

# Overview

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Westmount Developments Ltd's Regina-area ICF Showcase home was officially opened on June 1, 2001.

Located in the Riverbend sub-division in East Regina, this 1,500 sq. ft. bungalow featured a walk-out basement, full-height ICF walls and installed in-floor radiant heating in the basement. The two-bedroom open-concept plan also featured nine-foot ceilings.

Approximately 650 people visited the home during the four weekend Open Houses. The promotional campaign for this Showcase home involved direct mail, media coverage and paid newspaper and radio advertising.

This campaign generated approximately 600,000 media exposures in the Regina market area.



# Builder Profile

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Westmount Developments Ltd. is an Regina-area home builder specializing in custom construction.

Tom Moore, the company president, has been in the homebuilding business since 1978. He established Westmount Developments in 1981. The company builds an average of 10 homes per year, primarily for move-up buyers



Westmount Developments has been a licensed R-2000 builder for the last five years.

## The Builder's Experience

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Tom Moore, President of Westmount Developments Ltd., provided the following comments about the project four months after the Showcase home opening:

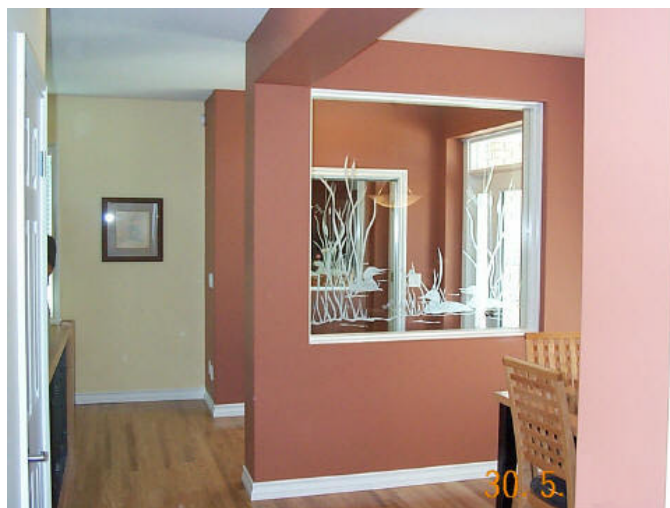
### Why did you decide to develop a Showcase Home project?

*"I'd read about ICF construction in various building magazines and it had really peaked my interest. The developer of the Riverbend sub-division, who is also involved in the concrete business, was interested in doing an ICF show home, so it seemed like a great opportunity."*

*"ICF is a method of construction that I think will really catch on in a big way in the future and I wanted to try it out. This just seemed like the right time."*

### How did the building process work out?

*"I'd built one before this home and I'd say the first two ICF homes went well. Each one goes easier."*



## How did the Showcase event and the open houses go?

*"I was pleasantly surprised by the response we got to the home. The Regina market is fairly conservative, and ICF is a new concept here. But I found people reacted very well to the home. I'm finding that buyers who I deal with are quite receptive to going with ICF. It's a product that suits the custom market where buyers are looking for something better. These homes cost a bit more—about 5% to 7%—so it's more of an upper end product."*

## Based on your experience with the Showcase home, what are your future plans for ICF construction?

*"ICF is really being promoted in this subdivision and it's definitely something that's catching on. I want to do three or four more ICF homes here."*



## Partners' Experience

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**Kevin Tell, Cindercrete Products** (Concrete supplier and subdivision developer)

*"The Showcase home went extremely well. It accomplished exactly what the concrete industry wanted—lots of media exposure and lots of interested visitors.*

*"Our company is really wearing two hats on this project, because we are also the subdivision developers. So the promotion worked well for us in a number of ways. It drew traffic to the development and generated a tremendous amount of interest in concrete construction.*

*"I think that the Showcase Home Program is great. The goal is to increase awareness with both the builders and consumers, and it really works. All the materials provided by the Cement Association are very professional and they do the job. We are extremely happy with the whole project."*



