



# Mady Likes to Multitask

MADY IS SET TO CONTINUE SUCCEEDING IN THE TORONTO MARKET. BY KATHRYN JONES

Based upon the principles of hard work and integrity, Mady Development Corp. has established an enviable track record of investment performance in value-added commercial and residential real estate development. The Markham, Ontario-based company continues to build upon its reputation for quality and client satisfaction by integrating turnkey services into its work scope.



Mady distinguishes itself from its competitors through its ability to take a project from conception to completion, Senior Vice President and CFO Greg Puklicz says. “We will acquire the land, obtain the zoning, arrange financing, then ultimately lease it and sell off segments to different users or to one investor,” he states. “Our contract division will be the general contractor for the project, as well, so we remain involved in every facet of the development, construction and completion of the project. Our growth strategy has been based upon our ability to complete projects on a turnkey basis where we act as both the developer and the construction manager.”

The company was founded in 1974 by CEO Charles Mady, who began the business as a homebuilder working out of Windsor, Ontario, and then started developing small commercial centers in the area, as well. Mady was active in southwest Ontario until 1990 when he ventured to Dallas and developed numerous retail and residential projects in Texas. He opened the office in Markham about eight years ago when he saw the opportunities for growth in the Toronto area.

“The Toronto market is very active, and that’s where our concentration is,” Puklicz explains. “The opportunities here are plentiful. The economy is continuing to grow, the population

» Mady Development Corp. says its ability to provide turnkey services to bring a project from conception to completion gives it a tremendous advantage in the commercial and residential markets in Ontario.



is growing and the demand for housing and supporting retail centers continues to increase.

"A lot of U.S. retailers are looking to expand their business opportunities in Toronto," he adds. "They don't see growth in the U.S., so they are looking to Canada – specifically Ontario – for that growth."

### Turnkey Development

Mady is in the process of developing and building South Unionville Square in Markham. The 10-acre, mixed-use development consists of 500,000 square feet of retail, office and medical space, as well as 28 townhomes and a 253-unit condo tower. A 50,000-square-foot T & T Supermarket anchors the site with portions of retail located above the supermarket. It serves a particular demographic niche, Puklicz notes, Markham's Chinese community.

"That's a good example of where we apply the principles of intensification and mixed-use development on a particular site," Puklicz says. "We typically look for infill opportunities amid growth corridors where there are existing nodes of potential intensification. We want to find an under-utilized site and bring something new and exciting to it."

Mady's construction division is the construction manager for the project. According to Marko Juricic, vice president and director of operations for Mady Contract Division, the company has the capability to self-perform the concrete work as well as the carpentry on a project, but it sub-

### Mady Development Corp.

[www.madycorp.com](http://www.madycorp.com)

- Headquarters: Markham, Ontario
- Employees: 200
- Specialty: Real estate and construction

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*-Greg Puklicz, senior vice president and CEO*

contracts out the rest. "Our relationships with our subtrades are good, and there are more knocking on the door every day," he says. "They like working with us because they know we manage our projects properly and pay our bills on time. We don't always select the lower bidder. Instead, we look at their track record. We do research on them so we can put together the best teams for all of our projects."

The company consults with a third-party consultant at the beginning of each project to discuss particular safety concerns and educate the participating subtrades and superintendents on various site hazards, he adds. "We have a good rating as far as safety is concerned," Juricic says.

### First Platinum School

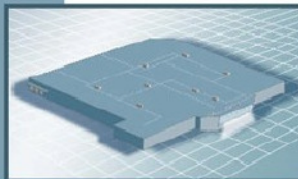
Mady is committed to incorporating sustainable practices into its projects. It is a member of the Canada Green Building Council. "Achieving LEED certification is the best way for us to demonstrate that our buildings and communities are truly green," the company says.

Mady was the construction manager on the 58,000-square-foot Dr. David Suzuki School in Windsor, which was completed in spring 2010. The Dr. David Suzuki School is the first LEED Platinum-certified public school in Canada. One of its green features is a grid-tied solar photovoltaic system expected to generate 32 kilowatts of clean energy, meeting 10 percent of the school's electricity needs. ♦



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