

LET'S BUILD TOGETHER.

catalyst

building trust | building change



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THE CATALYST DIFFERENCE

We combine the three major elements of residential renovations to give you a single point of contact for your project.

DESIGN

ARCHITECTURE

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CONSTRUCTION
EXPERTISE

ABOUT CATALYST

BUILDING TRUST | BUILDING CHANGE

FOR 10+ YEARS CATALYST HAS WORKED TIRELESSLY TO DELIVER ON OUR PROMISE TO “BUILD TRUST AND BUILD CHANGE” FOR OVER 500 CLIENTS AND COUNTING! WHAT SETS US APART FROM THE CROWD? WE’RE PROUD **DESIGN-BUILD RENOVATORS** WHO WILL MAKE YOU FALL IN LOVE WITH YOUR HOME WITH YEARS OF DESIGN-BUILD EXPERTISE. WE SPECIALIZE IN ADDITIONS AND WHOLE HOME RENOVATIONS WITH CUSTOM TOUCHES THAT WILL WELCOME YOU HOME.

CORE VALUES

CULTURE

CATALYST WAS FOUNDED TO CREATE A COMPANY THAT NOT ONLY PRODUCED QUALITY PROJECTS BUT CREATED A GREAT PLACE TO WORK FOR THOSE WHO LOVE DESIGN AND RENOVATION, CARPENTRY, AND CONSTRUCTION. HAPPY PEOPLE DO GREAT WORK.

+

COMMUNITY

WE VALUE OUR CUSTOMERS, OUR TRADE PARTNERS, OUR TEAM, AND OUR NEIGHBOURS. WE ARE A CERTIFIED LIVING WAGE EMPLOYER THAT HAS A LONG TERM VISION OF HELPING TO GROW AND IMPROVE THE REGION(S) WE WORK AND PLAY IN.

+

TEAMWORK

SIMPLY PUT, IT MAKES THE DREAM WORK.

OUR TEAM: FOUNDERS

Around here, renovations are a team effort.



BRADY MORRIS

Founder - Production Director

Brady has been closely connected to the construction industry since high school when he enrolled in his school's co-op program - and never looked back! His knowledge of the inner workings of renovations makes him the perfect fit to oversee Production at Catalyst. Process is everything and communication is key!

At home, Brady and his wife Nikki have two young sons. In his spare time you'll likely find him on a squash court, at the gym or enjoying a craft beer.



ANDREW DAY

Founder - Sales Director

Andrew developed a love for carpentry while 'helping' his grandfathers with various projects throughout his childhood. His degree in Engineering, and a passion for building and problem solving make him a clear choice to lead the Catalyst sales process. A clear vision and a well informed team of clients, employees and trade partners is critical to a successful project!

At home, Andrew and his wife Melanie are kept busy with their four young daughters! If he's not at the rink, you'll find him on the squash court or enjoying another great read.

OUR TEAM: OFFICE

Around here, renovations are a team effort.



SARA COLLINS

Lead Designer

Sara has been active in the design industry for over 12 years with an extensive background with a major Canadian paint retailer. Since moving to the region from London 3 years ago, she fully immersed herself in residential design. Sara joined Catalyst to build relationships with our clients, create spaces that are simultaneously functional and beautiful, to oversee the selection process and, most importantly, help you put the final touches on your home!

She's no stranger to a great spin class and enjoys creating new recipes with her spouse, Tobiasz. The best days end with a good book and glass of wine.



GRANT TAMANE

Project Estimator

Grant plays an important support role to both Sales and Production at Catalyst. His attention to detail makes him an invaluable part of the team by assisting Sales to produce thorough proposals on all our jobs. He makes sure our clients meet milestones, facilitates payment scheduling and oversees our crew and lends support to our Construction Manager. He does it all with a smile on his face 24/7!

Fun fact: Grant studied in the United States under a University baseball scholarship and plays for Toronto in the IBL! In his free time he loves to travel the globe, exploring new parts of the world with his spouse, Sarah.

AS DESIGN-BUILD RENOVATORS, YOU HAVE ACCESS TO A TEAM OF PASSIONATE PROFESSIONALS WHO OVERSEE ALL FACETS OF YOUR PROJECT, FROM PRE-PLANNING TO PROJECT COMPLETION. REST EASY KNOWING WE'LL BE THERE AT EVERY TURN.