**Alice Russell, Regina Home Builders' Association**  
(R-2000 Program Manager in Saskatchewan)

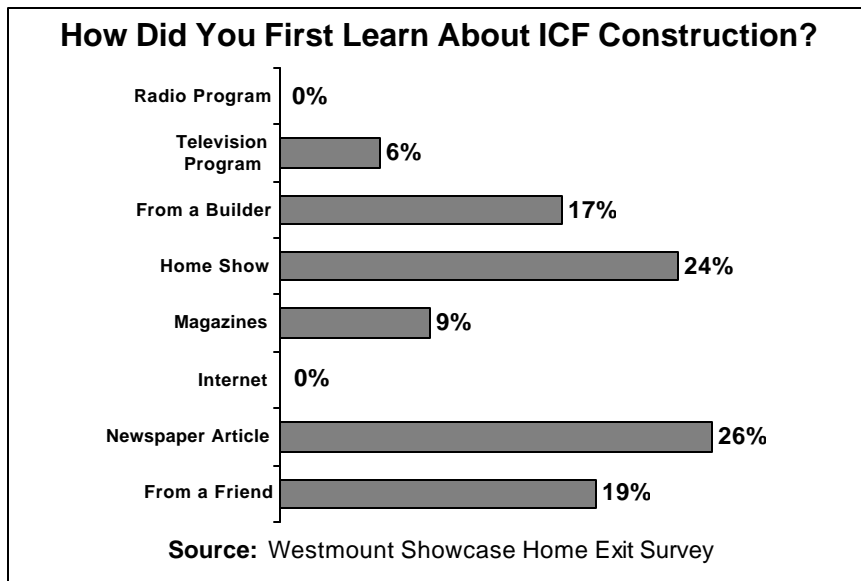
*"I participated at the official opening and they has a good crowd out to the home. We've since had a number of calls from consumers wanting more information about concrete homes, so there is interest out there."*

# Visitor Profile

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A visitor exit survey was conducted during the Westmount Showcase home event to determine visitor characteristics and monitor reaction to the home. During the survey period, approximately 650 people toured the home. The survey response rate was 11%. Key findings from the survey were as follows:

- **54%** of respondents reported an annual household income \$80,000 (Cdn.) or more, while **33%** have a household income of between \$50,000 and \$80,000.
- **52%** had a university education.
- **50%** were between 35 and 54 years of age while **48%** were 55 years of age or older.
- The three most important features of the home were cited as energy efficiency (**80%**), no squeaks (**33%**), and warm floors (**31%**).
- **37%** of respondents plan to buy or build a new home.
- Prior to visiting the Showcase home, **48%** of respondents were aware of ICF and **75%** were aware of in-floor radiant heating. Home shows and newspaper articles had been the most common sources of ICF information.

