



Net Zero Marketing & Communications Training Module

CANADIAN HOME BUILDERS' ASSOCIATION
Net Zero Home Labelling Program

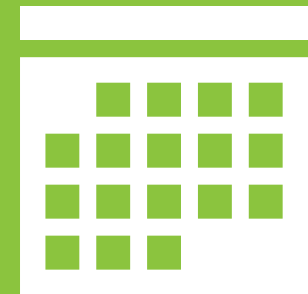


OVERVIEW

- **INTRODUCTION**
- **NET ZERO MARKETING FUNDAMENTALS**
 - Making Net Zero Homes easily understandable
 - Canadian homebuying preferences
 - The challenges of selling Net Zero
 - Audience profiles
- **MESSAGING IN USE**
 - CHBA examples
 - Effective language
 - Hashtags and keywords
- **DEVELOPING A STRATEGY**
 - Earned, owned, and shared social media
 - SEO and hashtags
- **CHBA RESOURCES TO HELP YOU**

This training module is for anyone who communicates on the benefits of living in a net zero home, including new homes and renovations.

This content is beneficial to anyone involved in the sales process, marketing content creators, and social media strategists.





INTRODUCTION

- Over 1000 homes have been labelled through CHBA's Net Zero Home Labelling Program.
- Building or renovating homes to Net Zero or Net Zero Ready is a strong differentiator for your company, but you have to talk about it!
- There is an opportunity to educate your potential customers while sharing what makes your homes unique.
- CHBA and leading member companies have experimented with messaging to see what resonates with the public.
- CHBA has developed resources for you to use in your own marketing and communications so that you're never without content.



**NET ZERO
MARKETING
FUNDAMENTALS**



INTRODUCTION

Clear messaging
is crucial to
effective
communication.

Frequent
messaging keeps
Net Zero Homes
top of mind.

Consistent messaging
is authoritative and
helps people
remember key points.



NET ZERO MARKETING FUNDAMENTALS

Why Choose a Net Zero Home?

Net Zero Homes, whether new or renovated, produce as much clean energy as they consume. They are up to 80% more energy efficient than typical new homes and use renewable energy systems to produce the remaining energy they need. Every part of the house works together to provide consistent temperatures throughout, prevent drafts, and filter indoor air to reduce dust and allergens. The result: exceptional energy performance and the ultimate in comfort – a home at the forefront of sustainability. It all adds up to a better living experience.

Exceptional
Value

Greater Comfort,
Healthier Living

Environmentally
Responsible



NET ZERO MARKETING FUNDAMENTALS

Exceptional Value

- A Net Zero Home produces as much energy as it consumes and is up to 80% more energy efficient than a home built to conventional standards.
- With a Net Zero Home, your utility bills will fall to an all-time low, and stay low all year round.
- A Net Zero Home protects you from future increases in energy prices. Over the years, that could be a very big deal.
- Built to higher standards than conventional new homes, a Net Zero Home is more durable – with high performance, warm windows and better insulated walls and roof.

Value will resonate
with people
concerned about
quality and budget.

They care about their
home being a good
investment that won't
cause them issues
down the road.



NET ZERO MARKETING FUNDAMENTALS

Greater Comfort, Healthier Living

- A Net Zero Home delivers exceptional comfort all year round; advanced construction methods and materials along with superior heating, cooling and ventilation equipment means more even temperatures throughout the house.
- Exceptional indoor air quality for healthier living; a built-in filtered fresh air system reduces allergens and asthma triggers, such as dust, pollen and outdoor air pollution.
- Tightly built and well insulated, a Net Zero Home is quieter. Outside noise such as traffic, lawnmowers and barking dogs are virtually silenced.

Comfort and health
will resonate with
people who
prioritize how they
feel in their home.

They may have
young children or
health issues, or
simply be very
health-conscious.



NET ZERO MARKETING FUNDAMENTALS

Environmentally responsible

- By purchasing a Net Zero Home, you're doing your part to protect against climate change and preserve natural resources for future generations.
- A Net Zero Home produces as much energy – clean, renewable energy – as it consumes.
- All of a Net Zero Home's features work together to significantly minimize your household's environmental footprint.

