

Mizrahi Design Build a North American pioneer in quality standards and green house building

Achieving ISO 9001 Standards

JOHNATHAN MONK

– The OCR Construction Report Special Feature

In 1989, Sam Mizrahi recognized a glaring void in the real estate business marketplace.

With his experience in assembly and land-rezoning and his exposure to the home building industry, he noticed builders were not paying attention to quality details.

“I saw the production of housing in Ontario and said, ‘I could build better homes at a better value and price.’ Two years ago I did that.”

The owner and president of Mizrahi Design Build says his goal is to continually create a higher-quality finished product appreciated by clientele but missed by other contractors.

“We put in advanced-value features,” he says. “That includes things like a snow-melt system. We use high-end marble; quality products in all areas. What’s behind our drywall is as good as what’s in front of it. We don’t use pressboard. We use plywood. And we always maintain green principles. It’s all part of EnergyStar.”

These standards have taken his business to the highest level of custom home building in a short time. “And these aren’t upgrades,” Mizrahi says. “We include these features into spec building.”

As a complete turnkey solution provider, Mizrahi selects his partners (suppliers and sub trades) extremely carefully to ensure that the level of quality and at-



tention to detail he demands is met, with no exceptions.

“I had to bring in people who had a passion to build those kinds of homes,” he says. “Our commitment to only the high-

est standards means that our partners must comply with our quality policy, our corporate philosophy, and all timelines and budgets.

“We must exceed the expectations of our clients, and we expect nothing less of our partnered companies.”

Mizrahi’s builds luxury homes starting at \$1.5 million. In order to achieve the highest quality standards, he adheres to both Green House certification and ISO 9001 standards on every home he builds.

He has applied to be the first residential builder to achieve ISO quality certification,

ISO (International Organization for Standardization) is a Geneva-based association that is dedicated to, and publisher of, international standards. Most businesses seeking ISO certification so far have been in the manufacturing and commercial services environment, but consumers seeking homes in his price range would be familiar and appreciate the value of ISO certification on their homes.

To comply with ISO 9001 standards, Mizrahi Design Build homes are inspected during construction and problems immediately rectified. ISO standards frequently change with new discoveries and technologies and exceed standard Building Code requirements, which tend to be somewhat static.

Mizrahi is one of the first builders to be recognized as an ISO 9001 participant in Canada. “There are only two builders in all of North America that comply with ISO 9001 standards and I’m one of them,” he says.

Conforming to ISO standards requires a remarkable amount of documentation, covering all the details about the building process. The documentation requirements begin with a daily weather summary, a summation of the day’s work, including all expenses incurred and materials delivered and the number of workers on site.

“If somebody doesn’t show up one day we can look back and see why,” Mizrahi says. “ISO 9001 standards are the strictest (and) most exacting building standards in the world.”

Mizrahi says complying with these standards isn’t easy and requires him to stay current with all the new ISO techniques. As a result, he’s become both a teacher of the standards as well as a student.

During meetings with his trades people, Mizrahi shares the new techniques and technologies. He says the knowledge they receive makes them even more skilled and knowledgeable than before. And progressively, he figures, this knowledge-sharing is creating a major ripple effect. “They pass these skills on and I believe the whole building industry benefits from their new knowledge.”

Fortunately, Mizrahi says ISO compliance is not cost-prohibitive. In fact, ISO adherence speeds up the build and lowers the cost because, “when you have a set of standards that you have to comply to there’s no room for waste.”

“Everyone knows how the build should go, what materials should be used and what techniques should be used during installation,” he says. “When trades people know exactly what’s expected of them it makes the construction process that much more efficient. It saves time, material and ultimately cuts costs.

“It’s like the bible for homebuilders,” he says of the ISO playbook. “It sets the standard for how homes should be built considering the technology we now have. It’s a very positive step forward for builders and developers. Every home builder should be using it as a gauge.”

Mizrahi Design Build is also dedicated to building energy efficient homes which include higher insulation levels, high efficiency HRV/ERV systems, high efficiency furnaces, hot water systems, lighting, EnergyStar windows and Micro filtration systems. “We cater to people with issues like asthma,” he says. “To eliminate against GOCs, we use hepa-filters and HRVs. We measure the air quality in the house and see what we can use to make a positive impact.” Mizrahi Design Build also employs a water recirculation system where natural rain is drained into a soak-away pit.



Energy Star Green House
Certified Home in Forest Hill

Mizrahi Design

Continued from page OCRB6

Mizrahi is committed to using leading-edge technologies, practices, and materials that aid in reducing waste, emissions and

environmentally-negative impacts. He believes the only way to look to the future responsibly and to pass on viable, cost-effective and long-lasting constructions to his clients is to continue to investigate the latest environmentally conscious and efficient methods for every project.

“During the build we keep an eye on

Custom cabinetry and design by Mizrahi Design Build



Custom cabinetry and design by Mizrahi Design Build

lessening our environmental footprint by providing separate waste boxes for things like dry wall, trim and other types of materials, he says.

Mizrahi homes, he says, are all GreenHouse Certified. “GreenHouse Certification requires that we divert 25 per cent of construction waste away from landfills. We also use engineered lumber which is made up of recycled material and is stronger and more resistant to warping than their natural counterparts.”

Mizrahi believes a home should be beautiful not only on the outside but on the inside – not just in front of but also behind

the walls.

“If there are two houses for sale on the same street and one is GreenHouse certified and one isn’t, the one that is will obviously be the better choice and people are going to recognize that. It’s that stamp that says it’s the better built home. You’ll know that’s the better home. That stamp goes a long way in what we’re doing.

“It’s a challenging market, especially now in these troublesome economic times but what we’re doing has proven to be successful, Mizrahi says. “We’re building efficiency into homes.”

Enerquality
6 x 90
1/2 page