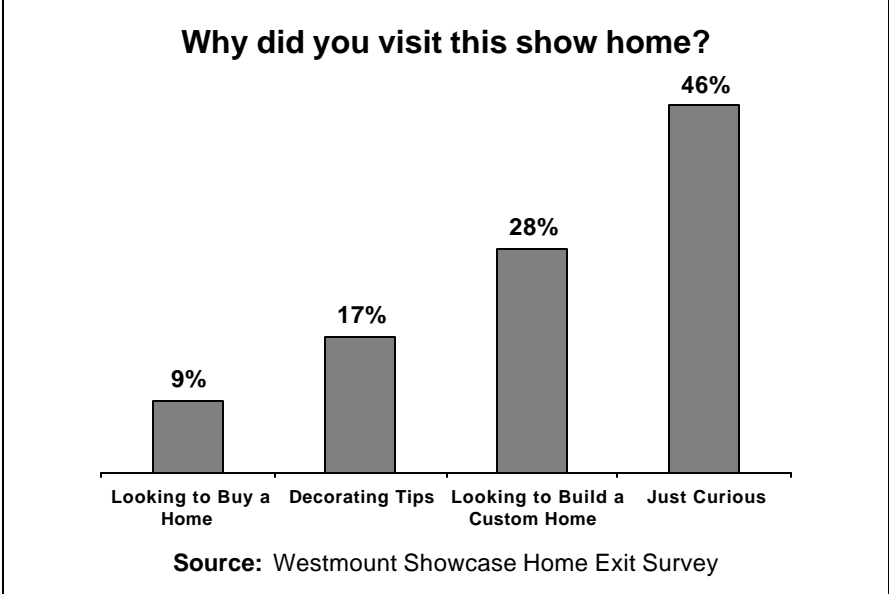


- **57%** of potential buyer respondents are looking to buy their third home.
- **55%** of respondents will consider ICF construction in their next home; **64%** will consider buying radiant in-floor heating.

Detailed results from the exit survey are presented on the following pages.

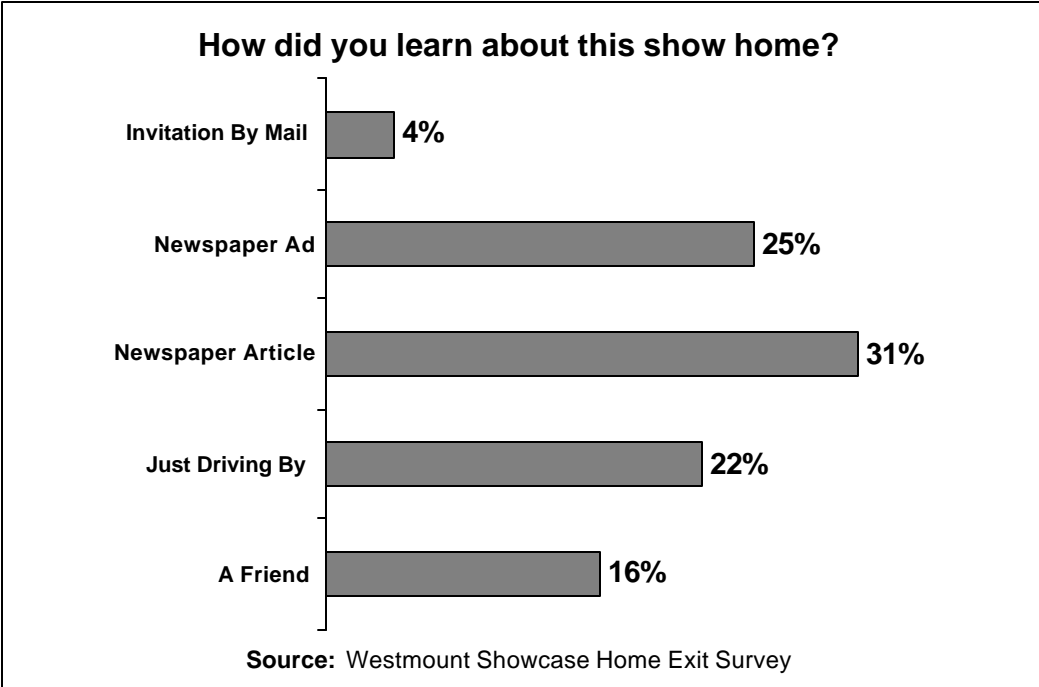
# Reason for Visitor Interest

About one-third of the visitors to the Westmount Showcase home were actively considering a new home, the remaining visitors were curious about the home or interested in décor.



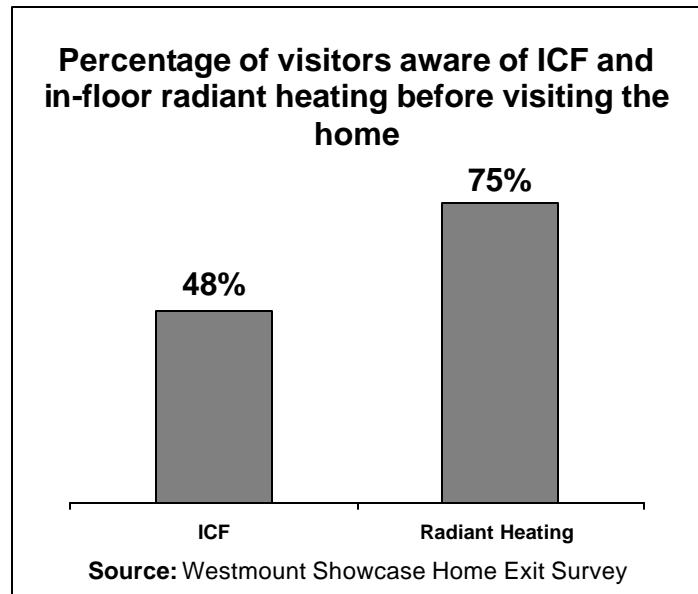
# Source of Awareness of ICF Showcase Home Event