OUR TEAM: PROJECT LEADS

Our Project Leads will be your main point of contact throughout the construction of your project.



NICK KIRBY

Project Lead

As Catalyst's longest-serving employee, Nick has a wealth of knowledge and experience when it comes to renovations. Nick started his career as a tool and die maker, but quickly moved to carpentry to pursue his passion.

Nick, his wife Tammy, and their three kids can be found chasing around their new German shepherd puppy, Willow. If you're ever in need of an update on what's going on in the world of College Football, Nick's your guy!



KEVIN SHERK

Project Lead

Kevin brings a ton of experience to the Catalyst team. From framing custom homes to project management, he's done it all.

Kevin lives in Kitchener with his wife Hilary, their son Mason, and their lab, Merlin. He enjoys hockey, making custom furniture, and tries to spend his weekends at the lake!

WE TAKE PRIDE IN THE TEAM WE'VE BUILT OVER THE LAST DECADE: A CREW OF LIVELY, DEDICATED CRAFTSMEN AND WOMEN WHO PUSH TO DELIVER CREATIVE (AND FUNCTIONAL) PROJECTS AROUND KITCHENER-WATERLOO. WITH 500+ PROJECTS UNDER OUR BELTS, WE'RE PROUD TO DELIVER THE ENERGY, EXPERIENCE AND EXPERTISE YOU DESERVE IN YOUR HOME AND HAVE ENJOYED EVERY CONNECTION WE'VE MADE ALONG THE WAY.

OUR TEAM: CREW

This group of Craftsmen (and Women!) genuinely ***care*** about your home.



MATT WALKER

Lead Carpenter



ERIC DYSON

Lead Carpenter



JOSH WHITE

Lead Carpenter



JULIE VAN BERKEL

Assistant Carpenter



LUCAS NOVOSEL

Assistant Carpenter



TRISTA HOLLAND

Assistant Carpenter

WE CONTINUALLY TRAIN OUR CREW ON THE LATEST TECHNIQUES, TECHNOLOGIES, AND PRODUCTS, AND WE ARE COMMITTED TO STAYING UP-TO-DATE WITH CHANGES IN THE RENOVATION INDUSTRY.

OUR TEAM: CREW

This group of Craftsmen (and Women!) genuinely ***care*** about your home.



