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BOBCAT MACHINES. "WHEN YOU FIND GOLD, KEEP GOLD."



(L to R) Vic Bertrand and Matthew Elliott, owners of The Northstone Group and Joe Palfy, sales specialist, Bobcat of Toronto (Oaken Equipment) at Landscape Ontario Congress.

In 2007 Matthew Elliott started The Northstone Group with his brother and a few years later Vic Bertrand joined. With a focus on design and creating a distinguishable brand The Northstone Group has become an internationally known and awarded landscaping design and build firm.

"It has been challenging for growth but fun," says Mat. Their projects are high-end averaging from \$300,000 to well over a million. Specializing in complex, turnkey design and build. They also do a lot of commercial work for Reliance Construction in Quebec and Toronto.

What sets Northstone apart is their unique franchise model, which provides franchisees with comprehensive support, including a recognized brand, social media and marketing. "We offer a turn-key service to our customers. All of our plans are done in-house by experienced Landscape Architects and designs which include detailed specifications including materials, plantation and even luxury outdoor furniture. At Northstone we carry exclusive European brands from Spain, Belgium, and Italy. We are a one-stop shop

for anything outdoor living related."

"In our line of work, it is important to have dependable machinery. We work frequently with Joe Palfy, sales specialist, Bobcat of Toronto. We have bought twelve Bobcat® machines from him," stated Mat. Joe replied, "these boys are very ambitious, fun, clear on what they want, good guys." Northstone's franchise model offers business owners the opportunity to take their enterprise to a new level without giving up their business.

"Three years ago, during Covid, there was no equipment available. Quebec was a dry market, so I called Oaken Equipment in Ontario (Bobcat of Toronto) and talked to Joe Palfy. He said to me, "I don't have anything now, but I will do everything I can to find you something." He called me back with five machines, three Bobcat compact skid-steers and two Bobcat compact track loaders. Joe didn't know me. I didn't think he was going to call me back. He called me back with even better machines than I asked for. He gave me their financing person and shortly after, we had a deal. Upon delivery, there was even a toy inside for my kid. Under promise, over

delivered. I will always use Joe."

When asked why Bobcat machines? Mat replied, "when I was just a one-man outfit, I had one Bobcat. I had received a good deal on a used one. When I was buying more machines, I went to another brand because I was told it was the best. Biggest mistake. Nothing but issues. Couldn't even lift a pallet. Lesson learned and went right back to Bobcat. When you find gold, keep gold. Parts are easy to get for Bobcat machines and the service is great. Efficiency is important too; all my guys know Bobcat machines. My diesel mechanics love Bobcats. They don't break. Small and compact machines are the best for what we do. I love the simplicity of the two-finger touch, the light goes green when it's ready to go. Super simple. We use Bobcat machines to build all our designs but also to clear walkways of snow too.

We wouldn't hesitate to recommend Joe Palfy, Bobcat of Toronto and Bobcat machines.

Thanks Mat and Vic.