



1951-2021

QUALICO®

HELPING BUILD BETTER
CITIES FOR OVER 70 YEARS

SPECIAL EDITION PUBLICATION



OUR FOUNDERS' STORY



1936



The story of how Qualico came to be is the story of its founders - Dr. David and Katherine Friesen. It was their vision, incredible work ethic, and intuitive business savvy that laid the foundation for Qualico. A vision that began with the construction of seven homes has grown to become a multi-national corporation and one of Canada's most successful integrated real estate companies today.

Katherine Friesen was born in Southern Russia in 1918.



When the revolution broke out, her father was working as an interpreter. His multilingualism had him targeted as a spy and he was captured and narrowly escaped execution. Katherine was only 6 years old when her family, like so many other Mennonites, were being persecuted. With the help of other Mennonites, her family escaped on foot to the neighbouring country of Germany, and they were able to safely immigrate to Canada, finally relocating in Winnipeg, Manitoba.

Dr. David Friesen was born in Southern Russia in 1911.



David Friesen was the oldest of his siblings and his family was suffering from extreme poverty. After being witness to the youngest infant sister starving to death, the family fled to Canada to secure their health and safety. David was 12 years old when he arrived in Canada. The family settled in Winkler, Manitoba.

The two had their paths cross while their families attended First Mennonite Church.



They were two people full of conviction. It was this blend of tenacity mixed with patience that would see these two individuals fit to be business partners for life, as well as raise a young family and give back to the community.

Having both shared distressing childhoods, they witnessed firsthand how bravery, hard work and a strong connection to your community would provide a safe and stable future. They learned firsthand never to take anything in life for granted, and they would pass this lesson down to future generations of their family.



THE MANITOBA 150 WOMEN

Trailblazers

**KATHERINE FRIESEN
RECOGNIZED AS A MANITOBA
150 TRAILBLAZER BY NELLIE
MCCLUNG FOUNDATION**

In 2021, the Nellie McClung Foundation introduced the Manitoba 150 Women Trailblazer Awards to salute the contributions that Manitoba women have made to this great province. The awards coincided with the Province of Manitoba's 150th celebrations and honour Nellie McClung's vision by celebrating the spirit of her life's work being advanced by women leaders of today and throughout Manitoba's history. Qualico co-founder, and sole owner of Rancho Realty, Katherine Friesen was recognized as one of those trailblazers.

There was a great need for housing after the war, so Katherine decided her husband would build homes. She took her savings and borrowed from her father so that David could buy lots in River

A POWERHOUSE DUO



After the Second World War in the late 1940s, there was a noticeable need for affordable houses for young Manitoban couples to raise their families in. David and Katherine discussed the idea of buying some land with another couple, who had experience in homebuilding, and together they'd build homes and sell them. This led to David and Katherine starting Quality Construction in 1951 and the accompanying home sales company, Rancho Realty.

David and Katherine's strengths played off each other and they encouraged each other to take calculated risks as they expanded the company into different markets and business verticals—all while surrounding themselves with talented and respected hardworking people.



There is temptation to always call Qualico a family company, but seeing its permanent and influential contributions to each city where it operates takes the family company to a higher level. Qualico truly is a

BUILDER OF BETTER CITIES

Heights and build homes. Her husband planned and built homes and Katherine sold them.

This was the beginning of a great partnership with her husband. Katherine had a strong business sense and soon started her own business in 1957, Rancho Realty, the sales arm for selling the new homes. It was a rare thing back in those days to have a woman registering and owning her own business. Katherine was one of the first women in Manitoba to be a licensed real estate broker. She later earned her FRI Designation - a standard of excellence and accomplishment in the real estate industry.

She also steered the real estate game in Winnipeg with her passion for, talent for, and experience in home décor, leading to her being one of the first in Manitoba to stage a showhome with furniture.

Katherine was responsible for all aspects of running Rancho Realty. She had entered a male-dominated industry and was very successful, never shying away from the challenges she encountered as a woman in a man's world.

Today, Rancho has operations across Western Canada delivering property management to over 1,900 residential apartments and over 40,000 condominium units.



VISUAL TIME CAPSULES OVER QUALICO'S SEVEN-DECADE HISTORY



50s

Welcome to the '50s! A young couple, David and Katherine Friesen jumped into real estate with both feet. These were the early years and single-family homes were the name of the game. The photos were in black and white, but the houses were screaming out orange and green. Winnipeg was home base, but Edmonton and Calgary were profitable expansion markets.



60s

Welcome to the '60s! During this decade, we travelled to the moon and Quality Construction became the 'Biggest in the West'. Pre-fab production accelerated timelines, marketing played to modern family conveniences and condominiums entered the scene.





