

Company: Rockwood Custom Homes, Calgary, AB, Canada

Company Description: Rockwood builds world-class luxury custom homes, large scale renovations, specialized commercial product and exclusive developments in Calgary, Okanagan, Canmore and beyond. Incepted by Allison Grafton in 2009, Rockwood Custom Homes disrupted the Calgary luxury residential market with an unwavering focus on financial stewardship, world class design, and exceptional client care.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in Finance

Nomination Title: Rockwood Custom Homes - Financial Integrity at Backbone of Non-Traditional Construction Business



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 201 words used.

- o Financial Snapshot – A quick look at Rockwood’s relevant financials over the past number of years.
- o Rockwood – Budget vs. Actuals – A look at our home handovers – all on-time or on-budget – something we continue to be very proud of.
- o Allison Bio Sheet – Allison Grafton, Founder of Rockwood is an accomplished business leader, speaker and mentor. Her highlight sheet showcases some of the ways she has led, contributed to and influenced in the Calgary and Kelowna communities. Includes all of Rockwood’s various awards and recognitions, recent accomplishments.
- o Testimonials 2023 - 2025 - Don't listen to us! See what our clients have to say about our amazing homes and their experience building with Rockwood.
- o Website and Instagram - RockwoodCustomHomes.com – Please visit Rockwood’s website or our Instagram Page (@rockwoodcustomhomes) to get a taste of the amazing projects delivered by the Rockwood team. We are instagram design and architecture leaders with over 22K followers.
- o Rockwood year end video – shows our amazing work this year.
- o Business in Calgary Legacy Award – Media – shows Allison’s impact and influence in the Calgary business community.
- o SilverTip Article - Media - Shows the impact of our SilverTip Development in Canmore. (Calgary Herald)

2. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 192 words used.

Rockwood builds world-class luxury custom homes, large scale renovations, specialized commercial product and exclusive developments in Calgary, Okanagan, Canmore and beyond.

Incepted by Allison Grafton in 2009, Rockwood Custom Homes disrupted the Calgary luxury residential market with an unwavering focus on financial stewardship, world class design, and exceptional client care. Rockwood offers a fully integrated business model from lot procurement, architecture, interior design, and furnishings through to construction. This high standard of governance has earned Rockwood the reputation of one of Western Canada’s leading luxury custom home builders.

In its 15+ years since inception, Rockwood has expanded into four different geographic markets, increased staff to 45+, and over 800+ contract tradespeople [REDACTED FOR PUBLICATION].

Rockwood continues to expand across Western Canada, including recent growth in the Okanagan and the groundbreaking of the Rockwood Villas at Silvertip – a premier collection of villas and custom homes in Canmore.

Rockwood has been repeatedly recognized nationally for its operational excellence, female leadership, and financial leadership. Rockwood is a proud 6 consecutive year recipient of Deloitte’s Best Managed Companies – earning the Gold Standard in both 2024 and 2025.

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:
5. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

- o Continues to expand Kelowna location. Regional sales pipeline grew 16% YOY (and 73% in 2 years).
- o Now selling/started construction phase of Canmore exclusive development at Silver Tip (broke ground in 2025). This represents a new geographic area for Rockwood plus a \$100M+ opportunity.
- o Almost sold out at the Benches at McKinley Beach in Kelowna. Currently 60% construction complete with first possession Q3/2024.
- o Construction 75% completed on Rockwood’s first fully owned exclusive development, Abby Farm. This 24-luxury-home development is sold out.
- o Expansion of in-house architectural [REDACTED FOR PUBLICATION] to meet client demand and addition of real-estate pillar.
- o Moved to BuilderTrend
- o [REDACTED FOR PUBLICATION] Hit/exceeded project targets of on time/on budget.
- o Continue to be pursued as top builder with opportunities coming to us – we are selecting where we want to be/where our biggest opportunities lie.
- o Won Deloitte Canada’s Best Managed Company 2023 & Gold Standard 2024 and 2025
- o 2024 – started Grey Rock Properties [REDACTED FOR PUBLICATION]
- o Starting early 2024 we started charging for more value-added services and coordination for work we already completed increasing our growth margin.
- o 2025 will start first of three show homes in new communities to give quick possession for clients in more tourist-centric markets.
- o Growth of furniture and furnishing [REDACTED FOR PUBLICATION].

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization’s past performance (up to 250 words):

Total 250 words used.

- o Rockwood is a six-time winner of Deloitte’s Best Managed Companies award, with Gold Standard status in the past 2 years — a national honor recognizing financial transparency, operational excellence and exceptional leadership.
- o GreyRock:
 - Expected to be a growth pillar in revenue where we will see double-to-triple-digit growth
 - Low capital investment and strong growth prospect
 - Existing pipeline of customers
- o Charging more for value-added services:
 - [REDACTED FOR PUBLICATION]
 - More efficient capital structure – extinguished all debt in 2024 reduced working capital
- o The BuilderTrend platform has enabled greater overall efficiencies—such as materials and products at the ready when they are needed; less wastage, and real-time decision making. Faster, more agile, better able to make good financial decisions.
- o Abby Farm is notable as is first land-development project.
- o Continued growth in the Kelowna market has cemented Rockwood as a premier builder in the Okanagan, where growth continues to be 15-20%+, vs. Calgary (4-6%). Note: Canmore expansion is expected to bring growth in Alberta back to double digits.
- o Silvertip development firmly extends our reach into the Canmore leisure market. The project represents \$100M+ opportunity for the villa project [REDACTED FOR PUBLICATION]
- o We are fully booked through Q3 2027.[REDACTED FOR PUBLICATION]

Attachments/Videos/Links:

[Rockwood Custom Homes - Financial Integrity at Backbone of Non-Traditional Construction Business](#)

[REDACTED FOR PUBLICATION]