

Forge Properties

BY LOCALS FOR LOCALS



Cory Saran, president of Forge Properties, has no hesitation when asked what motivates him. “We are driven by a passion for building conscious communities. We push the boundaries of design to discover what a community needs and how best to meet that need.”

It’s a philosophy the entire Forge team continually hones and refines throughout the entire building process. “Our team is highly adaptive, and we continually re-examine our models and procedures to see what’s working and what isn’t,” he says. “We also listen to what our homeowners are telling us and respond.”

Forge’s latest community, Royce, is a testament to that mindset. “White Rock is ocean view territory which is why every home at Royce has a southern exposure and spacious decks overlooking the luscious landscape. Royce’s sophisticated, Westcoast design was created with the homeowner in mind — a true White Rock legacy.” He laughs. “We like to think the hardest part is deciding whether you like morning sun or evening sun — the rest we’ve taken care of.”

History of Service

Cory’s father, Jack Saran, started his own construction company in 1969 and has been actively building homes ever since. In the late eighties, Jack purchased an old gas station which he developed into a full service convenience store, restaurant and gas bar with a comfortable apartment on the floor above where the family lived. Everyone contributed to the family business, and Cory says he was probably about eight years old the first time his dad put him in charge of the cash register.

“My sisters and I grew up in the service industry and we definitely bring our service industry roots with us as builders,” he continues. “We are a team, a

family, and like to think of our homeowners as the same.”

Cory’s wife, Sandy, also a principal at Forge, joined the team just over a decade ago. With an extensive background in finance and accounting, Cory says “she’s the one that keeps everything together.”

Cory is clearly proud of his blue-collar roots. “My parents worked extremely hard, often juggling multiple jobs as they raised us. I learned young that a hard day’s work is its own reward. My father always says to not focus on the outcome, be honest and put in your best effort, success will come.”

Collaboration is Key

From the original lean team of three (Jack, Cory, and Sandy), Forge has grown into an even more robust team of 10. “When we were starting out in multi-family, collaboration was an absolute key to our success,” Cory stresses. “We learned so much from just listening and trading ideas, gaining perspective from different outlooks.”

As the Forge team grows, that collaboration continues to be invaluable. “We have the good fortune of having some of the most talented people I’ve ever met as part of the Forge team,” Cory says. “We are incredibly proud and grateful to be able to learn with them.”

Part of the Community

“We are a White Rock company,” Cory says with pride. “Forge has always focused primarily on the White Rock/South Surrey market because we understand the needs of this community and want to help it grow.”

And as part of the community, Forge makes sure to keep time to support the community including the Surrey/White Rock Chapter of Sources

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BC Infant Development Program, a resource Cory says is near and dear to his and Sandy's hearts. "The work of this program is incredible, and the support they provide to families is nothing short of remarkable."

Forge also takes part in regular "Coffee on Forge" — a program where they've partnered with local cafe, Laura's Coffee Corner to provide free coffee to the community on Remembrance Day, Thanksgiving and Christmas — all days honouring family, sacrifice and commitment.

Looking Ahead

With two multi-family projects on the horizon, Forge plans to stay busy for the next few years. "The whole team is excited about our next community," says Cory. "And with Royce launching this May, we're looking forward to what the future has in store."

For more information about Forge Properties, visit forgeproperties.ca.