Height of Fashion Homes, Winnipeg 1971



70s

Welcome to the '70s! No longer known as Quality Construction and bungalows were king! Community development emerged and entrenched Qualico in the integrated real estate model. Land acquisition took a stronghold and sales reigned with the Height of Fashion.





80s

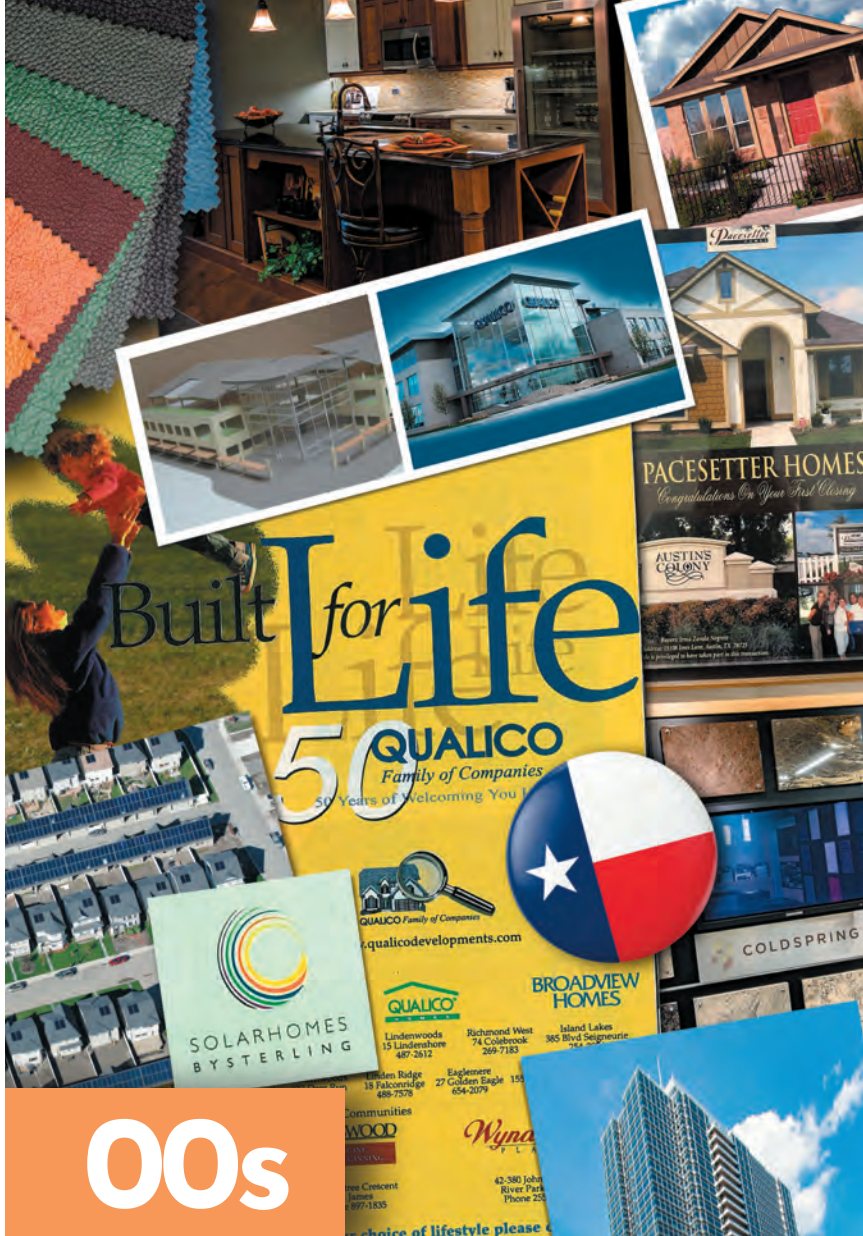
Welcome to the '80s! Hard times hit and Qualico held on for what would be a legendary industry cycle. Double-digit interest rates hit customers and the Qualico team earned its stripes by maintaining positive balance sheets, launching competitive brands and leveraging regional diversification.



90s

Welcome to the '90s! Mobile phones got big, and many houses were small. The clothes were neon, but décor was pastels. Vertical integration was strengthened with commercial development and a new kid on the block: StreetSide Developments.





00s

Welcome to the new millennium! The world survived Y2K and the '.com' wonderland propelled an economy that supported a booming real estate market at the turn of the century. Operations were established in Texas and at the age of 50 years young, the company unveiled a new corporate office. Innovation prevailed with a game-changing homebuyer design selection experience, not to mention a best-in-the-world solar-powered homes project.

