



## Monk McQueens: Food Services

Fred Mcleod, Owner of Fremar Construction has been creating magnificent homes for some of Vancouver's wealthiest people for almost 30 years. When we started working with Fred he was not sure that he needed a website as his business is word-of-mouth, however, he did recognized that the internet is a resource to help people choose who to work with. The aim of this project was to clearly show that the projects Fred works on are important. Two months after the Fremar Construction website was launched Living Blueprint received an email from Fred stating, "I emailed and phoned people and businesses I know and casually mentioned my new website – what happened next was surprising. After they reviewed my web site people I have known for years told me they had no idea the full scope of what we do. From there we have been short listed for potential work".

**SERVICES:**  
Advertising  
Brand Management  
Communications  
Consulting  
Digital Branding

**Year:**  
2006 - Present