

# Unity Builders Group Outsources New Home Manuals

Home Information Packages added to create  
consistency across multi-family building portfolio

**Vancouver, BC:** Unity Builders Group (UBG) has announced that moving forward, homes built across their multiple group of companies will be provided with home specific web-based manuals, called Home Information Packages (HIP).

UBG is a group of multi-family developers based in Alberta, with a collective construction volume of approximately 1000 homes annually. Consisting of several companies in different areas of operation, as well as differences in size and volume made it a challenge to deliver the same homeowner experience. Home Information Packages have been introduced to guarantee that all homes built under the UBG banner will receive the same high level of customer service that UBG is committed to setting in the Alberta market.

“Our group of companies builds exceptional homes, but that’s only the beginning,” shares Ryan Doherty, Multi-Family Sales Manager for UBG. “Post occupancy customer care is a key component in the overall satisfaction when buying a new home. Outsourcing our HIP’s allows us to deliver a consistent and high level of customer service through the occupancy period, and retain more customers as they transition to larger homes.”

Greg Stolz, Executive Vice President at Conasys adds “Being an outsourced solution allows us to deliver the same product to any type of builder organization. This model worked seamlessly in UBG’s case, as they consist of multiple companies and required consistency across all of them, regardless of size or operational procedures.”

**About UBG:** Unity Builders Group (UBG) is a real estate management company overseeing various homebuilder companies with a construction volume of approximately \$250 Million CDN (slightly over 1000 houses annually). Founded in 1998, the group’s original mandate was to build quality homes in the North American marketplace, with the care and attention of a local builder. Since that time, UBG has evolved into a house of brands – offering beautifully crafted homes, tailored to a variety of lifestyles and price points. It’s a business practice that responds to the needs of our customers – in transition at each phase of their lives.

**About Conasys:** Conasys is a supplier of tailored online manuals for new homes. The company has over 300 builder clients across Canada and has over 20,000 new homes already registered or coming on-line. In 2010, Conasys was recognized as one of Canada’s fastest growing companies by Profit Magazine. It is a private company based in North Vancouver, BC.