



HUSH STORY

A STORY OF CHANGE...

HUSH™, a company that has quietly and steadily been building quality homes, is now poised to launch their commitment to building a whole new type of company. Naheel Suleman, President of HUSH Inc. often refers to Disney®, “Disney doesn’t just create movies, characters or theme parks, they make kids happy! In this same way, HUSH doesn’t just build homes and communities, it provides best-in-class experiences.”

To ensure HUSH can live up to the best-in-class promise Suleman assembled an all-star team of experienced professionals. In building his team, Suleman said, “I asked them one question, are you willing to change the way you normally do things? If the answer was yes they were invited on board.”

Suleman and his team examined the home building industry. “Rather than concentrating on land, house plans and such, we brainstormed, trying to determine what the ‘dream’ builder should be, and what would create a best-in-class experience for buyers. I pushed my team to be creative and think outside-the-box, to challenge industry standards and practices,” explains Suleman.

The result, The HUSH Methodology™. Suleman explains: “After looking at our industry and turning it upside down we knew the only thing that would set us apart is a promise to deliver best-in-class experiences. The only way to deliver this consistently is to follow a set methodology, one that is rooted in our values. When The HUSH Methodology is adhered to we deliver best-in-class experiences, which means we are living the HUSH way fully and completely.”

The HUSH Methodology is made up of defined full-service procedures, practices and processes that start

at sales and design, and continue on past delivery throughout the life of the home.

First, detailed interviews between the homebuyer and architect and a green consultant are arranged to customize the design so the home suits the buyer’s lifestyle and environmental choices. A professional interior designer is then assigned to each homebuyer, who coordinates vendor site appointments to assist each buyer on choices in colours, finishes, cabinetry, flooring, even furniture and accessories. Once construction begins, regular site walk-throughs are scheduled so the buyer is in constant communication about the progress of their new home. The HUSH Virtual Concierge™, a personalized web-based site for each homebuyer, provides instant updates on walk-through appointments, construction schedules, warranties, floor plans and photos of their home. “We build more than homes,” Suleman says, “we build and nurture experiences and relationships.”

These relationships are nurtured through a division of the company called HUSH Home Services™. As soon as a purchase of sale agreement is finalized, HUSH Home Services begins to collaborate with the homeowner. Even through the many years an owner lives in their home, HUSH Home Services is only a call or email away, to provide any services a homeowner may require, from electronics installation to maintenance requests.

HUSH Home Services has created service packages that ensure best-in-class experiences are delivered well past the move-in date. Innovative packages like: Move-in Services,

Annual Inspections and Certifications, Exterior and Interior Maintenance Packages, and Holiday and Seasonal Packages are only a few of the services available that break through industry norms.

HUSH makes a simple promise: to provide customers, trades, lenders and investors – in fact anyone who touches the HUSH brand – with the best experience they’ve ever had.



HUSH launches the **Estates of Olde Meadowvale Village** this month. Phase One called **Schoolhouse Vale** is located next to the town hall at the corner of Old Derry Road and Second Line. Its predominant architectural style is Victorian, with lot sizes ranging from 65’ to 140’, and prices starting at \$1 Million. Phase Two is **Silverthorn Mill** at the corner of Silverthorn Mill Avenue and Second Line West. The architectural style is French Country/Normandy. Lots in Phase Two range from 60’ to 80’ and prices start in the mid-\$800,000s.

The Premier Show Home is located at: 6920 Second Line West in Old Meadowvale, and is open for viewing by appointment only. Please call 905-286-5270, or visit our website at www.hush.ca.

“ I LOOK AT HUSH AS A COMPANY THAT BUILDS MORE THAN HOMES. IT IS A COMPANY THAT BUILDS BEST-IN-CLASS EXPERIENCES. ”

NAHEEL SULEMAN



ESTATES OF OLDE MEADOWVALE VILLAGE
6920 SECOND LINE WEST, MISSISSAUGA
WWW.HUSH.CA • 905-286-5270 (BY APPOINTMENT ONLY)