

Canadian
Home Builders'
Association



CHBA NATIONAL HARD AT WORK FOR YOU RENOVATORS

~2,000 renovator and trade contractor
member companies

**\$127B Economic Activity in Home
Renovation & Repair**

960,000 Jobs in Home Renovation & Repair



"I've witnessed membership and business longevity go hand in hand. Those who stay active in the association are more successful longterm!"

- Sue Wastell, President

"Every day CHBA is hard at work advocating to help you and your business succeed."

- Kevin Lee, CEO

A STRONG, NATIONAL VOICE HELPING YOU SUCCEED

Every day, CHBA National is squarely focused on **helping our renovator members succeed and prosper** as you strive to fulfill the housing aspirations of Canadians.

YOUR VOICE

- on Parliament Hill
- to other national organizations
- to national media
- to consumers across the country, building your brand and augmenting messaging from our local and provincial HBAs



CHBA FEDERAL, NATIONAL, AND INTERNATIONAL PRESENCE

Building brand recognition and advancing renovators' needs with government,

CHBA is active with **politicians, government officials, national media, national and international organizations through:**

- Regular input into **government consultations, including Federal Pre- Budget Consultations**, leading to significant policy and program wins
- Regular engagement with **key Federal departments/agencies**: Finance, CMHC, Natural Resources Canada, HRSDC & more
- Strong presence in **election campaigns**, resulting in extensive take-up of CHBA recommendations in party platforms
- Membership on **Codes & Standards bodies** that impact renovations
- Regular appearances at **House of Commons and Senate Committees**
- Annual **CHBA Days on the Hill** with MP meetings and reception
- Regular appearances in **national media**: CBC, BNN, Globe and Mail, Financial Post, Global, CTV, and more.
- Regular engagement with other **national organizations and associations**
- Regular engagement with **Canada's Financial Institutions**
- Regular engagement with the **Bank of Canada** on interest rates and economic activity

THE CANADIAN RENOVATORS' COUNCIL

Addresses the professional interests of renovator members and issues impacting their businesses

- Monitoring government policies from taxation and regulations
- Combatting the underground economy
- Addressing building codes and standards
- Professional development and recognition for renovators

EXECUTIVE OFFICERS' COUNCIL

Support for your EO (and other HBA staff) as part of a coast-to-coast team.



Key Actions & Big Wins

Website Member Directory

directs homeowners to CHBA renovator members

Active engagement in **National Building Code** commission, committees, working groups that will soon effect renovations.

Tax changes on private corporations – complete walk back by feds on small business taxes that impacted renovators

Over **\$600M saved** nationally fighting **drywall tariff**

Home Accessibility Tax Credit secured for renovating for disabilities including **aging in place**

Multi-Generational Renovations Tax Credit secured for secondary units.

Canada Job Grant launched– up to **\$10k/employee for training in renovation careers**

Promoting careers in residential renovation. **Greener Home Program** with up to \$20K in interest-free loans grants for energy retrofits

Changes to the immigration system to target skilled trades needed for renovation

Canadian Apprenticeship Service providing \$5K to hire first-year apprentices, \$10K for under-represented group

BuildForce Labour Market Information to support advocacy – 22% of workers retiring over next decade causing labour shortages

CHBA Housing Market Index provides a leading economic/housing indicator to inform government advocacy/policy on the greater residential construction industry

CHBA Municipal Benchmarking Study to address permitting and process challenges at the municipal level

CHBA's Economic Performance Review illustrates economic impact of residential renovation & repair, including factsheets for local & provincial advocacy

Annual **Home Buyer Preference Survey** to inform you about consumer trends that you can use for your business

CHBA Renovators' Manual member discounts on the definitive guide for home renovation in Canada



RENOVATOR PROGRAMS & TRAINING

For Canadian professionals who want to learn more about the aging in place renovation market.



Net Zero Renovator Training prepares renovators for voluntarily retrofitting homes to Net Zero or Net Zero Ready through CHBA's Net Zero Home Labelling Program for Renovations.



Renovators use LEEP to reduce their time and risk in finding and trying innovations that can help them build/renovate homes to higher levels of performance – better, faster, and more affordably.



A consumer-facing program giving CHBA renovators a marketing edge.



CHBA's Get It In Writing! campaign fights the underground economy.





CHBA NATIONAL ADVANTAGES

- YOUR MEMBERSHIP WORKING FOR YOU -

MEMBER SAVINGS

NATIONAL ADVANTAGES PROGRAM



www.chba.ca/member-deals

Member-Only Perks

EXCLUSIVE INFORMATION TO GIVE YOUR BUSINESS AN EDGE



Website content, eCommunications, industry alerts, webinars and more.

sign up: communications@chba.ca

EDUCATIONAL WEBINARS

CHBA offers member-only webinars with on-demand replay on timely topics to inform your business



NATIONAL AWARDS

FOR HOUSING EXCELLENCE

12 RENOVATION CATEGORIES



National recognition for your marketing advantage.

DISCOUNT TO IBS (VEGAS/ORLANDO)

PLUS CANADIAN RECEPTION



Over 1M sq. ft. of exhibitors and great education.

