

Sandra Baldwin Turns Home Renovations into a Personal Passion

By Lisa Fattori

For Sandra Baldwin, president of A. Lifetime Contractor, Ltd., no renovation is too large or too small. From home additions and complete home renovations to minor repair work, the Lifetime team provides service that is tailored to each client's needs. This dedication to customer service and the company's superb workmanship has won A. Lifetime Contractor, Ltd. several accolades, including a 2005 top three finalist standing for Renovator of the Year by the Greater Toronto Home Builders Association.

Founded in 1947 by Sandra's father, A. Lifetime Contractor specialized in the exterior, including masonry, waterproof-

ing, roofing and aluminum. When Sandra joined the company in 1987, she expanded services to include interior renovations, condo upgrades and the design-build of home additions.

"Interior design is my personal passion and, over the years, we've become more active in working with the interiors of homes," Sandra says. "Now, we provide the whole outside envelope of residential renovations, as well as interior renovations. The structural work is pretty straightforward; then it's a matter of bringing in the layers of aesthetics and working with clients to choose all of the detailed finishes."

Lifetime's repertoire of custom projects includes a high-end bathroom renovation that features a vaulted cathedral ceiling with a skylight, a glass-enclosed marble shower, a chandelier and wall sconces, and marble flooring and walls. New kitchens are also popular renovation projects, and Lifetime has extensive experience in the design and construction of dream kitchens that are loaded with every modern convenience.

"People want their kitchens to be more open," Sandra says. "We pay a lot of attention to lighting and install beautiful cabinetry, such as two-tone cabinets where the upper section is a different colour from the bottom portion."



Sandra was always exposed to the construction industry, but was educated in accounting and worked in marketing. After gaining administrative experience at Lifetime, Sandra became immersed in the construction side of the business through Ministry of Housing Building Code courses. Once she was confident with this material, Sandra went directly into sales and project management. Aside from her own expertise, Sandra is quick to credit the Lifetime team with the tremendous success of the company.

"I have a great staff and, over the years, have worked with many skilled trades people," she says. "I depend on the talent and integrity of my employees."

A recent in-house analysis on leads and sales revealed that 47.3 percent of the company's sales are repeat business and that 20



percent are from referrals. The high rate of regular clientele is a testament to A. Lifetime Contractor's success in ensuring customer satisfaction at all stages of the renovation process.

Sandra balances her demanding career with down time, which she sets aside for friends, family and hobbies. Well rested, energized and eager to take on the day, Sandra gives her clients 100 percent in bringing their dreams to life.

"One of the greatest joys of being a renovator is that I get to know my clients very well and see how they live in their homes," Sandra says. "It's this personal side of the business, where we develop strong relationships, which is so gratifying."

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