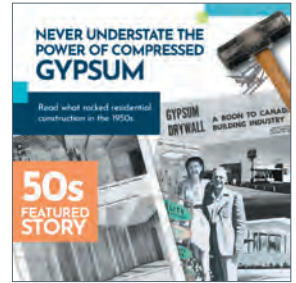


LOOKING BACK,



2010s

Welcome to the 2010s! The decade most recent, but with accelerated change. Customer expectations and corporate responsibility combine as forces that shape product design and service. Supply chain integration grows, homebuilding business expands in Metro Vancouver and Dallas-Fort Worth, and the new Qualico Properties vertical supercharges a growth trajectory.



MOVING FORWARD: QUALICO THROUGH THE DECADES

Qualico's pioneering days with drywall allowed for year-round building, even in Western Canada's harshest winter weather. This article delivers on being one of the most interesting articles about drywall ever written.



Travel back in time to see what Qualico customers wanted in their homes and how far spec sheets have come since the days of Formica countertops, colourful linoleum tiles, and built-in makeup vanities.

Check out which Qualico-made lake in the 1970s set the stage for award-winning and iconic lakes across communities in Canada and Texas up to the present day.



See Qualico tackle the economic challenges of the decade by diversifying across regions, verticals, and products to create sustainability and longevity that will serve the company well for years to come.

Read how the new brand StreetSide Developments grows across Western Canada. Hear Qualico's President & CEO Kevin Van reminisce on his days as a Vice-President of StreetSide Developments.



Experience Qualico's foray into the Texas market, from navigating the 2008 economic crisis, to becoming one of the top 100 builders in the US, to expanding to our largest market in history.



Take a trip through the savvy decisions and pioneering ventures that helped Qualico build on Katherine Friesen's Rancho Realty legacy to create the new Properties vertical.



Visit [Qualico.com](https://www.qualico.com) news for the decade stories.



Qualico employees predict that the purpose of their homes' garages will evolve to accommodate energy-efficient vehicles and shift to be more of a multi-purpose space.



Qualico employees envision kitchens will be equipped with automated technology such as robotic innovations and high-performance, energy-efficient appliances.



Qualico employees predict that recycled and re-purposed materials will become more commonly used in construction as we shift to a focus on sustainability.



Qualico employees anticipate kitchen redesigns of flooring will include embedded anti-fatigue material and finishing materials will be flexible to keep pace with design trends.



IMAGINE THE FUTURE

We have an innovative group of employees who shared their ideas for what our communities and homes may look like and feature in 10, 20, or 70 years.

QUALICO® BUILDING TO A HIGHER STANDARD



Qualico employees predict that retail parking lots will be re-purposed as mixed-use spaces, with more focus on community instead of vehicles.



When asked how families will use their yard space in 70 years, Qualico employees predict a focus on gardening and the growing of sustainable foods.



Qualico employees anticipate a focus on re-structuring communities to be more sustainable and energy-efficient through communal features in the next 70 years.



Qualico employees anticipate population density will decrease home yard space and home extensions will be a focus, such as rooftop entertainment and green spaces.



A 70TH ANNIVERSARY MESSAGE FROM RUTH & BRIAN HASTINGS

It's been a year of volatility, but also it's been a year of recognition and appreciation - Qualico celebrated its 70th anniversary throughout 2021.

When I think about my parents, David and Katherine Friesen, they were most definitely a powerhouse duo. I remember observing how they worked together, and played off each other's strengths and supported each other's weaknesses. Something my mother was exceptional at was judging character and talent in potential employees. She had this remarkable ability to help select great people.

What we've all lived and worked through in the past two years was historical, and the responsibilities you all have met demonstrate the character my mother would have looked for all those years ago.

Great people are what you'll find throughout our 70 years of history. In each of our stories on Qualico, decade by decade, you'll read about our employees: leaders, inventors, challengers and craftspeople. They are historical people and roles who helped build our rich history. For employees today who celebrated our 70th year of business, some of you are rising up to be the next names and project team members we'll write stories about in the future.

Qualico is grateful to our employees, customers, trades and partners who cooperated during another challenging year. This tenacity was against the backdrop of communities and families still working through the deep and sorrowful impacts of the pandemic.

A lesson that my parents passed down to Brian and myself was to never take anything for granted. When my parents escaped to Canada, they believed that even when facing hardship, it's important to support those who are struggling alongside you. Brian and I are passionate about giving back to our communities - to provide shelter for those in need, services for those who are sick, nutrition for families, research for hope and protection for our environment.

Together we continue to build the legacy for future generations.

Ruth & Brian Hastings



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