

2020

EDMONTON'S

# IDEAL HOME

• MAGAZINE •

**LINCOLNBERG**  
MASTER BUILDER



*Best Customer Service 6 Years & Counting*

Advantage Homeowner a Lincolnberg Master Builder Feature



**LINCOLNBERG**  
MASTER BUILDER

*The Love Affair  
that Lasts*



# Advantage Homeowner.

*How one Edmonton homebuilder is taking customer service to new heights and leading the way on energy efficiency, income properties and affordable ownership.*

## 6x WINNERS

Six championships. Few ever achieve the greatness of one. Some NHL greats – like Joe Thornton, Jerome Iginla and Ryan Smyth – have never won a Stanley Cup. Some of the most inspiring and hardest working athletes never attain a gold medal despite a lifetime of dedication.

That is what makes multiple wins so remarkable. One is hard enough. When great teams like the early 80's New York Islanders win 4 Stanley Cups in a row, or the dynasty era Edmonton Oilers collect 5, or the Michael Jordan era Chicago Bulls win 6 championships, it is a remarkable feat.

In early 2020, as the world started adjusting to the coronavirus, Lincolnberg Master Builder had accomplished something remarkable too. At what was supposed to be a ceremony and celebration, soon turned into an online presentation, and it was announced Lincolnberg won its sixth consecutive customer service award based on real customer surveys.





## REAL CUSTOMER SERVICE

CustomerInsight™ director and founder Christian Caswell later explained how remarkable these achievements are in a letter to the company:



**BEST CUSTOMER EXPERIENCE  
WINNER**  
· 2015 · 2016 · 2017 · 2018 · 2019 · 2020 ·



**BUILDER OF CHOICE  
WINNER**  
· 2016 · 2017 · 2018 · 2019 · 2020 ·



*Let me congratulate you personally as well as on behalf of the entire CustomerInsight team for winning, six consecutive years! The 'Best Customer Experience Award' and 'Builder of Choice Award' recognizes your entire team for your relentless and selfless service to your homebuyer's and those partners who are dedicated to continuous improvement.*

*You really have been the beacon light for many companies across North America who want to follow your footsteps and are realizing just how challenging it is, yet, you have proven it to be achievable. Many of the organizations have set new standards in the area of customer experience and this has been possible only because of leaders like Lincolnberg guiding the way.*







What is even more surprising, is that this builder leading companies across North America builds exclusively in Edmonton and area. “Lincolnberg Master Builder is a local business, with local ownership, building quality homes and lasting relationships rather than cutting corners and sacrificing performance” explains Greg Nakatsui, President.

Lincolnberg Master Builder has called Edmonton home for over 42 years, and if awards are any indication, they have used this experience to take homebuilding to new heights. Touring their homes and talking with their team, it feels more like a craft builder than a production builder. A place where they actually care about the home you want. Where details like customer service, energy efficiency, and affordable ownership matter even though they take knowledge, time, and patience.

“Customer service is not something you do...” explains Greg, “it’s something that happens when you have the right team with the right attitude, understand how to build a home and build it better, and then push yourself to keep changing for the better” he continued.

The idea that it takes a great team to deliver great performances is not new. The dynasty teams previously mentioned all featured great team talent,

consistent performance and leadership. What seems unique about Lincolnberg's approach is that it is more inclusive, and goes beyond their core team which is comprised of staff who have been with the company for multiple decades. At an event held early in the 2020, they honoured one of their longest standing trades with a Lifetime Achievement Award for over 40 years of service.

It should be noted that in addition to the six consecutive customer service awards, Lincolnberg won five consecutive Builder of Choice awards. To earn this award a builders employees, trades and suppliers are surveyed and the builder is rated for satisfaction across all aspect of homebuilding.

“We use this information from every level - customer, staff, trade and supplier - to improve and get better.” Greg says, “and we share that broadly across our team so that the whole team is learning. The results show up in better homes and happy customers, not just early on at the idea or possession stage, but long after living in our homes and experiencing real customer service.”





