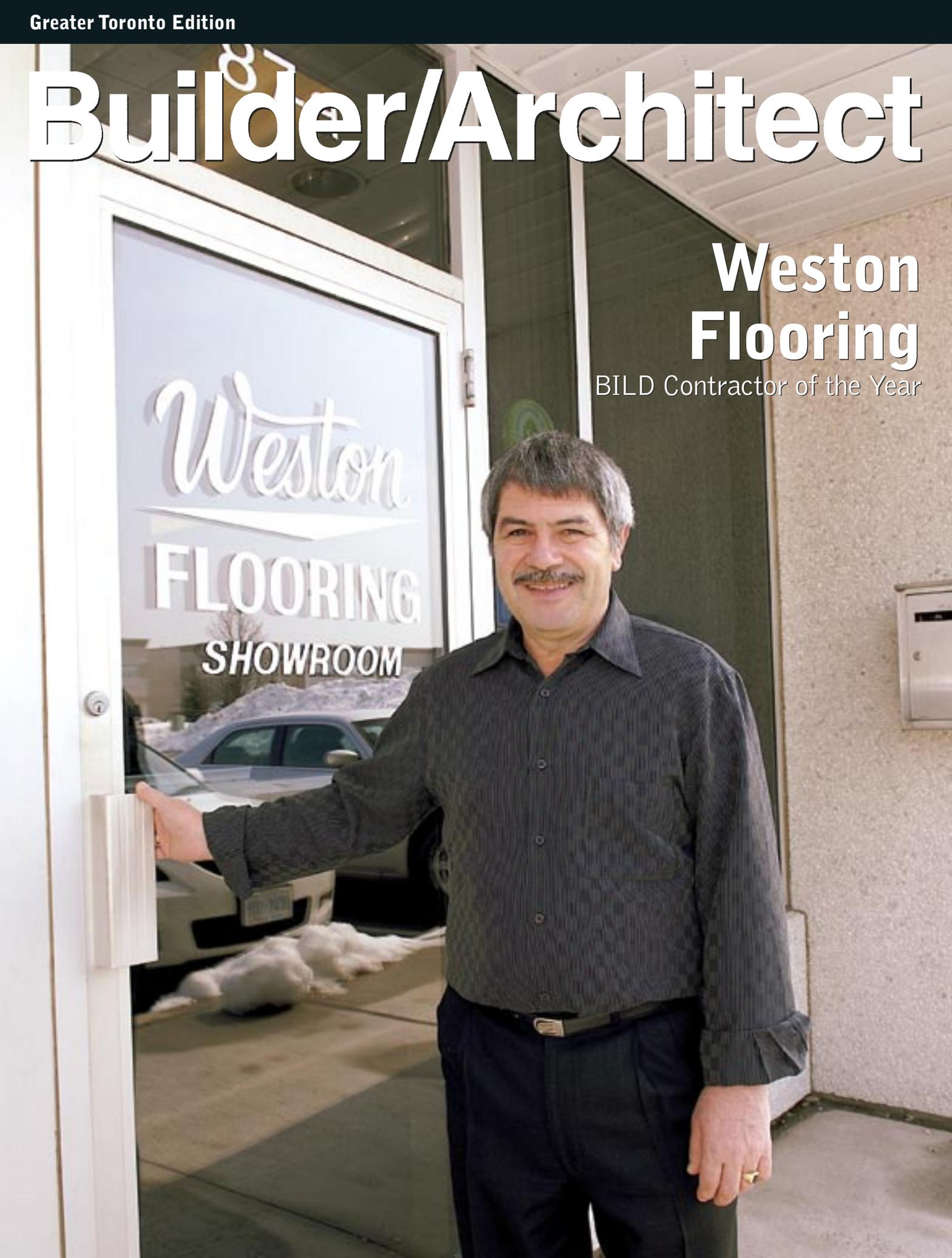


Builder/Architect

Weston Flooring

BILD Contractor of the Year

Weston
FLOORING
SHOWROOM



Weston Flooring

BILD Contractor of the Year

By Michael McKay

When Sam Condo came to Canada at the age of 16 from Italy, he knew that success would be his if he was willing to persevere. The native of Calabria in Southern Italy had worked hard as a child on the family farm. It is this work ethic that translated into creating one of the largest hardwood flooring companies in the GTA.

“Weston Flooring was established in 1974,” says Sam. “I arrived in Canada in early 1969 and found a job as a flooring sander. I began installing hardwood floors soon after. I was only 21 when I started my own company.”

Sam always had an ambition to be a successful entrepreneur.

“This country gave me the opportunity and I provided the ambition and vision to go where I wanted to go,” says Sam.

With the help and support of his wife, Nancy, he was able to fulfill his dream. When he first incorporated his own

company, Sam worked during the day installing and sanding hardwood floors while quoting estimates at night. Sam was able to thrive because he made customer satisfaction his priority. It wasn't until the early '80s that Weston Flooring expanded and Sam managed to step into a supervisory role. More importantly however, is that he instilled in his workers the skills required to provide excellent customer service and good workmanship. It is this ideology that has helped him to expand the company and it has won him numerous awards and accolades.

The company has become a family affair. Two of Sam's sons, Domenic and Pat, have become very important parts of the continuing success of Weston Flooring.

“My brothers and I learned the business from the ground up,” says Domenic, Sam's oldest son. “Our summers were spent working with our dad, as well as our weekends.

