



For Immediate Release

Local developer earns top marks at annual CARE awards

Sep. 28, 2011, Sooke, BC – A combination of online and offline ingenuity has won [Woodland Creek](#), an Earth-friendly development project in Sooke, BC, a gold award at the 2011 Construction Achievements and Renovations of Excellence (CARE) event.

“Earning the gold award for Best Website by CARE, an association that recognizes homebuilding excellence on Vancouver Island, is a top honour,” said Blair Robertson, co-owner of Totangi Properties Ltd., the developer behind Woodland Creek. “This achievement is one we proudly share with our talented graphic designer and website creator, Rebecca Gerein of Anonymous Art.”

At the 2011 CARE Awards, Woodland Creek also took home the silver spot for Best Overall Marketing Campaign and Best Single Family Detached Spec Home Under 2,500 sq. ft., the latter given for the developer’s functional and efficient Arbutus design – a plan that boasts accessible, main-floor living and appeals to a wide range of buyers, from young families to seniors.

“It’s an honour to earn these two additional awards,” said Robertson. “As a whole, our marketing efforts are pretty unique for a development company: we focus on community engagement as well as promotion. Sooke is a fabulous place to live and work and showing off its attributes and community initiatives, such as the Sooke Fine Arts Show, goes hand-in-hand with attracting Woodland Creek buyers. We use a broad range of tools, from traditional print media and radio to a number of social media platforms, including Facebook, Twitter and YouTube.”

Woodland Creek is the first housing development in Sooke to offer homes with geo-exchange heating, cooling and hot water. And with prices that start at \$384,900 (net HST included), the single-family residence project has garnered much interest from the public.

“Since my father first started our family business more than 40 years ago, the Totangi vision has been the same: build smart by offering quality homes at an affordable price,” said Robertson. “Together with our partners, Woodland Creek embraces this buyer-consciousness – receiving recognition from our homeowners and other partners, such as CARE, shows that we’re truly on the right track.”

In partnership with SC Smith Building Company, the current phase of Woodland Creek are constructed to certified Built Green standards with features that include gourmet kitchens, walk-in glass showers, engineered wood flooring, master suite walk-in closets and natural gas fireplaces. On completion, the neighbourhood will include a total of 180 residences (100 single-family and 80 townhomes), an area zoned for neighbourhood commercial use and a park with a pond, walking trails and playground.

For more information about Totangi Properties Ltd. or Woodland Creek, visit www.totangi.ca or www.woodlandcreek.ca.

About Totangi Properties Ltd. and Woodland Creek

Totangi Properties is a locally-owned and operated property development and land management company established in 1968. Brothers Warren and Blair Robertson work closely with a talented team of local professionals and the District of Sooke in the creation of Woodland Creek and are committed to creating affordable, high-quality residential properties with lasting homeowner value. For more information, visit www.totangi.ca.

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