

Classic Construction has banner year

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The last year has proven to be, not surprisingly, another very busy and very successful year for local affordable home building company Classic Construction Ltd.

With the goal of making owning a home feasible for people in a lower income range, the company has garnered much praise and respect in the city and from its customers.

Last year, Classic Construction was presented with the Medicine Hat News Marketing Award at the annual Small Business Awards, highlighting their efforts in the community's housing industry. In addition, Alberta Venture magazine named the company one of the Fast 50 annual businesses for 2007 among other Alberta growth champions.

Competing with other companies in Calgary, Edmonton, Red Deer, Camrose, Grande Prairie, Canmore, and Fort MacMurray, Classic Construction ranked 8th among 25 others in the under \$20 million category. In this instance, they became the first business in the southern Alberta region to land a spot on the list.

New projects that developed most recently have resulted in Classic Construction extending its reach to Canmore, where a 7.19-acre parcel of land was set aside for an affordable housing project. Two other projects have also been lined up in High River, which will see more than 200 units built.

"We have been looking at expanding into numerous communities and also into other provinces," said Kris Trail, Creative Director and Marketing Manager.

"Classic Villas have really taken off, and we have been able

to send a message to other communities that affordable housing is attainable."

Clearly, for both Classic Construction and the communities they reach, their progression is a welcomed opportunity.

The 2008 edition of the Fast 50 businesses provides further proof of a company on the rise. This year Classic Construction was announced as the 10th fastest growing business in the province over \$20 million dollars.

Murray Prokosch, Classic Construction CEO and co-owner, sees the companies rapid growth as a natural result of the regions current housing environment.

"Housing prices are drastically increasing in many communities," said Prokosch.

"We try to pick the markets where affordable housing is needed the most, and we go for it," he said.

A project in the city of Brooks is also in the works, with a confirmed 100 unit project set for this spring.

Up until this year, Classic Construction has essentially been focused on developing affordable housing projects within Medicine Hat alone. But this year, available land outside the Alberta border is being sought out.

Outside the Alberta border, available land in Regina and Saskatoon is also being sought out.

"Right now we are looking for land in Saskatoon and Regina," Prokosch said.

This year, the company is anticipating sales of over \$60 million, over triple last year's \$19 million. With all of Classic Construction's efforts and a truly admirable goal, there is no doubt why both Medicine Hat and the company should be proud.



NEWS PHOTO EMMA BENNETT

Murray Prokosch, president and C.E.O of Classic Communities, looks over plans for the Norwood Grande which will be located on 13th Avenue S.E.