



## In Your Home

**EXTRA INSURANCE:** Greg Stolz and James Christensen at their downtown Vancouver office.

They started with a solution to a bigger problem and are growing it into a nationwide service

**I**t all began in 1999 as a solution to a leaky problem. Eight years ago, Greg Stolz, now Executive Vice President of CONASYS (Consumer Assurance Systems Inc.), was alarmed at how the leaky condo crisis was affecting homeowners, builders and the residential construction industry at large. He knew that something great could come out of this tragic situation.

It is common knowledge that manufacturers provide warranty on retail products. Unfortunately, homeowners seldom use these war-

ranties to their benefit. Stolz felt that consumers should really take advantage of warranties provided by manufacturers. However, he knew that coordinating the information from all the sub-trades and suppliers is a daunting task for builders. He thought that if he gathered the warranty information and provided it as a service, it would be beneficial for both the builder and the consumer.

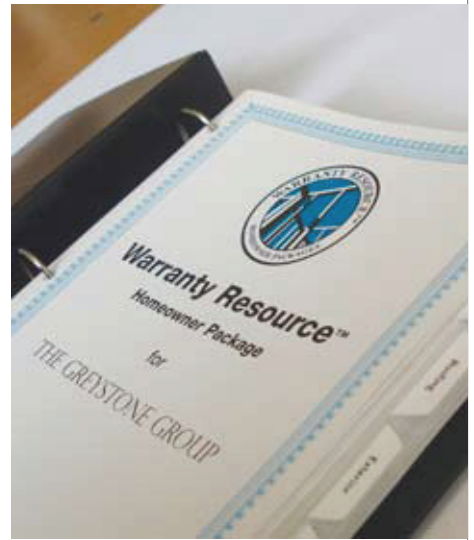
So that is exactly the service that CONASYS provides. A Warranty Resource™ Homeowner Package is a comprehensive manual and accompanying personal access file for

your new home. It provides you with everything you need to know about the products used in the construction of your home. The package includes operation, maintenance and warranty documentation, detailed product related information (i.e. manufacturer names, product model, type, colour, etc.), detailed contact information for sub-trades, manufacturers, suppliers and installers, letters of workmanship and guarantee as well as seasonal and product specific maintenance schedules. All warranty information is archived and can be accessed on-line through the Warranty Resource™ website.

Having a background in sales and marketing, Stolz used his expertise to put together a business plan for his new idea. It attracted his initial investor, Ray Radons, who introduced Stolz to James Christensen. Christensen, now Chief Executive Officer of CONASYS, brings business and management expertise to the team.

Named to *Business in Vancouver's* Top 40 under 40, Christensen together with Stolz have grown the company from the single person home office in Nanaimo, BC to a 14-man staff with offices located in downtown Vancouver. And their team is still growing. With the service now available in Alberta and the hopes that it will be available nationwide by November 2007, he expects his staff to grow to 30 or 40 people.

It wasn't a smooth ride to get to where they are today. "It was tense in the beginning," says Stolz. Their initial focus was targeting the service to smaller builders. As a result, the volume of work was low. So they decided to switch their focus to more project-based large volume builders. This, he said, was the turning point. Their work has "exploded" over the last 5 months. They now have 165 builder and developer companies in BC on board. "It's a lot of work," says Stolz, "but I'm having the time of my life."



**ALL IN ONE PLACE:** Stolz and Christensen put it all together in the Warranty Resource™ Homeowner Package.

## REGISTERING EXCELLENCE

**T**he Georgie Awards® are recognized throughout the residential construction industry as one of the premier housing awards shows in North America. Being a Georgie Awards® winner or finalist gives you recognition not only with your peers, but also with consumers. Misuse and misrepresentation of the Georgie Awards® name and logo was an important issue that the Canadian Home Builders' Association of BC (CHBA BC) had to address. As a result, CHBA BC took steps to increase the credibility and integrity of the Georgie Awards®. The first step was making the Georgie Awards® a members only recognition program.

Now, all primary recipients of Georgie Awards® trophies are members of CHBA BC and therefore, abide by a code of ethics. To further strengthen the brand, the launch of a new Georgie Awards® logo was introduced in 2003. The Georgie Awards® name and the Georgie Awards® logo are now registered trademarks recognized by the Canadian Intellectual Property Office. By increasing the integrity of the Georgie Awards® and strengthening its brand, winners and finalists have a powerful marketing tool to help them succeed in their business. The 16th Annual competition is currently receiving entries that will be judged in early November. Deadline for entries is October

15, 2007 and the award finalists will be announced November 7, 2007. The Awards Gala will be held at the Westin Bayshore in Vancouver on February 8, 2008.

