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Founded in 2007, ADR Properties has grown into one of Manitoba's established custom home builders, still driven almost entirely by referrals two decades later.



Adamo Rondinella founded ADR Properties in 2007 with a Mechanical Engineering Technology background from Red River College, and his own construction experience. The company was not built on an existing family business. Rondinella wanted an alternative to office work and started with a couple of residential lots in a rural development, improving the trade through direct trial and error.

The company grew slowly and deliberately: one home the first year, then two, then three, then five. Rondinella did much of the early construction work himself, including concrete and framing, drawing on the technical background from his engineering studies. Building in a rural market as a new, unproven builder was difficult specifically because the business runs almost entirely on referrals.



"It's a big word of mouth business. If someone builds with a builder and has a good experience, they'll get their family to build, their friends to build, their cousins to build."

A TEAM IN PLACE OF A ONE-MAN OPERATION

Rondinella is honest that building custom homes at scale is not sustainable as a solo operation. ADR now runs on a defined internal structure spanning design, administration, and site supervision, with an operations manager responsible for the scheduling across multiple active projects.

The company builds across a wide price range, from custom homes in the \$500,000 to \$600,000 range, up to multimillion-dollar builds. Rondinella describes the design team's role as keeping clients grounded in their actual budget, rather than letting scope drift upward.

"People have to be honest: does this meet my budget, can I make this work? Our team works closely with customers, from a point of respect, to keep them in line and be very open about costs."

LAND, DEVELOPERS, AND WHERE ADR PROPERTIES BUILDS

ADR's community footprint spans West St. Paul, Gimli, the Interlake region, St. Andrews, and Ile des Chenes, with a few builds along the City of Winnipeg. Much of that geography is shaped by relationships with a small number of trusted land developers. Terracon and Waterside Developments are ADR's primary land partners, and Rondinella says the company follows their market research and site selection closely given the strength of that relationship.

Ile des Chenes, located on the outskirts of Winnipeg, is the newest area where Waterside and Terracon have partnered on development, and ADR is excited to be one of the first builders in this latest development.

RURAL ACREAGE COMMUNITIES

The Creeks of West St. Paul is one of the more established rural communities that ADR builds in. Built on acreage lots that appeal to a specific kind of buyer willing to take on the yard and property maintenance that comes with larger rural parcels. Rondinella describes it as an acquired taste rather than mass-market demand, but one the company enjoys building for given the additional customization those larger lots allow.

Lower Fort Garry Estates is a smaller-scale project ADR developed itself: the company purchased a parcel of land, subdivided it into three separate lot titles, and built homes on each. Rondinella notes that homes on these rural lots are not necessarily more customized than a standard build; the appeal is rural Manitoba living and larger acreage rather than architectural complexity.







BUILDING ON THE INTERLAKE

ADR has built a steady presence in the Interlake region near Gimli, including building in Siglavik, Miklavik, and Odin's Green, areas that mix cottage properties with year-round residents living on the water. Rondinella describes these as some of his favourite projects to work on.

"It's a lot of imagination building this. It's sometimes secondary homes for people, or people downsizing and looking for a different way of life. Away from city living."

THE MANITOBA HOME BUILDERS' ASSOCIATION

ADR has been a member of the Manitoba Home Builders' Association from 2017 to 2025 and holds a 10-Year Membership Award from the Home Warranty Program of Manitoba. Rondinella describes MHBA as a central influence on the residential building industry in the region, providing a standard that reassures prospective buyers the company operates with sound construction principles and a reliable customer track record.

The New Home Warranty Program plays a similar role from the buyer's side, holding builders accountable to a defined standard so that homeowners know they will be taken care of after possession if issues arise. ADR has also received MHBA New Home Sales Awards in each of the past four years: Gold Achievement Award in 2026, Silver Achievement Award in 2025, Silver Achievement Award in 2023, and Platinum Achievement Award in 2022.

A KitchenCraft Cabinetry advertisement. The top half shows a kitchen with a dark blue island and white cabinets. Below this is the KitchenCraft Cabinetry logo. Under the logo is a collage of four small images showing different kitchen designs. At the bottom, there is contact information and a slogan.

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**Experienced DESIGN.
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BUILDING SCIENCE AND ENERGY PERFORMANCE

Recent ADR builds include triple-pane windows, spray foam insulation, and higher-performance mechanical systems. Rondinella frames the investment in energy efficiency partly as a response to rising construction costs, and partly as a long-term value proposition for buyers, even if the savings are not always immediately visible.

Spray foam application in particular has improved as a product and a practice over the years the company has been building.

AN OPEN DOOR POLICY ON PROCESS

ADR runs with a comparatively small internal staff relative to its build volume, which Rondinella attributes to strong organization and frequent internal meetings focused on efficiency. The company's stated position is that no existing process, however long it has been in place, should be treated as final.

That posture extends to an open-door policy with staff, where Rondinella says the company actively invites input on whether an established practice could be improved rather than defending it by default.

"Just because we've kept a certain policy or way of doing things for a certain amount of time doesn't mean it's the best way. Complacency doesn't help you grow."



WHY CLIENTS COME BACK

Repeat business and referrals are, by Rondinella's account, the primary driver of ADR's growth nearly two decades in. Clients who have built with the company return for second homes, and refer family members, cousins, and friends directly.

"Once you establish that relationship, I think that's almost something you keep for life. I hope that we are the go-to for the next generation or the next family member."

Rondinella attributes that loyalty to the company's consistency with hiring strong trades, being transparent about cost, and delivering a finished product that matches what a client was told to expect from the outset; a standard he says matters especially in a market where prospective buyers frequently hear stories of builds gone wrong.





THE NEXT FIVE YEARS

ADR's growth trajectory going forward is tied directly to residential market demand rather than a fixed expansion target. Rondinella says the company's current team has the capacity to take on additional homes and is open to building in new areas of Manitoba as opportunities develop, without a specific new market identified yet.

The stated priority is improving the process the company already runs rather than growing for its own sake. Rondinella is explicit that any increase in build volume cannot come at the cost of quality; framing continuous improvement as an ongoing discipline, rather than a one-time goal to be reached and set aside.



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P R O P E R T I E S

Custom Built Homes

WEBSITE

adrproperties.ca

PHONE

(431) 482-5975

LOCATION

Manitoba