

MacPherson Builders Launches Blue Fairway

Written by Australian Business

COLLINGWOOD, ON, October 04, 2013 **/24-7PressRelease/** -- With the formal launch of Blue Fairway, a golf and lifestyle community backing onto the Cranberry Atoka golf course, MacPherson Builders is poised to build as many as 500 new luxury chalets in the Town of Collingwood, making it one of the largest residential projects in Southern Georgian Bay.

Blue Fairway is a continuation of MacPherson Builders' success story in the area, having just recently completed construction of 130 executive chalets at its exclusive Orchard at Craigleith project (right across from the Craigleith Ski Club).

The new site - with homes starting at \$339,000 - is an ideal fit for MacPherson, which specializes in building residential communities in small-town Ontario. Other current projects by the Richmond Hill-based builder, include Strathlea Fergus, the Bridges of Seaforth and soon to be formally launched, MacPherson Windrose Estates, in nearby Clearview Township.

"The reason we're launching such an ambitious project as Blue Fairway is tied directly to our belief that the Collingwood and Southern Georgian Bay area will continue to grow in demand for many years to come - with buyers coming from across Ontario," observes MacPherson Builders president Russell Higgins. "People come here to play because there are so many great outdoor pursuits... and many of them decide to stay because of the tremendous quality of living."

Higgins adds that current trends would suggest that the demand for homes in this area will only go up. "Collingwood is attracting more and more individuals and professionals whose jobs are mobile, because they would sooner live here than in a big city or suburbia. And of course more and more boomers are looking to this area as the ideal place to retire."

Blue Fairway will be an architecturally controlled community with Post and Beam accents and an extensive use of such natural materials as wood, stone and glass. MacPherson's brand new 6,000 square foot sales centre is now open and is conveniently located at the corner of Hwy. #26 and Cranberry Trail East, where all of MacPherson's Collingwood-area projects will be showcased. For additional details, call 705-293-2201 or go to <http://www.macphersonbuilders.com>.

About MacPherson Builders

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Since constructing its first three townhomes on MacPherson Avenue in Toronto in 1994, MacPherson Builders has grown into the premier builder and developer of low-rise residential communities in small-town Ontario. Starting with a 27-lot subdivision in Fergus and a 43-lot estate community in Erin, MacPherson has grown to become a developer and builder of master-planned communities of up to 500 homes.

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