



Let the Sun Shine In

BY KELLY GRAY

For decades Winnipeg-based SunShade has been delivering lifestyle upgrades to Manitobans looking to get more enjoyment from their homes and backyards. Simply, Glastar Sunrooms by SunShade offer the very best in three-season coverage with a custom product range that works beautifully to bring the outdoors inside.

According to Steve Sarens, a principal in the family business that got its start with aluminum awning products back in the '70s, nobody does sunrooms like they do. For starters, SunShade is the only company in North America that can obtain permits to build sunrooms on un-piled decks. More, their technology and experience is such that they have built their business almost exclusively on customer referrals.

"A key focus for us is building to match any style or age of home. Our goal is to make an attached sunroom that is so blended with the existing home style and character that people will wonder if it was an original feature. Older homes come with unique challenges and we are especially skilled at addressing these," he says, commenting that sunroom installs alongside bathroom and kitchen renovations are leading sources of equity uptick.

Sarens comments that it all starts with a visit to the home where the owner and the designer decide on design and size. "Because we were the first in the market we have more than 3000 examples to show homeowners. In fact, there is a good chance one of your neighbours has a Glastar Sunroom product."

Once the design is selected, Sarens himself drops in to make sure everything is perfect. He double checks the measurements and readies the factory blue prints.

"So many people have had experiences where a contractor doesn't meet expectation. We have established systems in place where our checks and balances ensure everything is correct before anything happens in the factory. Our goal is to be in and out in as little as two to five days. When our crews arrive they have a complete package that has been checked

and checked again for quality, consistency and conformity to the design."

The crews themselves come with Sarens' quality guarantee. His teams work directly for SunShade, not as subcontractors. As well, workers are highly experienced and most have been with the company for years.

"We train and promote from within. Installers start as assistants and we would never raise them to site leaders until they have been with us for at least two years," he notes.

"We are about creating a lifestyle upgrade and a new positive feeling about a residence customers may have lived in for years," says Sarens, inviting people to discover just how simple it is to bring a new world of light and fresh air into established homes.

