

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: Company/Organization Awards Categories

Nomination Sub Category: Women-Run Workplace of the Year - More Than 10 Employees

Nomination Title: Rockwood Custom Homes: Woman-Run Workplace



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

Written answers to the questions

2. 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 for this category, provide them in the appropriate spaces below:

Written answers.

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

Total 200 words used.

Rockwood Custom Homes is a luxury custom home builder built on the principles of superb client care, financial stewardship, integrity and excellence in craftsmanship. Allison Grafton founded Rockwood in 2009 in a male-dominated industry. She was committed to challenging the status quo and has since lead Rockwood boldly - elevating standards and championing financial transparency, integrity, and client care at every step. Allison has used her ingenuity and financial acumen to develop a fully integrated business model from lot procurement, architecture, interior design, and furnishings through to construction. Under Allison's leadership, Rockwood's grown into one of Western Canada's premier luxury home builders.

Rockwood strategically expanded from building custom homes – adding commercial opportunities, land developing/building, and evolved to masterplanned communities within Calgary, the Okanagan, and most recently Canmore with the Villas at Silvertip. Allison leads the Rockwood team with her strong vision, strategic planning and a pursuit of excellence, which has led to Rockwood's continued success (we are booked to Q3/2027). Allison's innovative leadership continues to inspire the team to raise the bar and set new industry standards.

Rockwood is a six-time winner of Deloitte's Best Managed Companies (2019-2025). Rockwood is comprised of 60%+ women, with over 65% female management.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

- o Continues to expand Kelowna location. Regional sales pipeline grew [REDACTED FOR PUBLICATION].
- o Now selling/construction phase of new Canmore exclusive development at Silver Tip (broke ground in 2025). This represents a new geographic area for Rockwood and 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 Donated [REDACTED FOR PUBLICATION] to community-based charities since July 2023 – giving back to communities where we are supported. (While we support all causes, there is a special focus on youth mental health and wellbeing.)
- o Allison sits on the 7 over 70 – Gala sponsorship/donation board.
- o Continued speaking and sharing thought leadership (entrepreneurship, female leadership) at various engagements, galas and local podcasts.
- o Allison mentors and leads largely female workforce.
- 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 division to meet client demand and addition of real-estate pillar.
- 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 Calgary's Influential Women in Business Award – Small and Medium Enterprise 2025 – Allison Grafton winner
- o Business in Calgary Leadership Legacy Award 2025 – Allison Grafton winner

5. 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 245 words used.

- o Awards Listing – list all of Allison's Achievements – This is a fulsome record of the awards that were received by Rockwood and Allison since inception in 2013, showcasing a consistent record of achievement, growth, and strong female leadership. (In bio.)
- o Allison Bio Sheet – Allison 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.
- 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 Allison and her team and to learn a bit more about the exceptional Rockwood team and culture. Instagram design and architecture leaders with over 22K followers.
- o Woman's Day Video – Showcases the faces of the strong women that are employed and Rockwood.
- o Rockwood year end video – shows our amazing work this year.
- o Business in Calgary Legacy Award & Profile – 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)
- o Calgary Influential Women in Business Award Article - Allison Grafton Winner
- o Homehandover list - shows our achievement of on-budget and on-time home handovers - something we pride ourselves on.

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 251 words used.

- o Allison continues to be a relevant and influential female leader in Calgary, Kelowna and nationally. She has cemented her place in the industry, now receiving legacy awards, making her a female leadership icon in the spaces Rockwood operates. See BIC Legacy Award
- o Allison is a sought-after speaker, sharing her experiences in business, entrepreneurship and female leadership. She is influencing and helping to shape the next generation of female leaders.
- o The winning of Deloitte's Best Managed Companies for six years running – the last two being Gold Standard is a feat, awarded only to the best-of-the-best. It is the sixth time that Rockwood has won the award.
- o Abby Farm success is notable as it represents the first development where Rockwood is the underlying landowner. Prior exclusive developments were done in partnership with investors for the land portion of projects.
- 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, presenting a new large growth opportunity.
- o We are fully booked through Q3 2027. [REDACTED FOR PUBLICATION]
- o Rockwood female-forward workforce with 60+% women is a curve wrecker - industry averages are 14% or less (2023, Buildforce Canada).

Attachments/Videos/Links:

[Rockwood Custom Homes: Woman-Run Workplace](#)

[REDACTED FOR PUBLICATION]