



**FOR IMMEDIATE RELEASE**

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## **InSight wins four 2009 CHBA National SAM Awards**

NANAIMO, BC – InSight Developments has won four prestigious 2009 Canadian Home Builders' Association (CHBA) National Sales and Marketing Awards for their Hawthorne Corner project. Hawthorne Corner, part of the larger neighbourhood of Hawthorne, is an enclave of 73 urban flats and lofts located in the heart of Nanaimo's University District. A café, pub-restaurant and market are also planned as part of this unique European-style development.

InSight was nominated in five categories and won in four: Best Website, Best Project Signage and Logo, Best Sales Office and overall Marketing Excellence. The awards were handed out Saturday evening, March 6th, during the Association's 67th National Conference in Victoria.

"We are very honoured by this recognition," says InSight President Doug Bromage. "Hawthorne Corner was launched with a very modest marketing budget, just as the dramatic real estate downturn was in play. Our marketing team addressed these challenges, successfully increasing visits by potential buyers during a time when overall sales activity was in decline. They also won in categories against much larger developments with bigger marketing budgets. I'm very proud of our people and what they've accomplished."

The SAM Awards is the CHBA's premier competition for new homes, home renovations, community development, and marketing and sales from across Canada. This year, the competition featured 23 categories, 15 of which were won by BC builders. "Winning a National SAM Award is the highest recognition of excellence in our industry," says Gary Friend, President of the CHBA. "I congratulate all 23 winners on their achievements."

### **About InSight Developments**

InSight Developments, on behalf of InSight Holdings Ltd., has been active in Vancouver Island development since 1993, developing over \$250 million in real estate throughout the Nanaimo region. They began with the 50-acre retirement lifestyle community of Longwood, building and selling 242 homes in five buildings. A sixth, Thornbridge, is slated for completion this spring. InSight's other projects include Hawthorne, a 56-acre neighbourhood carefully sited around Buttertubs Marsh nature sanctuary; Carmanah, a family-oriented enclave of charming mews-style and single-family homes in the city's desirable north-end; and Seawalk, a stunning 24-storey, high-rise tower overlooking Nanaimo's downtown harbour. An ambitious 26-acre community in Parksville is also in early planning stages.

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