Promotion of the Westmount Showcase home involved direct-mail invitations, paid newspaper advertising, unpaid media coverage and some radio coverage. As with most other Showcase events, print coverage proved the most effective.



## Pre-Visit Awareness of ICF Construction and Infloor Radiant Heating

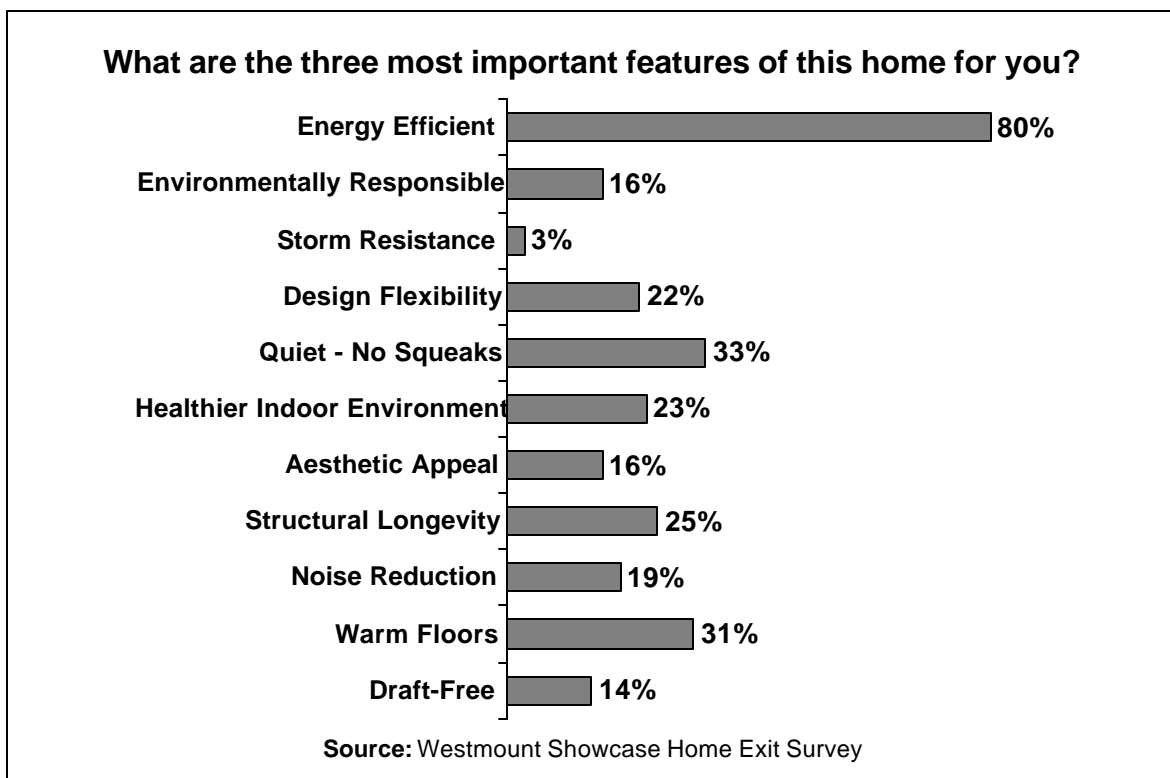
Almost half of the show home visitors were aware of ICF construction prior to visiting home. Three-quarters were pre-aware of in-floor radiant heating.



