

Builder/Architect

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Our
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Mark Rosenberg
“Attention to Detail”

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By Birgit Moenke

Similar to how a coin has two faces is the concept of a Mark Rosenberg home. Inherent in one facet of a Rosenberg feature is always another. This is largely responsible for the appeal, character and success of Mark's company, Codyco Properties Ltd. He mixes the contemporary with the traditional. He brings the “outside in,” combining rugged features with elegant touches and incorporating high-end details into the designs. Mark fuses his experience with your ideas. His homes appeal to

both the young and the established.

A Mark Rosenberg home is a new home built in an established area. Mark first realized a need for this building concept in the early '80s, and prides himself in being one of the pioneers of in-fill housing in Toronto. Having worked for a large development company prior to this experience, he has gained expertise in all aspects of building: development, planning, servicing contracts and overseeing construction. Since 1981, Mark has been on his own, finding his own niche in the custom

redevelopment market.

The advantages of a new home in an older area are, of course, numerous. Not only are you living in a beautiful new home, but you now have an established neighborhood around you with 100-year-old trees. A neighborhood with character, and one within walking distance to a local coffee bar, cinema or boutique.

Mark prides himself in his unique style of combining the contemporary with the traditional. Although a new home, the neighborhood's

Current designs coupled with classical features form every Mark Rosenberg home. Photo by Harold Clark Photography.



A Mark Rosenberg home is not only built with the utmost care but also incorporates extensive design details as shown in this upward view of this center hall. Photo by Harold Clark Photography.



Quality materials and artistic design are integrated into every home. Interior design and decorating by Judy Rosenberg. Photo by Harold Clark Photography.

character is taken into account when the exteriors are designed, as well as the area in general. Detailing his homes with wood, stone or brick characteristic of older homes, Mark ensures that what he constructs not only blends in the area, but also has its own distinguishing and unique characteristics, such as wrought iron fences, charming stone walks, and added interesting touches which have often been inspired by his travels around the globe. Mark's next home is always only as limited as his ever-changing, dynamic imagination. His choice of earth tones and harmonious hues consistently produce an appealing product.

A popular selling feature of a Rosenberg home is Mark's insistence to "bring the outside in." Working frequently with glass blocks, large windows and skylights, it is very common for people to walk through Mark's homes and comment on how bright it is in-



doors without having to turn on a light. Largely as a result of Mark's avid interest in the outdoors and environmentally friendly homes, Mark uses natural influences to their utmost capabilities. He will go to the extent of making sure that light will spill onto your hallway in just the right way. The use of skylights offer you so much of the outdoors, while still maintaining your privacy.

Greatly appealing to the homes'

This family room is truly an expression of the owners and incorporates a tasteful complement of natural elements. Stucco walls and Douglas fir beams create a warm cozy atmosphere. Interior design and decorating by Judy Rosenberg. Photo by Harold Clark Photography.

This kitchen boasts earthy materials with the latest in appliances that offer a wonderful preparation place for family meals. Photo by Harold Clark Photography.

character and style is Mark's marriage of rugged features with elegant touches. This mixture accounts for a bold, yet cozy home. It's the combination of natural wood and stone, and interesting interior finishes such as stucco walls, detailed plaster ceiling mouldings, ornate columns and beams, and art niches enhanced by halogen lighting. He uses large custom



mouldings above doorways, all integrated into his own personal style. It's different, it's unusual, and you'll fall in love with it.

What is largely responsible for Codyco's success are the high-end details which have been incorporated into these homes. With the knack of making a house truly a home, second-floor ceilings and attics are opened up to create space for coffered and cathedral ceilings, offering the sense of a great deal of open space. Mark's attention to detail has gained him many fans, admirers and repeat customers. It is not unusual for people to stop and ask his clients who built their home. In fact, it's how Mark Rosenberg gets many of his referrals. Mark credits his circle of the "finest craftsmen" versus tradesmen who believe, as he does in providing superior quality, detailing and service. A Rosenberg home automatically includes Mark's daily on-site visits

The exteriors of Mark Rosenberg homes become an asset to the neighboring community and provide wonderful curb appeal. Photo by Harold Clark Photography.



Whatever the setting Mark has an ability to create homes that truly reflect his clients' desires. Photo by Harold Clark Photography.

and close communication in regards to the progress of the project, and of course, his enthusiasm and excitement. Present from conception to completion, Mark either works with you, or solo, depending on your desire. If interested in working with Mark, it is part of the process to openly discuss your likes and dislikes with him, to meet and view his many photographs of architectural features, collaborate on a budget that is workable, and prioritize the areas of the house that are most meaningful to your family and your lifestyle. If you want to see a home built with passion and soul, you must walk through a Mark Rosenberg home.

Mark is there to help you create

your dream. Through Mark's commitment to excellence, and his dedication to his family and work, it is not long before you realize that you've found a builder with integrity, honesty and the willingness to communicate. One main problem people get into is their failure to research their builder's experience. Mark encourages all of his potential clients to speak to previous homeowners for whom he has built. "Just call one of them, they are all proud homeowners," states Mark. His company has received an excellent rating for after-sales service from the Ontario New Home Warranty Program consistently for the last 10 years. Mark is there for his clients long after the home has been

completed.

Building in established areas, Mark has built homes in Forest Hill, York Mills and Bayview, Avenue Road and Lawrence, the St. Clair and Yonge area, and Yonge and Sheppard area.

Whether you are an empty nester downsizing from a large suburban home or a young professional starting your own family, you will thank yourself on making a wise choice in the purchase of a Mark Rosenberg home. *Builder/Architect Magazine* congratulates Mark Rosenberg as builder of the month and wishes him continued success.

For more information on Mark Rosenberg homes call (416) 498-5245.

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