JASON KOCHER

Lead Carpenter



KELSEY OWEN

Assistant Carpenter



PHILLIP CRUICKSHANK

Assistant Carpenter



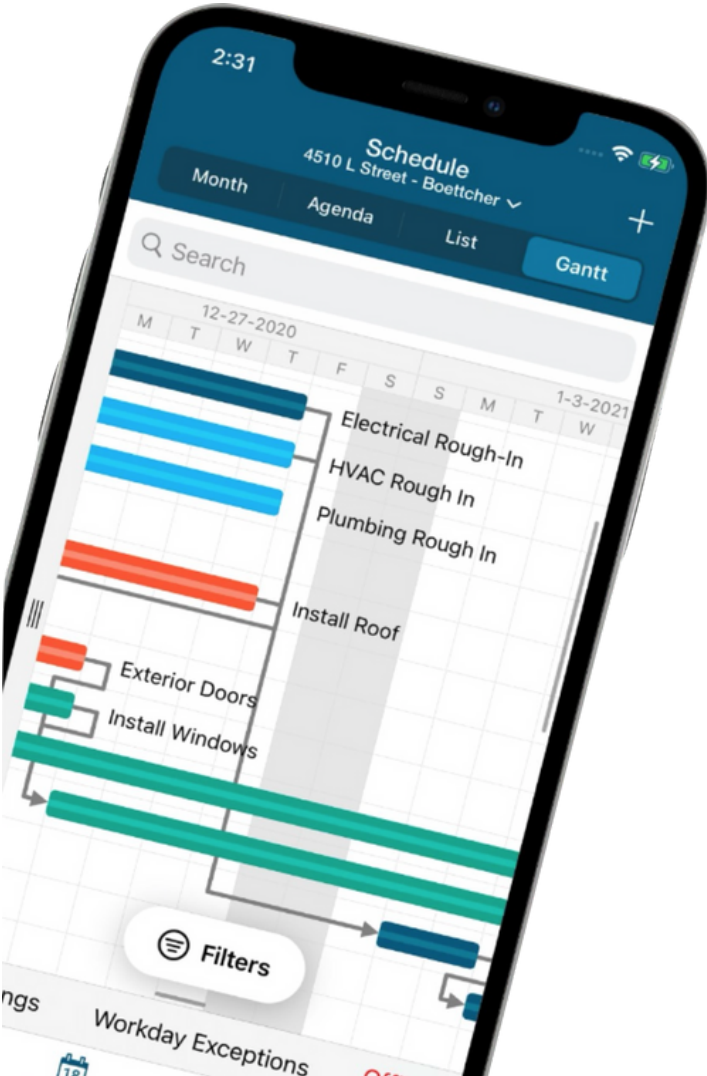
JORDAN BARKER

Assistant Carpenter

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BUILDERTREND

Everything you need in one handy app.



FROM **PRE-CONSTRUCTION** TO **PROJECT KICK OFF**, BUILDERTREND IS OUR
SINGLE SOURCE FOR MANAGING YOUR PROJECT

Quickly **view and sign** Design-Build and
Construction agreements

+

Easy access for viewing Milestone **payment
schedules** and invoicing

+

Review and approve **Change orders**

+

Receive **daily updates** from Project Leads

+

View your project schedule in **real time**

OUR AFFILIATIONS

Always improving.

CATALYST IS HONoured TO BE DESIGNATED AS A CHAMPION LIVING WAGE EMPLOYER AND BAEUMLER APPROVED MEMBER, AS WELL AS PROUD MEMBERS OF THE KW CHAMBER OF COMMERCE AND BREAKTHROUGH ACADEMY.



"We recently completed an extensive kitchen/main floor/laundry room renovation with Catalyst General Contracting. Catalyst transformed our traditional 1970's home into a beautiful open concept living space, ideal for entertaining and family time. From start to finish, we were impressed with their professionalism, attention to detail and quality workmanship. Andrew, Jamie, Sara, Nick, Jordan and the rest of the team were always on hand to offer their insight, guidance and support as we navigated through some major decisions. From the initial planning stage to selecting the finishing touches, their patience and commitment to our project was appreciated. Catalyst's online system enabled us to communicate with all involved, track our progress and manage our account. We highly recommend Catalyst General Contracting to anyone looking for a professional contractor to complete their project. We took a leap of faith after reading so many positive reviews and couldn't have been happier with our decision. A big thanks to Catalyst for taking our vision, working closely alongside us and helping to create a beautiful living space for our family!" - **Natasha, New Dundee ON.**

WHY CATALYST

Quality client care. *Always.*

WHOLE-HOME RENOVATIONS, ADDITIONS, KITCHENS, BATHROOMS, AND FINISHED BASEMENTS ARE A BIG PART OF WHAT WE LOVE TO DO. NO MATTER YOUR MOTIVATION, WE PROVIDE **CUSTOM SOLUTIONS** FOR YOUR SPACE WHILE DELIVERING PROFESSIONAL, FRIENDLY AND **QUALITY CLIENT CARE** FOR OUR HOMEOWNERS. OUR **DESIGN-BUILD** PROCESS IS EASY TO FOLLOW, OUR TEAM IS EXCEPTIONAL AND OUR **COMMITMENT** TO YOU IS UNMATCHED!



From the moment we first swing a hammer we work tirelessly to build and maintain our reputation for **producing quality residential renovations** and construction projects for every client. We're proud of the connections we've made with our trade partners and Catalyst team we've built over the last decade: a crew of lively, dedicated craftsmen and women who push to deliver creative (and functional) projects around Kitchener-Waterloo. With 500+ projects under our belts, we're proud to deliver the **energy, experience and expertise** you deserve in your home and have enjoyed every connection we've made along the way!

OUR PROCESS: A SIX STEP APPROACH TO QUALITY

Our refined process is what sets us apart as a premier renovation destination.

STEP 1: PROJECT INQUIRY

ESTIMATED TIME: 1-2 DAYS

After contacting Catalyst about the dreams you have for your home, one of our team members will be in touch with you within 1-2 business days.

