

# TRUE-LINE HOMES is TRUE-ly Different

BY KIRSTEN PALARDY  
Red Deer Express

True-Line Homes is a Red Deer based new home building and renovating company that takes great pride in their exceptional customer service. "We are proud of our reputation and of our ability to give back to the community while building quality homes," said Phil Neufeld, President of True-Line Homes.

True-Line's slogan, TRUE-ly Different, is what Kevin Wilkie, Vice President of Sales, says really describes the company itself. "We pride ourselves as being a different builder, one that listens to our customers and making sure their building experience is exceptional" said Wilkie.

True-Line Homes has been building homes for over 20 years and has taken part in many community programs during that time. Some of these projects include many years of: the Kinsmen Dream Home, the Hospitals' Home Lottery, and the Festival of Trees Home, as well as the expansions at the Central Alberta Women's Emergency Shelter and the Youth

and Volunteer Centre.

After being named Citizen of the year in 2010 Phil Neufeld said, "I was named Citizen of the Year for the community work we do, but I think True-Line homes should have been named Citizen of the Year because we work as a team."

Neufeld has been the president of True-Line Homes since it opened its doors more than 20 years ago, before that Neufeld had been in the construction industry for more than 10 years. "I saw a need in the community for a builder that would customize plans, pay attention to the homeowners and really concentrate on people's needs," said Neufeld.

"I believe that we have the best construction company around, from the head office to our exceptional construction team. Every employee is involved and this insures that our customers receive the ultimate service from day one to well after possession" said Wilkie. As part of the customer service that True-Line provides, they allow the owners to walk through their home as it is being built as often as they want. Any questions that the

customers have will be answered promptly with either a phone call or email.

Currently, True-Line Homes is selling out fast with their adult community, which is exclusively for the 40+ age group. The homes are located in a quiet close in Clearview and all yard maintenance and snow removal will be included.

True-Line promotes energy efficient products like high efficient furnaces, upgraded insulation, windows, hot water systems and encourages their use in all their new homes. "People ask for the warm and fuzzy features all on their own, so we make sure they get the nuts and bolts of quality construction also," said Neufeld.

"True-Line is very organized in the planning stages. We are up front and get the details right in the beginning rather than agreeing on a price and then adding things that increase the costs afterwards," said Wilkie. "We avoid the scenario where people are given a low price to seal the deal then are surprised with huge upgrades later."

Among their recognized acts of com-

munity service, True-Line has also been recognized with the Alberta Award of Excellence in "Built Green" Housing, The Alberta Awards of Excellence for residential housing, in every award offered from the Central Alberta Home Builders, and Business of the Year from the Red Deer Chamber of Commerce.

Wilkie believes that another one of True-Line's great assets is their long term relationship with its trades and suppliers. Many of these trades have been with True-Line since the beginning. "They know what we expect and always go the extra mile for us and our customers, it's a very trusting relationship," said Wilkie.

True-Line also builds homes outside of the Red Deer area including acreages and surrounding communities. "There is no better time than right now to build. Costs are good, trade availability is good and construction time is good. The whole industry is probably the best it has been in 10 years" said Neufeld.

For more information visit [www.true-linehomes.com](http://www.true-linehomes.com)

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**New Home | Adult Villa | Acreage | Reno**

**Ask someone who has built with us before and you will see why we are TRUE-ly Different**

**TRUE-LINE**  
**DESIGNER - BUILDER**

**TRUE-ly Different**

## Red Deer Sales Centre Locations

Mon - Wed 12-6pm, Sat & Sun 1-5pm

- 52 Sisson Avenue (2011 Hospitals' Lottery Home)
- 56 Clearview Drive

## Show Home Locations

Sat & Sun 1-5pm

- Blackfalds  
- 92 Cyprus Road
- Sylvan Lake  
- 5 Leaside Crescent
- Innisfail  
- 6348 - 58th Avenue

[www.TrueLineHomes.com](http://www.TrueLineHomes.com) / 403.341.5933