

THE RELATIONSHIP BUILDER

STORY JARED KEEN
PHOTOGRAPHY JESSICA DEEKS



Kristy Brayton, Customer Experience Coordinator

Since arriving in Ottawa in 1996, Cardel Homes has become a fan favourite in new home builders. Customer Experience Coordinator Kristy Brayton tells us why Cardel is popular in the city.

What sets Cardel apart from other new home builders? It really comes down to the personalized customer experience we provide. We work with clients every step of the way to design a home that's uniquely theirs. But crafting that home is just one component of the customer experience. The relationships we build with each client helps to ensure satisfaction long after we hand over the keys.

What does a Cardel customer relationship look like? It starts with our commitment to an honest, transparent process. Our team educates customers through every stage, whether they're first-time buyers or home-savvy market veterans. Keeping clients excited is very important to us. We're in continuous contact throughout the design process, framing, inspections and beyond – photographing milestones for keepsakes, conducting personal walk-throughs and making sure each customer is an expert on their new home by possession day.



Community Sales Consultants
Lynne Feitag and Jennifer Dean.



Dave Sutcliffe, PDI Warranty Technician, Cynthia Gustafson, Warranty Service Coordinator & Scott Popowicz, Construction Site Supervisor.

Is possession day the grand finale? Possession day is a huge milestone, but it doesn't end there. We make sure customers are in good hands with our Service & Warranty team, which provides post-possession support and guides homeowners through maintenance during the entire warranty period, including the one-year inspection. Part of that guidance includes sending seasonal tips to help owners maintain their home in tip-top shape as well as a comprehensive homeowner's manual that covers every detail, right down to the kitchen sink.

How does Cardel measure success? Awards and accolades are always nice, but they're not our focus. When the client knows everyone by name, that's how we really know we're doing a good job. We love hearing from our families and continually seek input to improve our processes. Thanks to that input, after 20 years in Ottawa, we've honed a customer experience that's second to none, and the letters we get from happy homeowners are a testament to that. Last week, Janet C. wrote, "I really cannot express in words how thankful we are. Everyone we dealt with were perfect for their jobs!" It's that kind of feedback that tells us we're doing things right.



Jenny Black, Design Consultant and Lindsay Pasch,
Design Centre Manager

Beyond an industry-leading experience, what can customers expect from Cardel? In short, a home they adore in a community they love. "Built for Real Life" is our mantra, and nobody gets today's families better than we do. We know how important it is to have easy access to everything you need, from groceries and essentials to services and recreation. That's why we're so selective about the communities we develop and build in. That real-life approach is built into every detail, from layouts that encourage connections to floor plans that make home life a breeze. It's all designed with busy lives in mind.

Who should consider Cardel? Whether you're first-time buyers entering the market, professionals moving up or empty-nesters downsizing to a low-maintenance lifestyle, there's a Cardel for you. We offer a full collection of single-family homes, condos and townhomes in great neighbourhoods all over Ottawa, with seasonal promotions and quick possessions that remove the wait. It's all part of our commitment to customers – and that's been our focus since day one. **OH**