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## A MESSAGE

*From Sula*

Welcome to the premier magazine of King's & Queen's Homes Inc. A special milestone inspired this publication as we celebrate our 10-year anniversary as a builder of custom homes, renovations and unique commercial upgrades.

Our company was founded on the philosophy of "it's more than builder's quality." What we offer is not only the best in quality workmanship and design, but also the utmost in personal care for our clients. As owner, manager and construction supervisor of all projects of King's & Queen's Homes, I make it a priority to be personally involved with all aspects of my clients' homes, from the designing of plans to the selection of light fixtures and, of course, everything in between!



We never compromise on quality and aim to fulfill our clients' dreams. We simply work extra hard to make sure they get what they want and we keep them well-informed throughout the process. Regardless of a client's budget or the size of the project, our goal is always the same: complete a product that will please clients and their families for many years to come. We like to consider not only our clients wish lists but also the financial aspects of the renovation or building project. It should always be a good investment, too. Our building services are based on a fixed management fee from day one, with no hourly billings or hidden costs. This gives our clients the freedom to utilize our expertise to the max without fear of going over budget.



*"It's more than builder's quality"*

*Continues on page 3*



# A MESSAGE

*From Sula Continued...*

*We never  
compromise  
on quality*

All of our projects come to us on a referral basis, which means each customer is treated with the utmost professionalism and care because they have been recommended by people who are not only former clients, but also friends.

In these pages, you'll read a bit more about different aspects of the home construction business, as well as come to see some of the fine trades I have the privilege of working with. Their workmanship is some of the best you will find in the world and they make it possible to design and build these luxury custom homes. You'll also be treated to some stunning photography of the fine homes we've had the privilege of building in Toronto, Oakville and Etobicoke.

I welcome you to our magazine and hope to have an opportunity to speak to you again soon.



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# A HOME FIT FOR A KING

*Sula's Thoughts on Custom Home Building*

*F*or Sula Kogan, custom home building means giving her clients a home of their dreams. But unlike many other builders, Kogan puts extra emphasis on personal attention to her clients' needs. This is what she believes truly makes the process custom.

"I do everything from day one; I'm kind of a one-woman show, working with the client, coordinating the trades and scheduling everything. I'm the site superintendent, project manager and designer. Don't ask me how I manage to do it, but it works somehow!" she laughs as she pulls off another evening shift in her North Toronto office.

Running three to five building projects at once with basic support staff has made King's & Queen's Homes a seven-day-a-week gig for Kogan, but she enjoys it despite the grueling work.

Kogan says her hands-on approach to all aspects of the building process give her clients an added degree of ease, since they know they are being personally looked after by a builder who knows them, rather than a company that's been hired.

"People feel very comfortable with my system. They still have a lot of control, but they have my assurances. You might call me an insurance policy."

Kogan says what her clients really want is a home that will become their legacy. "This is where they will raise their kids and make their memories." Need proof? In 10 years of business, rarely any of the houses she's built have gone on the real estate market after homeowners have moved in. When people build a King's & Queen's home, they're there to stay.



*Personal  
attention to her  
clients' needs*



*King's & Queen's Homes Inc.*

# A NEW LEASE ON LIFE

## *Sula on Renovations*

*Renos are just another challenge*

To home builders and clients alike, renovations can be a dirty word. For builders, they're the construction equivalent of opening Pandora's box; a messy misadventure where tradespeople never know what they're getting themselves into.

Clients, educated by TV shows like *Holmes On Homes* or *Flip This House*, often fear they'll be gouged for every penny by an unscrupulous builder. Then there's the possibility that their project itself will cost far more and take much longer than they had hoped, forcing them to live in a half-gutted home for months and taste drywall dust in their breakfast cereal. For King's & Queen's Homes, renos are just another challenge, but in this case, the challenge is to take something that is rundown and old and breath new life into it.

"Everyone in the biz warned me 'keep away from renos' when I first started. But I did a few and thought, 'OK, that wasn't so bad.'"