When we contact you, we will ask specific questions about your project scope, budget, location, motivations, and goals for the renovation.



STEP 2: EVALUATION OF PROJECT

ESTIMATED TIME: 1-3 WEEKS

After we connect with you, we will review your project and your goals with our sales and design team. We'll explore the feasibility of the proposed work, and whether Catalyst is a good fit for the project.

Based on specifications, we can provide rough timelines, design costs, and construction costs. If these align with what you're thinking, we'll set up a more in depth consultation.



OUR PROCESS: A SIX STEP APPROACH TO QUALITY

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STEP 3: PROJECT CONSULTATION

ESTIMATED TIME: 1 HOUR

Via video call, on-site consultation, or a combination of the two, we will introduce ourselves, and get to know you and your space a little better. We will discuss why our pre-construction planning services (which can take anywhere from 20-200 hours) are integral to the success of your project, and we will answer all of your questions.

Our comprehensive design services will guide you from concept to completion. We take into account zoning and lot requirements, structural challenges, design ideas, functionality, lifestyle considerations, and budget in order to determine the costs for pre-construction services.

STEP 4: PRE-CONSTRUCTION AGREEMENT

ESTIMATED TIME: 7-10 DAYS

We will draft a pre-construction agreement that outlines the project goals, estimated project costs or rough order of magnitude, and timeline. We will also outline deliverables such as architectural drawings, feasibility studies, engineering, identification of Designated Substances (such as asbestos), construction consulting, interior design services, and a list of required selections. Lastly, we will provide you with an outline of the next steps in the process. Pre-construction services generally range from \$5000 - \$15,000 + HST.

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STEP 5: DRAWINGS + SPECIFICATIONS

ESTIMATED TIME: 3-6 MONTHS

Once the pre-construction agreement is in place, we will begin to work with our trade partners and suppliers, schedule site reviews, and ensure design feasibility and pricing. This comprehensive process takes anywhere from 20-200 hours to ensure that we have a detailed scope of work that aligns with both your architectural drawings and plan specifications. We will set a target start date, and related deadlines to stay on track.



OUR PROCESS: A SIX STEP APPROACH TO QUALITY

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STEP 6: CONSTRUCTION PLANNING & KICK OFF

ESTIMATED TIME: 4-6 WEEKS

Once the planning process is completed, we will introduce you to our construction team and arrange a kick off meeting where we will answer any questions you may have about the construction process.

As part of our kick off, we will set you up with BuilderTrend, our cloud-based construction management software. In addition to daily updates from our team, BuilderTrend allows you to review all aspects of your project when it's most convenient for you. Typically, we allow for a *minimum* of 6-12 weeks from the day a contract is signed to the day we begin construction to allow us to coordinate schedules and to order materials with longer lead times such as windows, doors, or cabinetry.



FREQUENTLY ASKED QUESTIONS

Custom projects have custom questions. Here are some of the common ones.

Budgetary estimates: We will provide a rough order of magnitude regarding the cost of your project. However, a window package for the same project could cost \$5000 or \$25,000 depending on selections. Cabinetry could be \$20,000 or \$75,000 for the same size kitchen. When you factor in the 75-100 elements of a renovation project, it is impossible to predict a final price without all specifications in place.

Project management and communication: All of our projects are managed with a cloud based tool called BuilderTrend. You will be given a login for your project, and in your portal you will be able to see all project documentation (drawings, scope of work, contract, etc), the payment and construction schedule, change orders, and daily updates from our staff.

Payment schedule: Generally there is a 20-30% deposit to order long lead time items, and the remainder of payments are in 10-15% portions based on completion milestones.

Construction schedule: Once we have an approved scope of work, we'll build out a construction schedule and it will be viewable on BuilderTrend.

Project pricing: Catalyst provides fixed-price, lump sum pricing. We of course provide allowances for various finishes, but we do not break down costs line by line.

Staff and sub trades: Catalyst has 10 full-time carpenters on staff. We subcontract to our professional trade partners for tasks like electrical, plumbing, and HVAC.



CUSTOMER NOTES

A spot to jot down any notes or questions you might have for us!



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