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## Visitor Preferences of the Showcase Home's Features

Energy efficiency was the most popular home feature, selected by 80% of Showhome visitors. Warm floor and elimination of squeaks were the next most popular features.

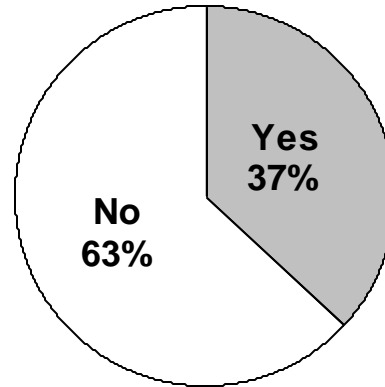


## Visitor Buying Intentions

37% of visitors expressed the intention to buy a new home at some point in the future.

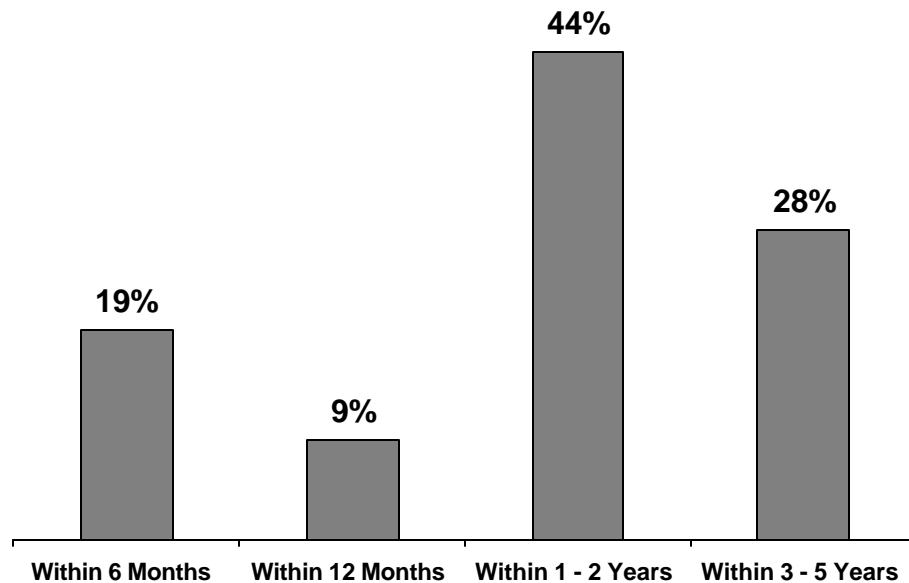
Of those intending to buy, 28% expect to be living in a new home within the coming year. The remaining visitors have less defined intentions.

**Do you plan to buy a new home or custom-built home?**



Source: Westmount Showcase Home Exit Survey

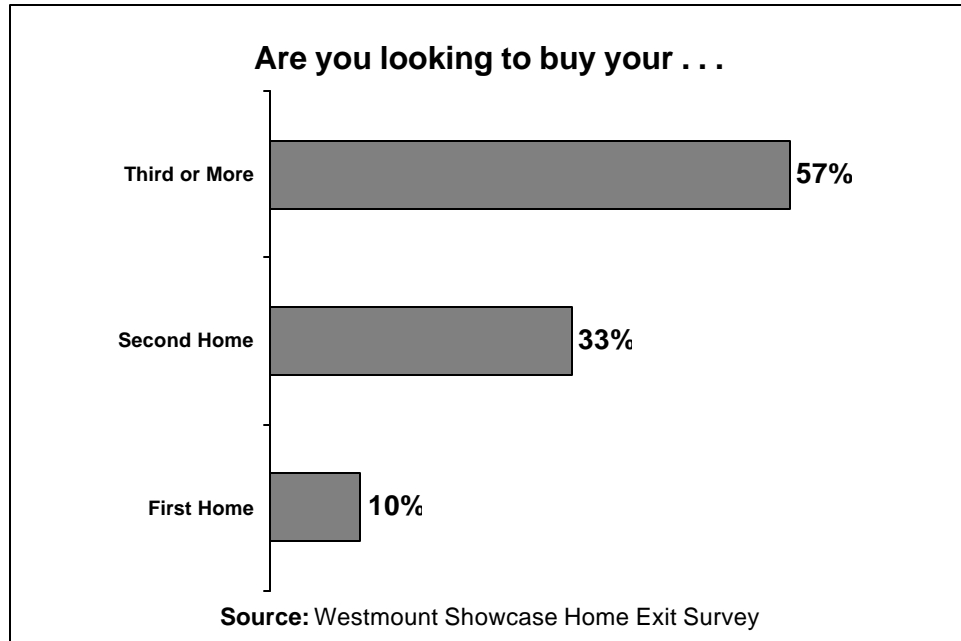
**If YES, When do you plan to move in?**