This benefits will appeal to those who are conscious of the impact they have on the planet and who want to feel they're doing something to help.

NET ZERO MARKETING FUNDAMENTALS

Repurpose this messaging

- Your website
- Social media
- Blog posts
- Signage
- Brochures
- Videos
- Ads
- Interviews

Canadian Home Builders' Association

Newsroom | Visit our blog | Read our magazine

Sign In | Keyword Search

ABOUT | BUYING NEW | RENOVATING | HOUSING IN CANADA | COMMITTEES & COUNCILS | FIND A PROFESSIONAL | MEMBERS' AREA

netzero home

The ultimate in comfort and efficiency

Follow us on social!

Why live in a Net Zero Home?

Net Zero Homes, whether new or **renovated**, produce as much clean energy as they consume. They are up to 80% more energy efficient than typical new homes and use renewable energy systems to produce the remaining energy they need. Every part of the house works together to provide consistent temperatures throughout, prevent drafts, and filter indoor air to reduce dust and allergens. The result: exceptional energy performance and the ultimate in comfort – a home at the forefront of sustainability. It all adds up to a better living experience.

Exceptional Value

- A Net Zero Home produces as much energy as it consumes and is up to 80% more energy efficient than a home built to conventional standards.
- With a Net Zero Home, your utility bills will fall to an all-time low, and stay low all year round.
- A Net Zero Home protects you from

Greater comfort, healthier living

- A Net Zero Home delivers exceptional comfort all year round.
 - Advanced construction methods and materials along with superior heating, cooling and ventilation equipment means more even temperatures throughout the house.

Environmentally responsible

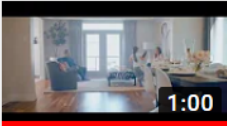




- By purchasing a Net Zero Home, you're doing your part to protect against climate change and preserve natural resources for future generations.
- A Net Zero Home produces as much energy – clean, renewable energy – as it consumes.



NET ZERO MARKETING FUNDAMENTALS

Video Series

- CHBA has several consumer videos available on the value of a Net Zero Home.
- You can use them to familiarize yourself with the language, and share them wherever you interact with the public.
- All of the videos are in a YouTube playlist that's accessible via CHBA's Net Zero Marketing Resources page.

 1:00	What Is A Net Zero Home? Canadian Home Builders' Association
 0:44	Why Choose a Net Zero home? Canadian Home Builders' Association
 0:53	Looking for Exceptional Value? Canadian Home Builders' Association
 1:00	Want Greater Comfort and Healthier Living? Canadian Home Builders' Association
 0:43	An Environmentally Responsible Solution Canadian Home Builders' Association



NET ZERO MARKETING FUNDAMENTALS

How a Net Zero Home works

- In a typical home built to the Canadian building code, about 50% of the home's energy consumption is used to heat the home.
- In a net zero home, the envelope (exterior of the building, including walls, floors, ceilings, windows, and doors) of the home and its mechanical systems (heating, cooling and ventilation systems) are designed and constructed to be up to 80% more efficient, so that the heating is only 25% of the home's energy consumption.



Video: The parts of a Net Zero Home

NET ZERO MARKETING FUNDAMENTALS

Net Zero vs. Net Zero Ready

- Simply put, the only difference between a Net Zero Home and a Net Zero Ready home is that a Net Zero Ready home does not yet have the renewable energy systems (i.e. solar panels) installed. But everything has been designed and constructed to easily put the solar panels in place.
- You can tell clients to think of their Net Zero Ready Home as wired for its future renewable energy system, so that when they're able to invest in installing solar panels, it's ready to go. This is called "PV (photo-voltaic) Ready."





NET ZERO MARKETING FUNDAMENTALS

Video Series

- CHBA has prepared a 4-part video series explaining how the three elements of a Net Zero Home work together. They are in the YouTube playlist.
- Watch them to learn more, and feel free to share them on your website, social media, and wherever you interact with clients.