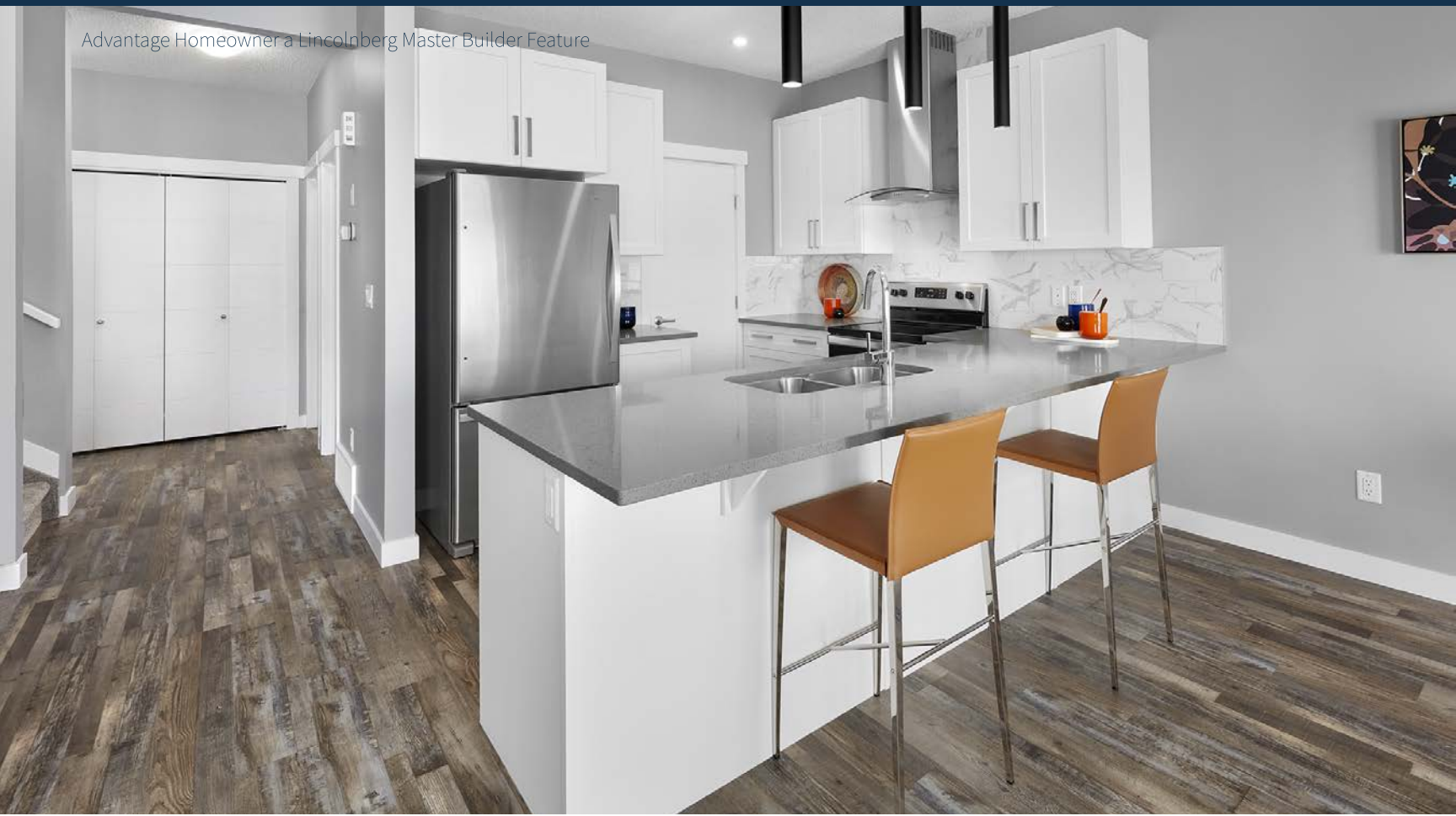












## CONTINUOUS IMPROVEMENT

Lincolnberg's team seems to attribute much of their success to their desire to continuously improve. Change for the better, or Kaizen, is one of Lincolnberg's company core values and has served them well in an Edmonton housing market that has changed quite a bit in the companies 42 year history.

"Edmonton homebuilders have had to deal with challenge after challenge – from a Canadian oil recession and its effects on the local economy, to new mortgage rules and the introduction of a stress test on buyers, to new building and energy code changes" explains Wes Gunderson, Vice President Finance for the company.







He continued "... and through this whole time our focus has been on improving everything from the homes we build to the way we communicate with customers and within our team."

One way to measure the effects of Lincolnberg's Kaizen philosophy is by reviewing the monthly permit reports released by the Canadian Home Builders Associations – Edmonton Region. The statistics show that over the period of 2014 to 2019, Edmonton's top ten builders pulled 43% less permits per year. In fact, the entire Edmonton market saw a 38% reduction in permits during this time. Meanwhile, because Lincolnberg is more of a craft builder than a production builder, our permits remained more stable and we increased our market share by 29% over this period.



## REAL ENERGY EFFICIENCY

“While this market was shrinking, our industry what thrown a new building code and energy code to implement” explained Keith Jansen, Vice-President Construction, “and because our business was relatively consistent we were able to face these new challenges with lots of focus and innovation, and our homes are better for that. We experimented, measured, and improved.”

Keith is Alberta’s representative for the Canadian Home Builders’ Association on the National Technical Committee and sits on the provincial and local builder technical committees involved in shaping upcoming building code. Keith’s knowledge and involvement at an early stage of where building code is going is an advantage that gets passed onto all Lincolnberg homeowners.

“Lincolnberg has focused on building air-tight homes as a standard feature that everyone deserves. Every customer is given an EnerGuide sticker showing how well their home performs compared to a home built to standard building code” Keith explains. “On average, our homes are performing 18% better than a standard code-built home.”