Source: Westmount Showcase Home Exit Survey

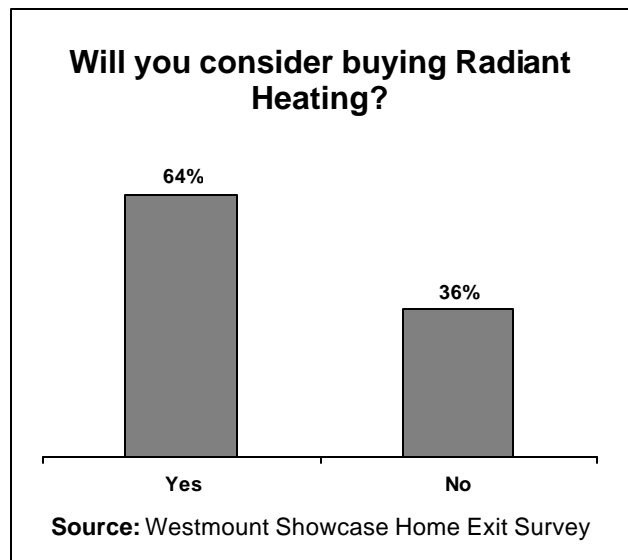
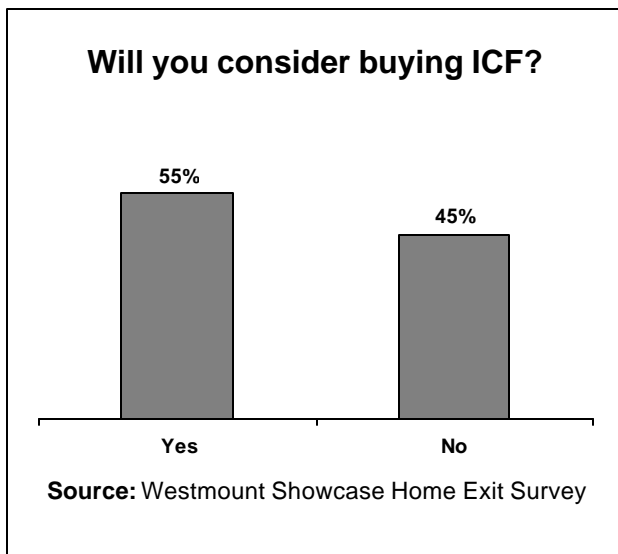
## Buyer Experience

Of those visitors who expressed an intention to buy a new home, only a small number were first-time buyers, 33% were second-time buyers and 57% were third- or more-time buyers.