NET ZERO MARKETING FUNDAMENTALS

Home Buyer Preference Survey

- Largest Canadian market research study on new home buyer preferences
- Powered by Avid Ratings Canada
- In its eighth year
- Over the seven years of the study, a total of nearly 150,000 new homebuyers have been invited to participate
- Customers are surveyed on 50+ in-depth areas of home design, building features, buying preferences, and demographics.



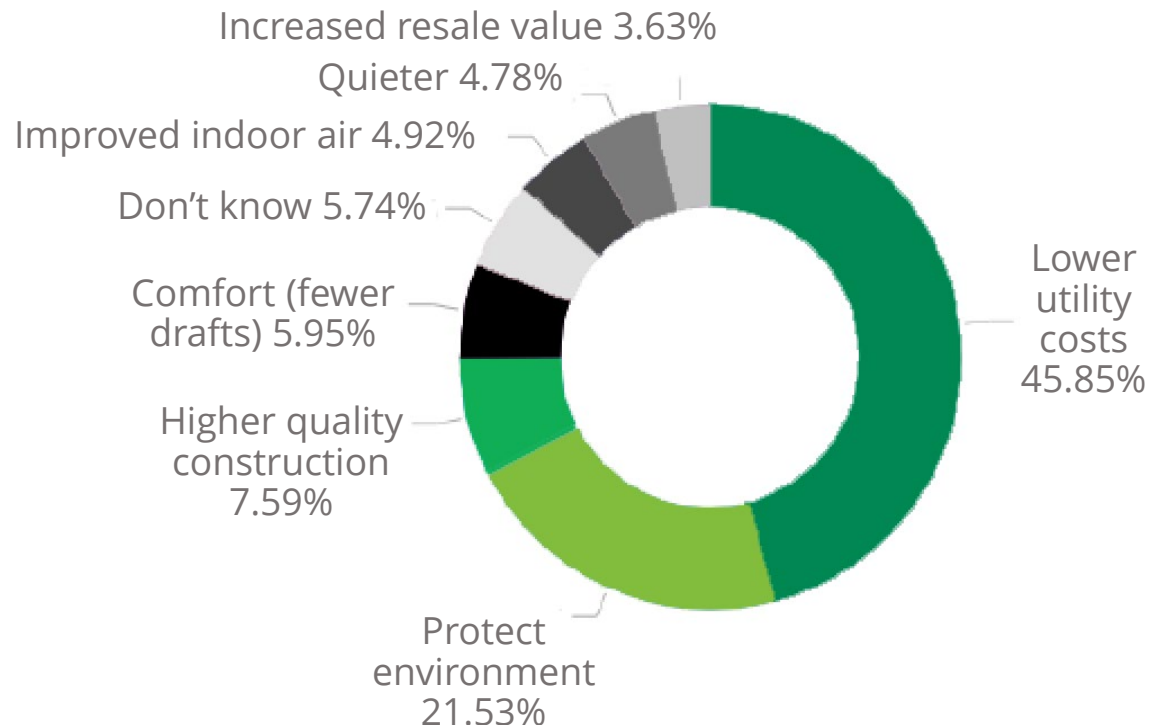


NET ZERO MARKETING FUNDAMENTALS

Top 10 Features in 2021

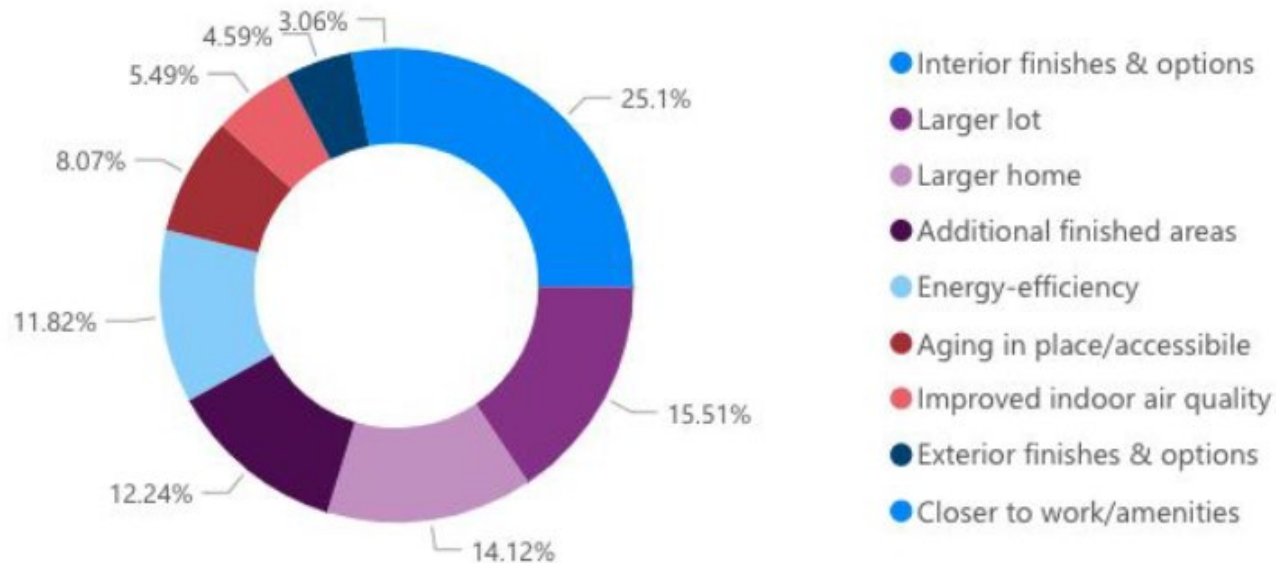
1. **High efficiency windows**
2. **Energy efficient appliances**
