

# Classic Construction on the fast track

**NICOLE RIVA**

Medicine Hat News

**A**s business and building continue to boom in Medicine Hat, one local company has been recognized as one of the fastest growing in the province.

Classic Construction Ltd. placed eighth in Alberta Venture magazine's listing of The Fast 25 Under \$20 Million, which selected the 25 fastest growing companies in the province.

"I think it's awesome, we're the only ones who've won south of Calgary in the last two years," said owner Murray Prokosch. "With everything that's happening right now in the oil industry, and everything else, to finish eighth we're quite proud."

Classic Construction Ltd. is the only construction company on the list, with many of the companies being in the technology or engineering fields.

Prokosch, along with his partners Gerald Pahl and both men's wives, started Classic Construction Ltd. approximately four-and-a-half years ago and has seen phenomenal growth from the beginning.

"Right now our growth is going to be even greater this next year, we have two projects that have a total of 348 units in them, we are just starting construction and we have over 200 of them sold," Prokosch said.

One key to their success, Prokosch believes, is that the business is the only one of its kind in Canada.

Classic Construction Ltd. offers affordable housing, with homes starting at \$170,000, where the company covers more than half of the down payment and subsidizes monthly payments for seven years.

"If you're making under \$30,000 you can buy a three-bedroom home," he explained.

Prokosch added that all of the subsidies come from Classic Construction Ltd., not the government, though there are concessions in place from the Canada Mortgage and Housing Corporation to allow the company to help with down payments. All applicants need to do is qualify for a mortgage.

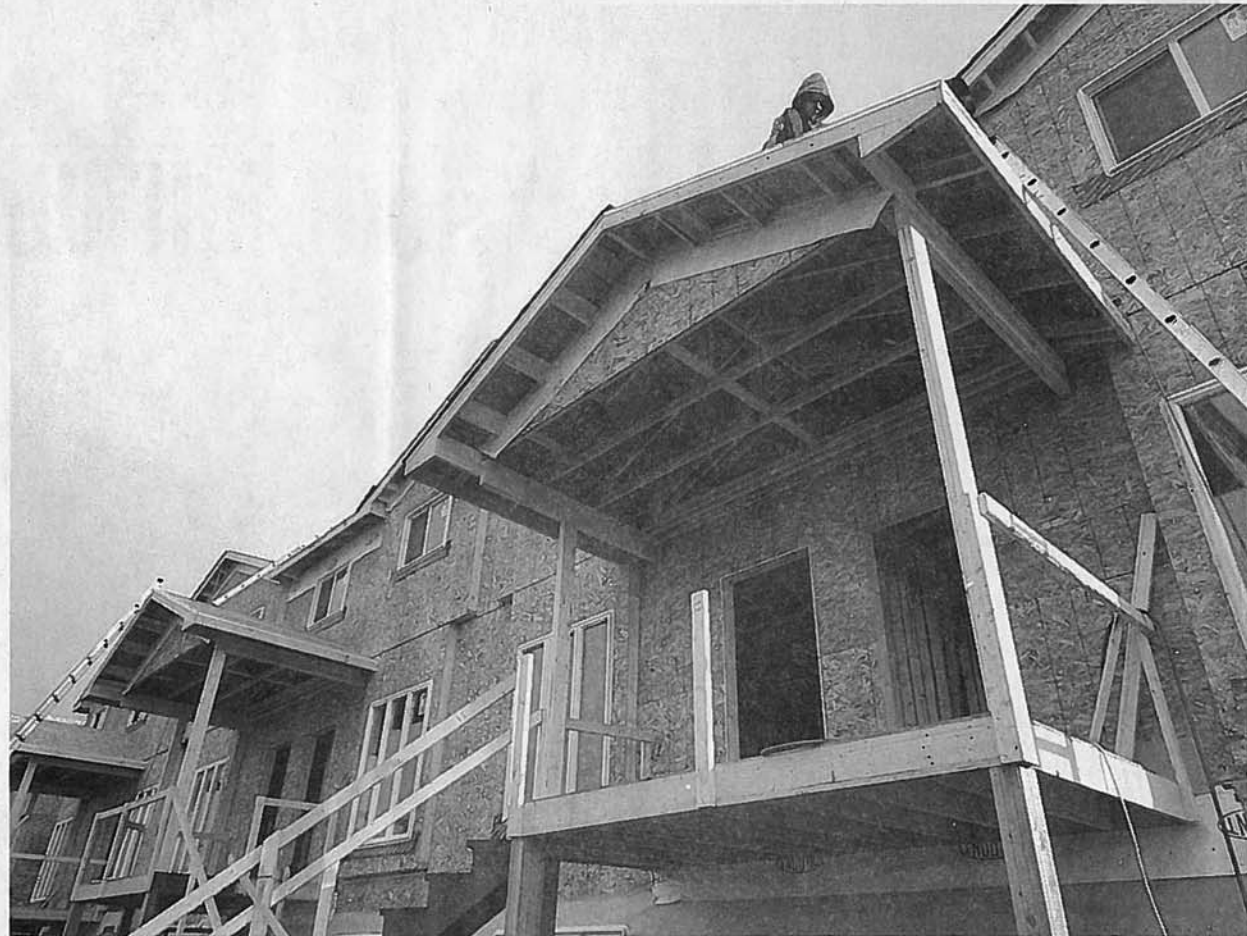
Currently, Classic Construction Ltd. only has projects in Medicine Hat, but they have been approached by Lethbridge, Calgary and Saskatoon to start projects there.

"These centres are all approaching us and asking us to come there because of the need, and we're the only one's doing the types of things that we're doing," Prokosch said.

Another key features of Classic Construction Ltd.'s success has been word of mouth advertising.

Prokosch explains they've done very little advertising, but people who buy their homes tell their friends to do the same.

"We had a situation the other day where a father, a son, and their friend came in and bought three units all at the same time," he recalled.



**-NEWS PHOTO EMMA BENNETT**

Classic Construction employees work on the Northlands Pointe development in Crescent Heights on Thursday afternoon. Classic Construction Ltd. placed eighth in Alberta Venture magazine's listing of The Fast 25 Under \$20 Million.