In 2019 over 70% of their homes achieved 15% better energy consumption than a standard building code home, and qualified purchasers for thousands in energy rebates from Canadian Mortgage and Housing Corporation. The homes Lincolnberg built in 2019 “saved its customers 1,897 gigajoules of energy per year, which is the equivalent to 50,000 liters of gasoline” Keith affirms.







Industry insider Steve Jackson with the Enviromatics Group Ltd. Agrees that Lincolnberg is a builder leading the way on energy efficiency. As he explains:

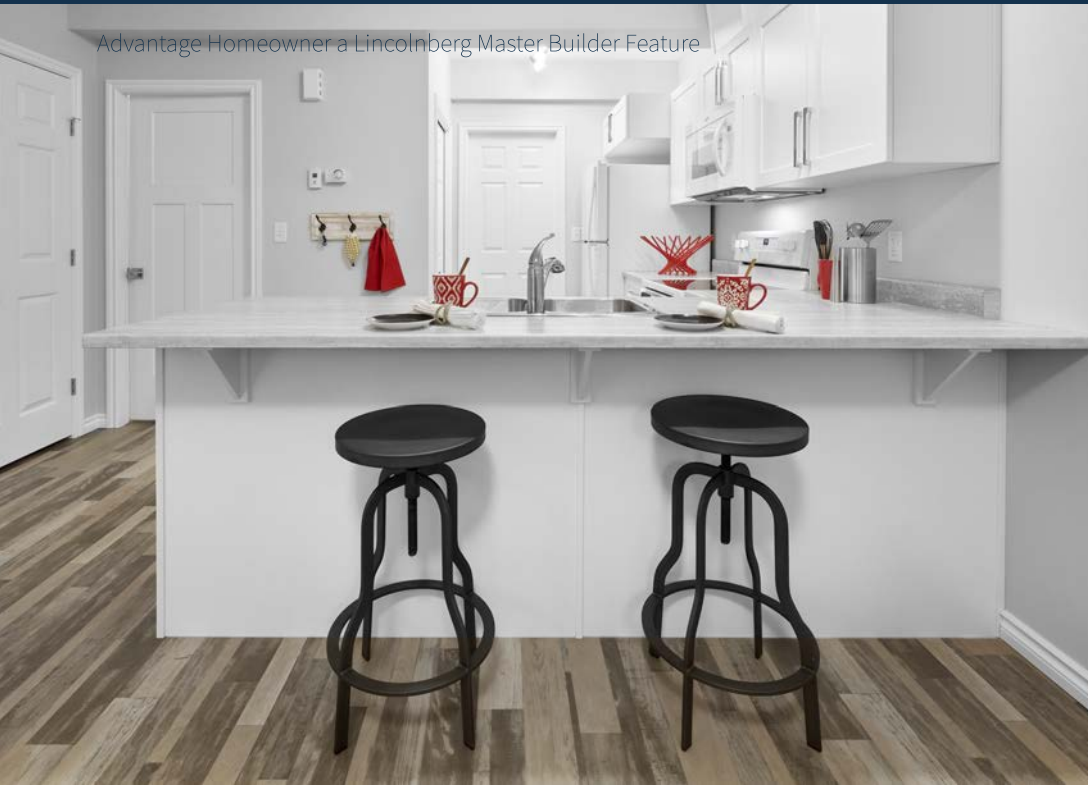


*At Enviromatics Group, we provide energy modelling, air tightness testing, and EnerGuide ratings to Edmonton's leading builders in energy performance.*

*And, without a doubt, Lincolnberg is at the top of the class in terms of achieving consistent and reliable energy performing homes.*







## REAL AFFORDABILITY

With most products, when you want the energy efficient model or the one with North America leading customer service, you pay a premium. At Lincolnberg, not only are these advantages market-priced, they have found a way to make your home pay you through industry leading experience with basement, garage and garden suites.

“Affordability has always been important to us,” explains Stephen Anderson, Vice President Sales & Marketing, “whether it’s through our energy efficient homes that save you money and use less carbon, or building income suites within your primary residence to help offset the cost of your monthly mortgage with rental income. Our team leads the industry when it comes to building legal basement and garden suites in our single family and duplex homes.”







“What most people don’t know is that when you add a basement suite to a home, and you start bringing in rental income, your mortgage and home options go up, not down.” Stephen explains, “... and our team has built dozens of legal building suites...”

Beyond income properties, Lincolnberg has been successful in creating over 85 homeowners with its rent to own program. “In the same way that our floor plans and company evolve, so do the ways in which we try to help people become homeowners” Stephen says. On the companies youtube is one of the most inspiring videos of Lincolnberg Rent To Own customers explaining how they became home owners.



Scan  
QR Code  
to Watch  
Video



In all aspects of homebuilding, Lincolnberg Master Builder seems to be an industry leader who is not satisfied with the status quo and is consistently forging a path forward to find and implement new best-practises. When you consider that many builders aren’t doing these things, but are charging similar prices, it’s clear to see that the real advantage is with Lincolnberg homeowners.

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