While Kogan doesn't specialize in renos, she doesn't shy away from them either and says that they can be one of the most gratifying types of projects to work on.

"In custom homes, clients often spend so much time planning and budgeting the project that by the end, the novelty is gone and they receive it lightly. But with renos, after people see what you've done to their house, they're ecstatic. I get a lot satisfaction out of them."

Kogan gets around the problem of people's "fear" of renovating by using the same honest approach when she works with any client. "I tell them right up front that they're not really going to save money by going the renovation route on large-scale projects. But if they're still keen to go, I'm happy to work with them," she says, adding that there is often great potential to do something creative with renovations.



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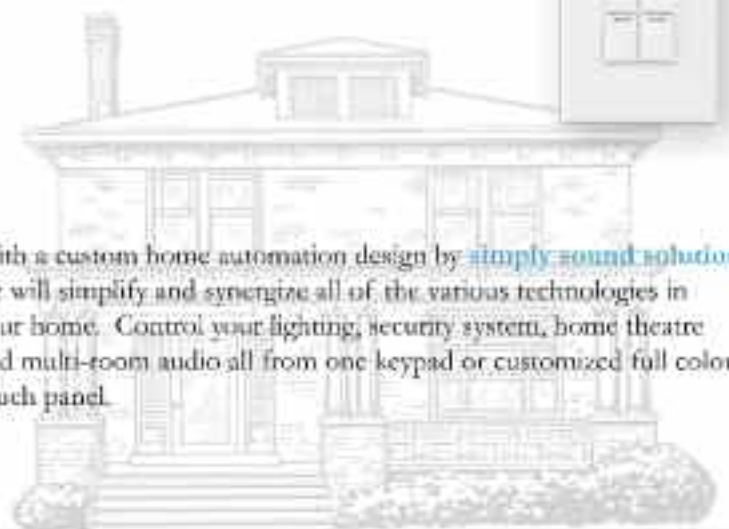


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## LOOKING FORWARD

### *Expanding Borders*

Sula Kogan only sees a positive outlook for King's & Queen's Homes. Firmly established as a fine home builder with a personal touch in her home territory of North Toronto, she has recently expanded into the Oakville and Etobicoke areas, building larger, higher-level homes.



"One of my proudest accomplishments was a home in Oakville," she recalls. "It had unbelievable steel structure design that changed at the last minute into something way more complicated, yet I was still able to deliver the house to the client on budget and schedule — where I think few others would."

*Continues on page 11*

*Building  
larger, higher-  
level homes*





*King's & Queen's Homes Inc.*

# LOOKING FORWARD

## *Expanding Borders* Continued...

*“What’s your secret?”*



Kogan believes Toronto is a city with huge potential. Toronto is a world-class city that has so much to offer everyone, from the cultural side to the business side of things. I consider Toronto to be very under valued in comparison to other world-class cities like London, Paris, Rome, and New York. Toronto has amazing

resources when it comes to building luxury homes and for less money than many other places around the world. In short, I think you get a lot more for your house money in Toronto than in many other world-class cities.

Kogan also hopes to move into the commercial construction sector. “They’re big, exciting projects and you have a lot more freedom as a builder,” she says. “I’ve already done some commercial work, but really see myself breaking into that area in the near future.”



The question that most builders will likely ask Kogan is “What’s your secret?” How does one person juggle so many roles on multiple projects and still deliver the kind of personal attention to quality that King’s & Queen’s is able to provide? The truth is, Kogan would like to know that as much as anybody else.

“I really don’t know how I do it,” she admits. “I’m the sort of person who procrastinates on what I dislike but am obsessive about what I do like, so the fact that I love this job makes it possible.”

With 10 years behind her and many more to come, Sula Kogan has firmly established her place as a quality custom home builder in southern Ontario. Long live the Queen...and King!



*Toronto...a world-class city.*

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## TESTIMONIALS

### *What Clients Are Saying*

*"I* was very impressed by Sula. She was very flexible in the way she managed the project and wasn't rigid when we wanted to make changes. She paid attention to the little things that made the place 100 times better and saved us money in the long run."

