

Member-Only Perks

EXCLUSIVE INFORMATION FOR RENOVATORS 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 renovation 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.

MEMBER SAVINGS NATIONAL ADVANTAGES PROGRAM



Discounts for your business & your staff – like \$14K on a truck! chba.ca/member-deals



Support for your local HBA

The Executive Officers' Council supports your EO (and other HBA staff) as part of a 3-level association team working for renovators.



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.

Canadian Home Builders' Association



CHBA NATIONAL HARD AT WORK FOR RENOVATORS

CHBA's membership includes ~2,000 renovator and trade contractor companies across Canada

\$127B Economic Activity in Home Renovation & Repair

960,000 Jobs in Home Renovation & Repair



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's Day on the Hill is a big presence for members

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 on renovators' priorities through:**

- Regular input into **government consultations, including Federal Budget Consultations**, leading to significant policy and program wins
- Regular engagement with **key Federal Ministers and 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.

- Informing government policies on taxation, regulations, programs and more
- Combatting the underground economy
- Addressing building codes and standards
- Professional development and recognition for renovators

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 tariffs**

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 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



“Renovators are a core part of CHBA, and we work hard every day to help you and your businesses succeed.”
– *Kevin Lee, CEO*



“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*