Sam Condo





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best in class contractor for its commitment to quality
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Domenic works in and oversees the sales part of the business and focuses on promotional and organizational work, while Pat manages and coordinates new development projects ranging from low- and high-rise residential to commercial and custom homes.

The family’s hard work and determination has more than paid off. They work with some of the biggest builders in the

GTA and have recently been awarded the Contractor of the Year Award from BILD.

Due to the large volume of work they do, Weston Flooring has approximately 130 men installing floors all over the GTA.

“We work in about 500 to 600 homes per month. It keeps us very busy,” says Sam.

In addition to all the local work, they have also worked in Europe, the Caribbean and have recently quoted a few projects in the United States.

“Were frequently asked how many sales agents are on the road and Sam always replies ‘none.’ A lot of our work is sold on recommendations by word of mouth from satisfied customers,” says Pat.

Sam gives credit to all his employees for Weston Flooring’s success.



PHOTO BY GILBERT BENAMOU (G PHOTOGRAPHY)



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Pat, Sam and Domenic Condo

If I can't give 100% for a customer, if I can't service the customer properly, then I'd rather not take on the added business. Fortunately we've grown sufficiently to be able to give all our customers the service they deserve. I'm old fashioned that way.

"My father treats all our employees like family," says Domenic, "and this in turn creates loyalty. Some of our employees have been with my father since he started his business."

Many of the employees have been trained by Sam and have benefited from his years of experience. As the technology has changed, his workers often attend manufacturer's training seminars.

"Training is an ongoing thing," says Sam. "We want our employees to be able to handle all situations with all different types of products."

Weston Flooring has also been affected by the "green-building" trend and has found that they are now installing more environmentally friendly products.

"The trend is towards building green and this is being lead



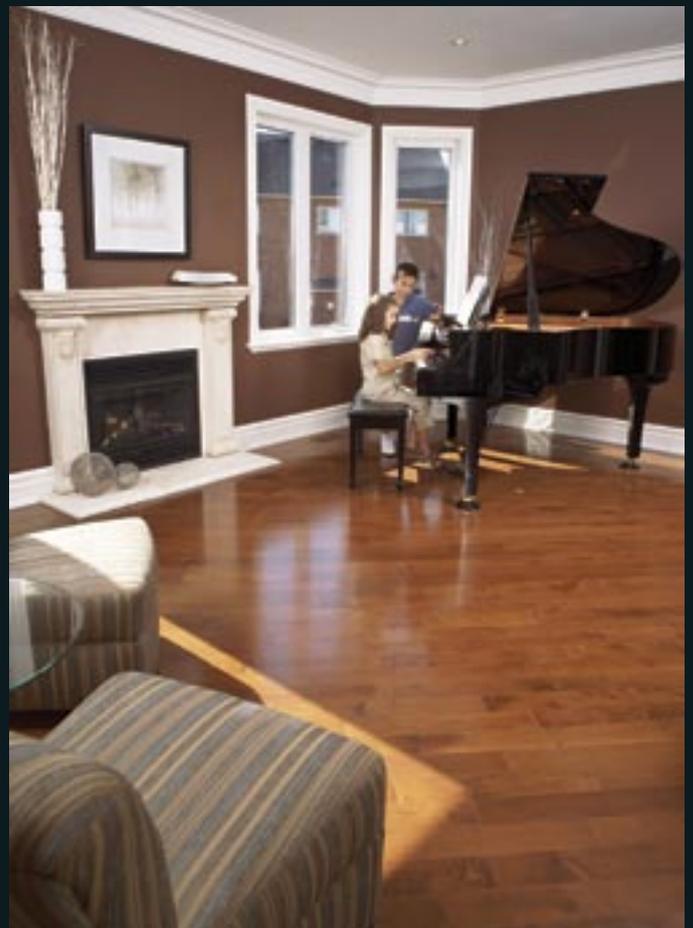


by some of our builders who are using more of the engineered and floating floors,” says Domenic.

Weston Flooring has steadily grown since its initiation due to Sam’s “customer-first” philosophy.

“If I can’t give 100% for a customer, if I can’t service the customer properly, then I’d rather not take on the added business,” says Sam. “Fortunately we’ve grown sufficiently to be able to give all our customers the service they deserve. I’m old fashioned that way.” Domenic adds, “As the new generation, we learned how our dad conducted business. A deal could be sealed with a handshake. There are not many people out there in business that you can do that with. It’s a little challenging for us because we still have that old-school mentality. Even though the way we conduct business has changed, we will always make customer service our number one priority.”

Just outside Sam’s office is a large picture of his hometown of Calabria. The town is nestled in the hills surrounded by mountains. It’s a solid-looking town that seems to have been carved out of the hillside by people who were dedicated to something larger than just themselves. Sam Condo and his sons, Domenic and Pat, bring this type of dedication to Weston Flooring. Their





commitment to providing excellent customer service, their commitment to their employees and their commitment to quality workmanship have made them one of the largest hardwood flooring companies, if not the largest, in the GTA.

“I’d like to thank all our builders and associates who have given me the opportunity to conduct business with them, and have trusted me with the work and service we provide for them,” says Sam. “I will do my best to make sure I earn that trust and their business every day.” ■

87 Westcreek Drive
Woodbridge, Ontario
L4L 9N6

Tel: 416-746-8492 | Fax: 416-746-3770

E-mail: sales@westonflooring.com

www.westonflooring.com

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