

OakWood Select™

Meeting the Need for a New Luxury Home Building Service

OakWood Select provides homeowners with a unique, concierge style design and build service

While traditional real estate heavyweights like Vancouver and Toronto have seen their markets cool over the past year, in part due to a 15 percent tax levied on buyers who are not citizens, Ottawa has seen an uncharacteristically hot market punctuated with bidding wars and “market madness.”

A confluence of events is likely contributing to surging confidence in the Ottawa market. Our new light rail project, expected to open later this year; a more stable federal public service, growing interest from Chinese buyers, Amazon’s move to Ottawa, and several well publicized, fast-growth companies in the hi-tech sector including Shopify, Martello, MindBridge and others. These and other factors are helping drive an unusually hot seller’s market with many properties being sold for considerably more than asking prices after attracting multiple offers.

John Liptak, Owner and CEO of OakWood Design and Build is seeing this optimism first hand. “The number of new, luxury custom homes that we’ve been commissioned to design and

build over the same period last year is up by over 42 percent,” he reports. Liptak clearly attributes part of this to a shortage of higher end properties. Even if a buyer is successful in their bid for a high-end home, he notes they’re often confronted by a significant investment of time, effort and money to design, plan and build their “new” home to get what they really want he says.

For an increasing number of high-income homeowners, starting with a blank slate and working with an architect and a leading design and build company they trust is not only easier, it’s a more appealing way to get the level of customization they want. Liptak thinks this is one of biggest drivers behind why OakWood has seen a major renaissance in its custom home business. “The number of clients that want to plan, design and build a truly custom home from scratch rather than buying an existing property and renovating has increased dramatically,” he says.

To meet the needs of a growing number of discerning clients, OakWood has recently introduced a new service option called OakWood Select. “Although this service is available to homeowners who are planning a major remodeling project, the real impetus for offering OakWood Select was to address the needs of a client who wants a unique, luxury home that’s designed and built with uncompromising attention to detail while using the most innovative materials and methods that are second to none,” says Liptak.



Although the custom home market appears to be booming in Ottawa, OakWood still only takes on 6 to 15 *Select* Clients each year.

"This is a highly customized service and to our knowledge, unique in Ottawa," says Liptak. "We invest considerable time upfront consulting each potential client to ensure we're the best possible fit for each other," he says. OakWood's *Select* service is reserved for clients with a project value over two million dollars – or major re-modelling with a gut-to-the-studs project starting at \$350,000.

"Frankly this service isn't necessary or appropriate for everyone," admits Liptak. "Our standard, benchmark OakWood service provides exemplary project management and specialized expertise at every step of a major renovation or custom home project," he says. OakWood *Select* service appeals to clients who set the quality bar very high and not only want a one of a kind home – but to push the envelope for "what's possible" using the most innovative, high-performance solutions available. For OakWood, "high performance" means designing and building a new custom home that's energy efficient – if not off the grid – technology enabled, healthy, and built using the eco-friendliest products, materials, and construction methods possible.

Liptak-Satov, who brings a keen eye to OakWood's high-touch customer service adds: "Yes, the home will be luxurious, beautiful and distinctive – but an OakWood *Select* client will also experience a concierge style approach to project management that redefines attentive."

We already offer a benchmark service that sets the standard for service excellence, says Liptak. Our *Select* service takes this to a whole new level. OakWood *Select* clients enjoy VIP status, unlimited access to OakWood's award winning Design Centre with the option to book this unique facility for special catered functions, a completely customized design and build process, oversight by the entire Liptak family and direct involvement by John Liptak personally. It even comes with a lifetime warranty.

"OakWood *Select* takes our existing Design and Build service to a new level of excellence," say Liptak. "With concierge style project management, we're providing attention to detail with industry standards reserved only for very special projects and clients who want a truly bespoke home that redefines luxurious."

For more information on OakWood or to reserve a private consultation to discuss a custom home project, visit OakWood.ca or call **OakWood at 613-236-8001**.