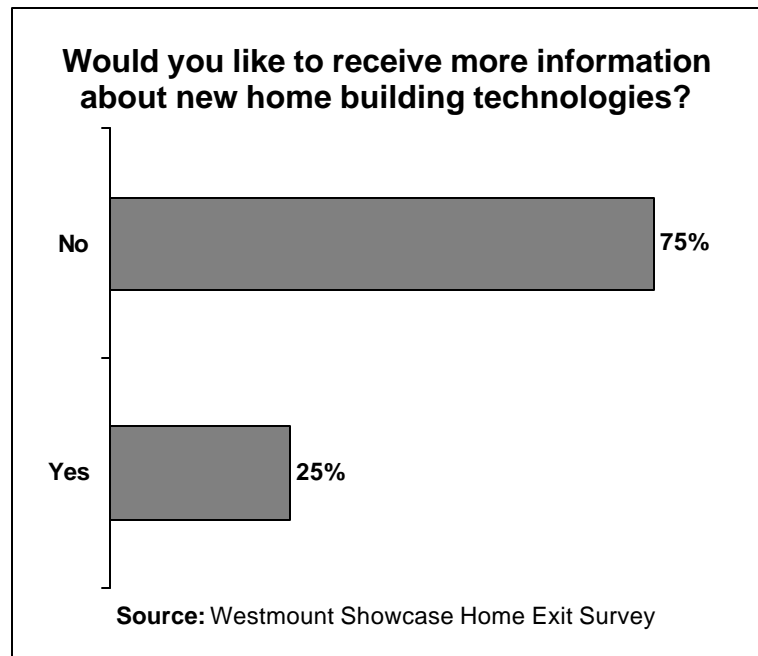
## Buyer Interest in ICF and In-floor Radiant Heating in Their Next Home

Among those visitors with home-buying intentions, about more than half stated that they would consider buying an ICF home. Nearly two-thirds indicated that they would consider purchasing a home equipped with radiant heating.



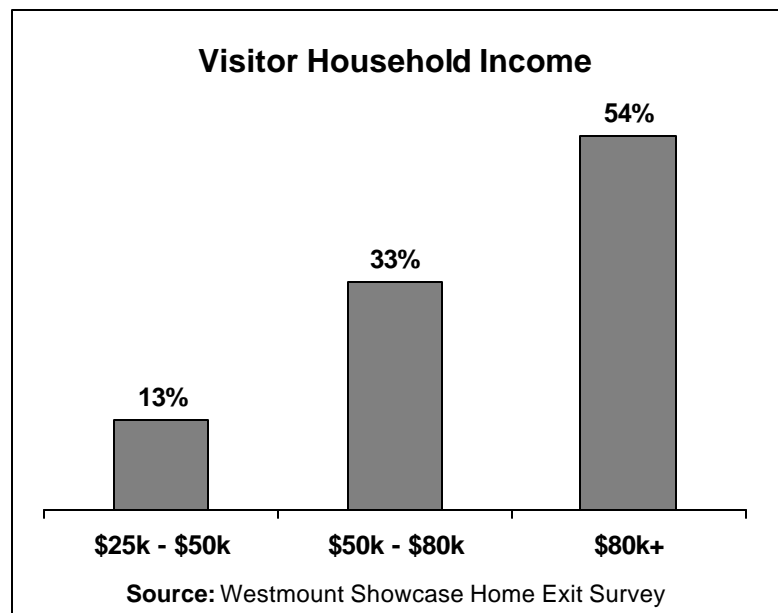
## Visitor Interest in Receiving Additional Information

About one-quarter of Showcase home visitors indicated that they would like to receive more information about new home building technologies.



