



Feature Story >

# A Wise investment

**VIV DRAWARD**  
For HOMES

## Project managers offer a different option

Make the Wise Choice. That's what the expert team over at W.C. Enterprises Ltd., or Wise Choice Homes as they are commonly known, wants you to do if you're thinking of building a new home.

Wise Choice Homes isn't your typical custom home builder. Rather, they specialize in managing your home building project from beginning to end.

"Walter (Neustaedter) and I have been

doing project management in the residential sector for over 10 years," says Craig James, co-owner of Wise Choice Homes. "We've been offering it to people to build their own homes. In reality – there was nobody else doing it at that time."

So what benefit is this to the client?

"We're offering a difference," says James. And that difference between a residential project manager and a custom home track builder, he says, is the amount of input a client has in every step of the process. "We allow the participation — the decisions are yours."

You may be asking yourself: Isn't this the same process as you would go through with a custom home builder? Partly, yes; but most builders own land in a specific area and have a pre-set number of designs and styles for you to choose from. If you're not partial to the area or the designs offered, this wouldn't be the best option for you.

In comparison, many Wise Choice clients already own a lot, or want the choice in picking a specific piece of property and area in which to live. The same can be said of the design of the home.

"You have the input in the design. So if

you like the bedroom from one house, but the kitchen and great room from another, then we'll put those three things together into your house," says co-owner Neustaedter. He adds that there are no limitations, except of course, for your budget.

The process usually begins when clients approach the Wise Choice team with the type of home they want and an idea of the amount they can afford to spend.

"There's no use in designing a home that you can't afford to build," says James.

Agreeing, Neustaedter adds that there is also a considerable saving with building a home in this way.

"You pay exact costs. The best deal we can get is what you pay," he says, adding that this arrangement results in considerable savings throughout the entire process.

Brian Watkins, one client who recently had Wise Choice manage the building of his home at 166 Laurel Ridge Dr., couldn't agree more.

Watkins, his wife Tanya and their two children, moved into their new home in August, 2004. He says they got the house they wanted for the budget they began with. In fact, Watkins says that when they were building, they saw a similar house being built by a track builder. In the end, the Watkins' house was the same price as the other builder's asking price.

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W.C. ENTERPRISES photos



The difference though, is that the Watkins got all the extras; items that were included their price, like piled foundation, HRV, oversized garage and finished basement; an approximate value of \$30,000.

These same upgrades with a regular track builder would have cost way more than what he paid, maintain Watkins.

Thankfully though, Brian and Tania Watkins got exactly what they wanted, at a

price they could afford.

“To get what you want and to get the extras, you have to be ready to invest some of your time. But I would say it’s not painstaking, and at the end of it — when people come in and like the house — it’s nice on these guys (Wise Choice) and it’s nice on us; because we did all the picking ourselves from the plans on up. I would recommend it to anyone.”

