



SUIT YOURSELF

Condo customization offers buyers a chance to truly personalize the style of their newly-built home

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One of the great things about purchasing new is customizing your home to suit you and your individual style. This means choosing a number of finishes and materials to complete the look of each room — from utilitarian areas such as the bathroom and kitchen to more homey spaces like the living and bedrooms.

Many condo development companies offer a package of customization selections, streamlining the entire process, but while they can basically modify any component of the space, too many choices can be daunting to buyers.

“We noticed that customers get a bit more confused when they have too many options,” said Lucille Bélanger, marketing and communications manager at Dev McGill.

“Buyers today are more savvy and have so many options that it can make the project more difficult for them, so we’re trying to have a mix of both: a very smart package of options so you can go for something simple, to something more advanced — but we package it for them.”

Dev McGill offers two different services: first, a choice of finishes (which is what buy-

ers are used to — options for kitchen cabinets, bathroom finishes, etc.), and a second service that goes further and allows the client to completely change his or her unit.

“We can move walls, play with the lighting fixtures, and they can change just about everything,” Bélanger said. “For example, in Castelnau 4, a client had a huge terrasse and an open roof, and we did that for them — it was as if we were building a house for them.

“Clients will usually hire their own designer or architect, and then, with someone from our team, they will all create a custom mini project within a bigger construction project.”

Prével’s team of designers and contractors invested a lot of time into researching trends so as to create unique customization options that are not only stylish but appeal specifically to the tastes of their young, urban demo-



matches what people are imagining or seeing in magazines. When they get here, they're very comfortable with the quality of design."

While customization is the ideal way of really personalizing a home and the living experience within, it does come at a cost.

"Each time you give a choice to the customer and change something, you have to pay for it," said Bélanger, who explained that it's about finding the right balance between giving the liberty to the customer to choose things that reflect what they want, and being able to realistically carry out their wishes (physically and financially).

Realistically, certain re-designs are impossible in a condo building,

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Working with a team of designers familiar with trends that appeal to young condo buyers ensures that Prével offers individualized kitchens like this one, complete with a blackboard-style feature wall and recessed open shelving for glassware and small appliances.

graphic.

"We spend a lot of time with designers and focus groups and do a lot of work prior to designing our units, so

we try to have a lot of standards where people have a condo that doesn't need a lot of changes," explained Laurence Vincent, who works in

marketing at Prével.

"It's a minority of people who

Want to go in all different directions because our design



A built-in wine cellar (at left) is a feature Prével can add to a kitchen island like this one.

(but) each time you change something, you have to pay for it.” LUCILLE BÉLANGER We’re flexible ... (but) we have certain restrictions ... for example, we won’t move bathrooms and kitchens because we just

can’t, given the infrastructure ... LAURENCE VINCENT

Given the surrounding units and uniform building construction that is already in place.

“We’re flexible — we have the ability to add walls, organize the space differently, or we can bring in specific materials if our subcontractor can get it,” Vincent said.

“We have certain restrictions though — for example, we won’t move bathrooms and



Many developers offer customization options that allow new-home/condo buyers to choose the finishings they want in a bathroom.

kitchens because we just can't, given the infrastructure of the units above and below."

While it's true that there's almost no limit when it comes to customizing a home, a condo does present certain challenges when it comes to customizing, namely logistics and cost. Condo developers are countering these hurdles

by offering chic, contemporary finishes and materials to condo buyers that feel like a real reflection of their individuality.

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