy-efficient custom home which encompasses solar capabilities, ground source heating, and health-conscious products and materials.

To build a home unlike any other in the city, you have to be a company unlike any other in the city. G.E.S. Construction Limited prides itself on its longstanding relationships with its clients, its team of experienced people and its attention to details. Greg Seligman states with pride, "It gives me a great deal of pleasure to stand back from a completed project knowing that we made someone's dream a reality and someone's house a home"