— *Quiddy Mamma*



*"S*ula has the designer's eye and the builder's business sense. She made building a home a fun experience."

— *Natty Nashman*



*"I* think Sula's way of building a home and meeting a homeowner is something greatly missing from the construction business today."

— *Lara Guttman*

*Don't overload —  
enjoy the  
building process*



## A FEW WORDS

### *of Wisdom*

*"M*ake a wish list and do not be afraid to share it with the builder. Clients are often surprised at what they can achieve by sharing ideas and thoughts."



*"D*on't overload — enjoy the building process. The key to a successful development is trusting your builder and developing your taste and skills in your decision-making process. Trust, and from there your wisdom will grow and develop into a long-lasting relationship with your builder."

— *Sula Kogan*



# COMPANY PHILOSOPHY

## *& What We Do*

*We Aspire  
After*

QUALITY

WORKMANSHIP

LUXURY

VALUE

The philosophy was started with: "it's more than builder's quality." We set out to build beautiful custom homes for homeowners, inviting them to contribute their own ideas of style and quality. We show homeowners that there is no such thing as settling for mass builder-quality material and workmanship when you are building your own custom home. We do not let pricing determine the quality or style of an individual's home. We work endlessly to show homeowners how they can have both.

We do not price homes to be built by square foot. We price homes based on people's ideas, styles and wishes. Once the pricing for a custom home is determined, we give our guarantee for building costs. We will not change your budget if you do not change your ideas!

Our building services are based on one fixed management fee from the start. There are no hourly billings for any of our services, which means savings, comfort and freedom for all of our clients during the entire project.



Make no mistake – a home built by homeowners and one built by a builder are, in most cases, two very different end products, especially in the resale market!



# WE CONSIDER IT ALL

## *Before We Even Start...*

Timing: We are known to stay on track and deliver homes to people on time. Our average construction time for a new infill home runs from 6 to 8 months. We stay on time because we are focused on each project at all times and communicate with our homeowners on a regular basis. We also spend a number of months before construction planning, organizing and working with homeowners on all aspects of the project. By spending such a large amount of time with clients, the expectations and ideas of the client become clear to us and the overall process faster. We organize our projects in the winter months and build in the spring and summer months. We promise this process will keep all our clients on budget and time.



Our experience in building started in 1998. Since that time we have become very involved in making each home as efficient and maintenance-free as possible. We offer a lot of wonderful ideas that will make owning a new home a rewarding and profitable experience for many years to come.

Our business is strictly referral base, so we treat every project with great importance and professionalism. All information on our projects is always kept private and confidential.

Although our passion is new home construction, we provide services in all areas of development, including: commercial new & renovations; renovations of all sizes; design services; and project management services.

- STYLE
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- KITCHENS & APPLIANCES
- PLUMBING FIXTURES & VANITIES
- FLOORS, DOORS, WINDOWS
- HARDWARE FIXTURES, TRIM
- CLOSETS & STORAGE
- PAINT
- LIGHTING
- FURNITURE
- RUGS
- ART COLLECTIONS
- PICTURE HANGING



# THE HISTORY OF ARCHITECTURE

*Drawing Inspiration From As Far Back As the 5th Century BC*

The engraving on the left shows the origin of the Corinthian capital. The Athenian sculptor Callimachus is said to have come across a woven straw basket containing the few possessions of a poor girl from Corinth who had died tragically. The basket had been covered with a slab or roof tile, and acanthus leaves had grown up around it, and curled beneath the overhang. Moved by the pathos and simple charm of the composition, Callimachus sketched it and later carved it in stone with such skill that it became part of the classical language of architecture – one of the Five Orders that have fashioned the aesthetic of building from the Renaissance to the present day. (From John Evelyn's translation of Roland Fréart's *A Parallel of the Ancient Architecture with the Modern*, published in England in 1664; second edition, 1707).



*It became part of the classical language of architecture*



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