

A wide-angle photograph of a large, modern concert hall. The stage is in the foreground, featuring a grand piano with sheet music on it. The seating is tiered and curved, with rows of red seats. The ceiling is high and features a complex lighting system with many small lights. The overall atmosphere is grand and elegant.

CANADIAN[®] BUILDERS QUARTERLY

APRIL 2011

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The firm's services include top-to-bottom home remodels, which it provided for the residence shown here.



HEIDAN CONSTRUCTION LTD.

Comprehensive design-build firm owes success to a diverse construction background

BY BEN CORBETT

AT A GLANCE

LOCATION:
TORONTO, ON

FOUNDED:
2006

EMPLOYEES:
10

AREA OF SPECIALTY:
COMMERCIAL,
INDUSTRIAL, AND
CUSTOM-HOME
CONSTRUCTION

“I COULD HAVE SUCCEEDED IN ANY CAREER I CHOSE, but you should do what you love,” says Daniel Meirovitz, president of Heidan Construction.

There’s a lot to be said about following your passions, and after five solid years as an independent custom-home builder/renovator, Meirovitz has accrued many extremely pleased clients. Back in 2000, fresh out of university and holding a degree in psychology, a still-unsatisfied Meirovitz deferred his acceptance to law school when he decided to take a year off and plunge into the building trades, which had always captured his imagination. That year soon turned into a lifelong career. While working as a

construction labourer, he attended George Brown College and earned his construction-management certificate.

“I learned how to read blueprints, I got my home inspections license, I learned a little bit about every trade, and then I got into management,” says Meirovitz, who did stints as a framing carpenter and trim carpenter, later spending three years in custom homes, commercial construction, and finally becoming a superintendent for a subdivision builder.

“Unlike some builders, I didn’t grow up in the industry, but I always knew in the back of my mind that I wanted to get into construction,” Meirovitz continues. “After I built 104

houses and two blocks of townhouses in nine months as a superintendent, I realized that I didn't need to do this for anybody else anymore. I could do this for myself."

Now in his 10th year as a builder, Meirovitz has reaped the rewards of working in a variety of trades. The diversity of his skills and his wide range of experience have been nothing but a boon for his company's continuing success. To demonstrate the range of services offered by Heidan Construction, Meirovitz recently undertook a historical renovation, converting one of the city's oldest fire halls into a three-bedroom, three-washroom, 3,000-plus-square-foot loft. From the stringent standards of historic construction to the tight regulations of commercial renovation, Heidan Construction is equipped to meet any challenge with superior knowledge and aplomb.

"I have an extensive knowledge of the construction industry," Meirovitz says. "I started out with basements and kitchens, worked on the Niagara Fallsview Casino when I worked for PCL Construction—but it's grown much, much bigger. Now I work with architects and engineers, doing full remodels—complete guts, top to bottom—on houses worth well over \$3 million. I just finished up two renovations—full additions on the backs of houses, adding over 1,500 square feet to each house."

A licensed contractor and member of both the Canadian and Toronto Home Builders' Associations, Meirovitz describes Heidan Construction as a service-oriented design-build company, specializing in luxury renovations and custom homes all across Greater Toronto.

With a mission of "Quality, creativity, reliability, and meeting deadlines" since launching in 2006, Heidan has experienced nothing but solid growth, as well as the all-important retention of existing clients. Now doing an average of five large-scale projects per year, Meirovitz is approaching what he considers peak company size. Having just hired two more employees this year, he feels that limiting growth may be important in order to maintain exceptional quality while continuing to offer highly personalized attention to his customers, which—from overall design to day-to-day decisions—is where he attributes the bulk of his success.

"A lot of builders take on a project, hire a super, and then show up once or twice a week," Meirovitz says. "But I'm on-site every single day. I have a great relationship with my clients, and I think that's one of the things that separates me from other builders. I have an excellent, excellent workforce that's really committed to quality. I maintain a very high standard for my clients." *CBQ*



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