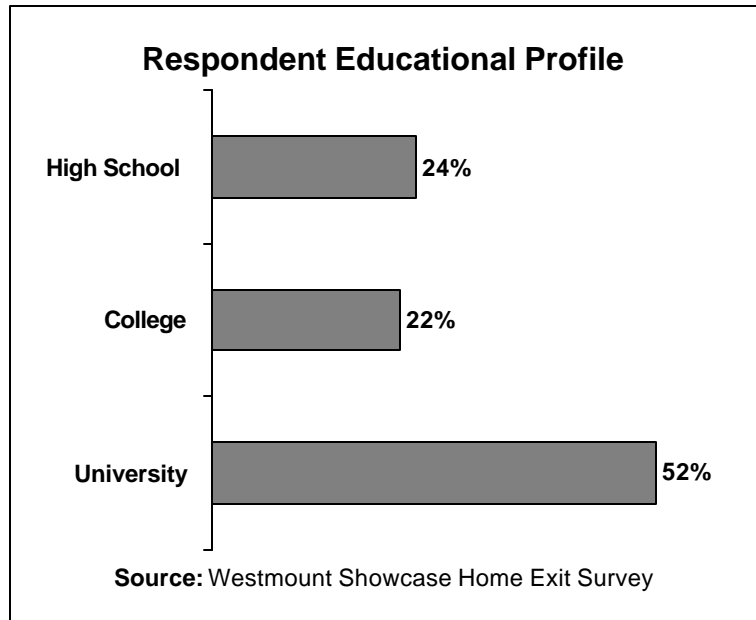
## Visitor Household Income

Just over half of the Showhome visitors who stated their household income indicated that they earn \$80,000 (Cdn.) or more per year.



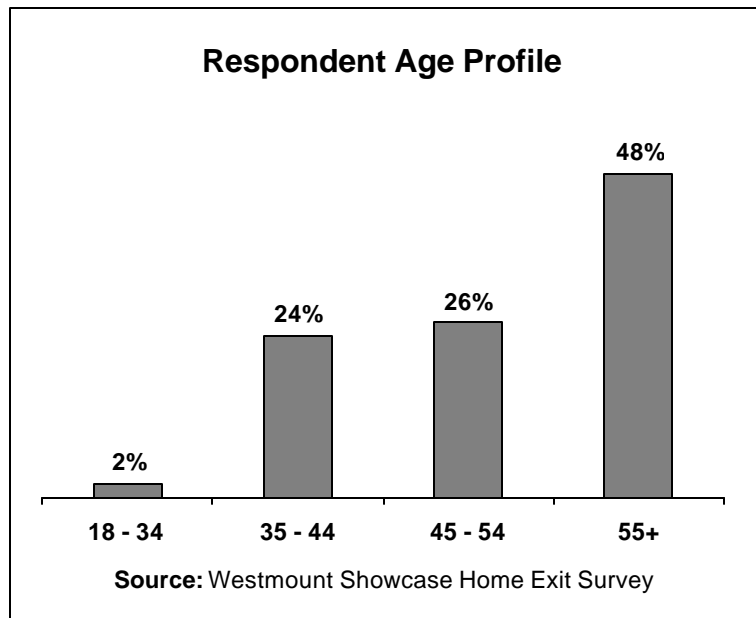
## Educational Profile

52% of the survey respondents had completed university while another 22% had a college education.



## Age Profile

Half of the respondents fall within the prime home-buying segments of 35 to 55 years of age. Another 48% were 55 year of age or over.



# **Appendix – List of Project Partners**

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The following companies and organizations participated in the Westmount Showcase Home project:

**Westmount Development Ltd.**

**Cindercrete Products**

**Advantage Wall Systems**

**Saskatchewan Ready Mixed Concrete Association**

**The R-2000 Home Program of Saskatchewan**

**The Regina and Region Home Builders' Association**



## MEDIA COVERAGE

<u>Advertising</u>	<u>Circulation</u>
Leader Post (4 Saturdays/Home section))	210,810
CKRM Radio (1 Saturday, 1 Sunday)	58,600
 <u>Media Coverage</u>	
Leader Post (Market section)	58,985
Leader Post (Home section)	70,270
<b>Paid media exposures:</b>	<b>269,410</b>
<b>Unpaid media exposures:</b>	22,699 x 2.5 = <b><u>323,138</u></b>
<b>TOTAL</b>	<b>592,548</b>

### COMMON ADVERTISING TERMINOLOGY

**Circulation:** Of a print publication, the average number of copies distributed

**Exposure:** Consumers who have seen (or heard) a message. Calculation ranges from 2.5 to 4 times for editorial vs. advertisement.

**Readership:** The total number of readers of a publication (includes Primary and Pass-along readers).

**Reach:** The estimated number of individuals in the audience that are reached at least once during a specific period of time.

**Frequency:** Number of times an average person or home is exposed to a media vehicle (or group of vehicles), within a given time period.