



Anodized aluminum gives the Butterfly House its distinctive colour and texture

Look up the word diversity, and you just might find a picture of Fred Formosa at the top of the page. Throughout his more than 30 years at the helm of Falcon Homes, Fred's built every kind of home imaginable from rustic, vacation cottages to sophisticated townhomes and from compact, urban condos to elegantly futuristic, custom mansions. Thinking outside the box is simply all in a day's work.

North of the River Expertise

"We've built in Vancouver, on the Gulf Islands, and in Whistler, but our primary focus has always been on the north side of the Fraser River especially in Maple Ridge," says Dwayne Friesen, operations manager. "It's where Fred has built his business and where he's raising his own family now. We also have an extremely loyal group of sub-trades based here — many have been with us since day one — so we feel like we're investing in our own community."

He also believes that being a multi-generational, family owned and operated company is a key component of Falcon's success. "There's a sense of teamwork you don't often find in large corporations. Not only are we able to respond quickly to market fluctuations or changing trends, but everyone here feels a sense of pride and ownership."

A Home for Your Style

Showcasing their commitment to appeal to a broad demographic, Falcon has several upcoming projects aimed at all segments of the real estate market. These include Falcon Homes at WynnRidge, an upscale single-family development located on gently rolling hills in east Maple Ridge. "WynnRidge is particularly exciting because it's our first partnership with Genstar," Dwayne says. "The actual property is one of East Maple Ridge's gems — quiet, lots of trees, and adjacent to Kanaka Creek Park. We expect it will take several years to build out, but it's going to be spectacular."

Another Falcon offering is poised to meet demand from buyers who now embrace the growing appeal of condo living. Falcon Centre, located in downtown Maple Ridge and across the street from the new Thrifty Foods, offers stylish floor plans that not only resonate with empty nesters ready to enjoy a lock'n'go lifestyle, but also the younger crowd looking to gain their first foothold in real estate. Future projects include Falcon on the River featuring competitive pricing and a prime location across the street from the West Coast Express and beside the much-loved Billy Miner Pub. And just to keep things interesting, there's also a 12-unit townhouse project coming as part of the Falcon Hill community.

Unique by Design

Among Falcon Homes' many custom homes, the recently completed Belmont is arguably one of the most unique houses the company has ever built. "We call it the Butterfly House because the curved façade gives it the shape of a butterfly," Dwayne explains. Winner of Best Master Suite at the 2012 Georgie Awards, this home is a showcase of the dramatic — anodized aluminum exterior, pure glass interior elevator/staircase inspired by the central



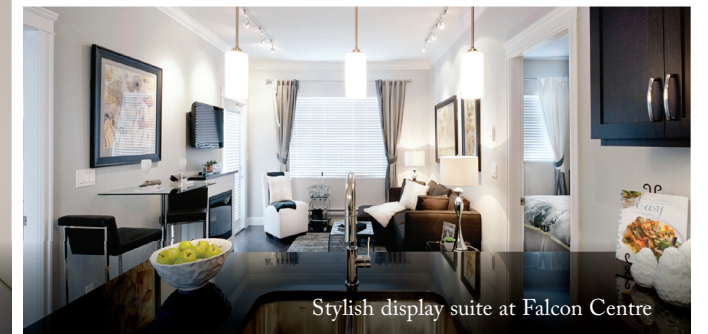
Interior glass staircase inspired by inspired Apple's New York headquarters



The Butterfly House's master bedroom struck gold in the 2012 Georgie Awards



Single-family living with style



Stylish display suite at Falcon Centre

THE MOST IMPORTANT THING IS WHEN A BUYER TELLS US WE'VE EXCEEDED THEIR EXPECTATIONS AND THAT THEY WOULD RECOMMEND US TO THEIR FRIENDS. Dwayne Friesen

staircase at Apple's New York headquarters, and even an über-urban fireside lounge overlooking an indoor pool.

Particularly challenging, Dwayne notes, was the need to coordinate products sourced, literally, from around the world — elevator components from Italy, glass doors from Korea, fixtures from eastern USA — and then design construction techniques that would work for all of them.

"This project was a great example of how our three-decade history and commitment to building homes

of exceptional quality differentiates Falcon Homes," Dwayne says. "Sure we're proud of the many awards we've received over the years. But when it comes down to it, the most important thing is when a buyer tells us we've exceeded their expectations and that they would recommend us to their friends."

For more information about all Falcon Homes communities, visit falconhomes.com