

# Remon Hanoun, a proud Canadian and a design/renovation visionary

by Laurie Wallace-Lynch

Canada Day has special meaning to Remon Hanoun, Owner of HomeReno Direct in Mississauga, as he recalls how he felt when he and his family immigrated to Canada from Israel and shares what being a Canadian means to him today.

“I was born in Jerusalem and came to Canada with my family when I was 14 and I remember that at first I didn’t like it,” says Remon. “I didn’t speak English and it was a different lifestyle, but I was excited to be here and to reunite with my four older brothers who were already here and established. I come from a family of 12. It took me almost two years to learn English, which was difficult, but my family worked hard and stayed focussed. Today, I am so proud to be Canadian.”

Remon and his wife Annabella will celebrate Canada Day with family and friends at their home in Mississauga. As an avid golfer, outdoorsmen and jet ski enthusiast, Remon is hoping to go jet skiing on Lake Ontario over the holiday weekend. Once again he’ll be with family and friends; a lesson he learned after a scary mishap.

“I was out on my jet ski on the lake and it was very wavy, and I made a fast left turn and my jet ski went flying one way and I went



flying the other,” explains Remon. “When I surfaced, I had to try to catch up to my jet ski, which was getting away from me in the waves. I tried to blow my whistle, but it was filled with water. The waves were over my head and I was exhausted. Another boater rescued me. He had spotted the jet ski with no one on it. It was very scary. It taught me a valuable lesson to never go out on the lake alone.”

Not only is Remon grateful for the

aid of a stranger, he is grateful for many things in his life, including what he calls his natural gift for design—something that comes in very handy as owner of HomeReno Direct, a leading innovator in the kitchen, bathroom and home remodelling business with a design showroom in Mississauga.

Part of his success comes from being a good listener. “Listen and listen well to what the homeowner is saying” says Remon. “Every

homeowner has different tastes—and it’s our job to make sure they get the space of their dreams and it’s my job to provide that wow factor. If I hear – ‘wow’—I know I’ve succeeded. I also seem to have a sixth sense as I know what customers want and can predict what will be popular five years down the road.”

This visionary in the design world hints that he is developing a platform to connect homeowners, designers and contractors both online and at brick and mortar stores and hope to unveil the new concept next spring.

“Many of my clients love their family home, but want to make it more modern and liveable,” states Remon. “People like to be together in the kitchen to prepare food, socialize and share the space—open concept renovations and modernizing the kitchen and bathroom is what’s trending now. Plus updating adds value to your home.”

Work/life balance is also important to Remon. The couple have five children; three of whom are involved in the family business (Brandon, Jameel and Natasha) and Annabella assists clients to choose colours and materials for their design project.

Remon stresses the importance of giving back to the community. His company recently sponsored a float in the Mississauga Santa Claus Parade. “Christmas is a season of giving, and giving just feels good. It’s important to me to give back to the community which has been so wonderful and welcoming to my family.”

For more information on HomeReno Direct, visit [www.homerenodirect.com](http://www.homerenodirect.com).