

# Builder/Architect



**Highcastle Homes:  
Building on Integrity**

# Highcastle Homes: Building on Integrity

By Michael McKay

Hard work has been an integral force in the success of Highcastle Homes. Building strong relationships with homeowners, having committed subcontractors and a devoted staff is what makes Highcastle Homes stand out among the rest.

An immigrant from Italy, Joseph Tassone started out with a small construction company. Through diligence and perseverance and a lot of hard work he soon was building commercial structures and some residential homes. These traits remain with him today and have been passed down to his sons, Domenic, Ottavio and his daughter, Rita. The family business continues to expand with an emphasis on customer service, commitment to deadlines and a strong work ethic.

The Tassone family is in complete sync with one another. There is very little separation between work and home life.

“As a family we agree more that we disagree,” says Rita, “and

we ultimately do what’s best for both the family and business.”

The family vibe is carried right through the whole organization. Many of the subcontractors have been with Highcastle since 1992, when they started concentrating on home construction. These contractors realize that they must provide the level of service and craftsmanship synonymous with Highcastle Homes.

“We make sure our job sites are places people want to work at,” says Ottavio. “It breeds loyalty and commitment.”

That loyalty and commitment is passed down to the people who buy a Highcastle home.

“We are proud of the relationships we have built with today’s homeowners. We each understand that we are dealing with a customers’ largest investment, and we want to build the best possible home for them,” says Domenic.

“My father brings Old World values with him to every job site.



Back when he started out when he shook on a deal, it was his bond. With that same spirit, we endeavor to do the same. If a homeowner is unsatisfied, we'll satisfy them. I think it's the reason we have so many repeat customers," says Rita.

"Anyone can build a home," says Ottavio. "We stand by our homes with service that speaks for itself. We never ever put off a homeowner by ignoring their concerns."

Highcastle has kept current with new technologies and, more importantly, following safety procedures and codes.

"We are using Low-E glass for our window treatments, which immediately adds efficiency to both heating and cooling," says Domenic. "We also make sure all our subcontractors are up to date on all safety procedures and building codes."

Ottavio adds, "The subs know what is expected of them, and knowing we care about their safety keeps them coming back to work for us."

Highcastle Homes sell quickly and they build efficiently. The speed in which they complete projects isn't due to sloppiness or cutting corners; it's due to the fact that they are driven, organized and efficient.

"It definitely stems from being a family business," says Rita. "Instead of four different people going in different directions; we have four people committed to getting the job done right and on time."

"Again, it's the relationships you build up with contractors that keeps them getting to work on time and focusing on the job at hand," says Ottavio.

"At any time we can have issues arise that need to be taken care of," says Domenic. "It's nice to know that we have a family member to take care of those issues."

Highcastle builds mid-level to high-priced homes all around the GTA. The prices and the features of the homes may differ, but the quality of the construction stays the same.

"We never forget that word of mouth is as important as any advertising we do. An unsatisfied customer can really affect





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your sales,” says Domenic. “We’re proud to say that our homes always increase in value.”

The designs are innovative, practical and flexible. Potential homeowners seeking customization are welcomed and encouraged to tell Highcastle what they are looking for in a home and the people of Highcastle Homes will do their best to make it happen.

“Our designer will sit down with a client to customize their home to their liking,” says Domenic. “Whether it’s kitchen counters or floor treatment, a bathroom, bedroom or kitchen; we will always do our best to satisfy their needs.”

Highcastle Homes is known throughout the industry for the quality and the care they take with every new development and new home. Although new home construction has been the main focus in the past due to evolving market trends, Highcastle is now gearing towards land development projects and acquisitions in residential, commercial, retail and industrial sectors.

Rita, Domenic and Ottavio have taken their father Joseph’s example, and built a strong growing company that still believes in giving the customer what they want.

“The older generation had it right,” says Rita, “They gave their word, a hand shake and the job was done and done properly. We like to think we’ve taken some of those Old World beliefs and translated into modern reality.

“For us, Highcastle Homes is an extension of our family. It may sound odd to say, but in a way we know all the families that have moved in. They are not just a lot number, and as we grow we look forward to second and third-generation homeowners making Highcastle their first choice. If that can happen then I think we are doing something right,” says Rita. ■



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