3. **Overall energy efficient home**
4. Walk-In closets
5. Kitchen Island
6. **HRV/ERV Air Exchange System**
7. Open-concept kitchen
8. Linen closets
9. 2-car garage
10. Large windows

MOTIVATION FOR ENERGY EFFICIENT FEATURES



NET ZERO MARKETING FUNDAMENTALS

Would spend an extra \$10,000 on next home if possible



Changes since 2021 may be influenced by pandemic

Trending down

- Interior finishes/options down from 30.4%
- Energy efficiency down from 16.2%
- Closer to work/amenities down from 5.7%

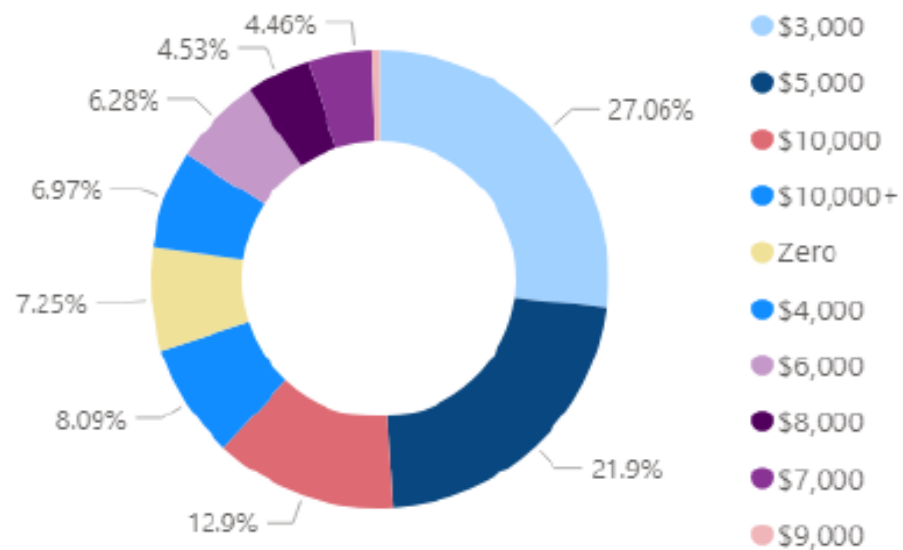
Trending up

- Larger lot up from 13.3%
- Larger home up from 13.1%

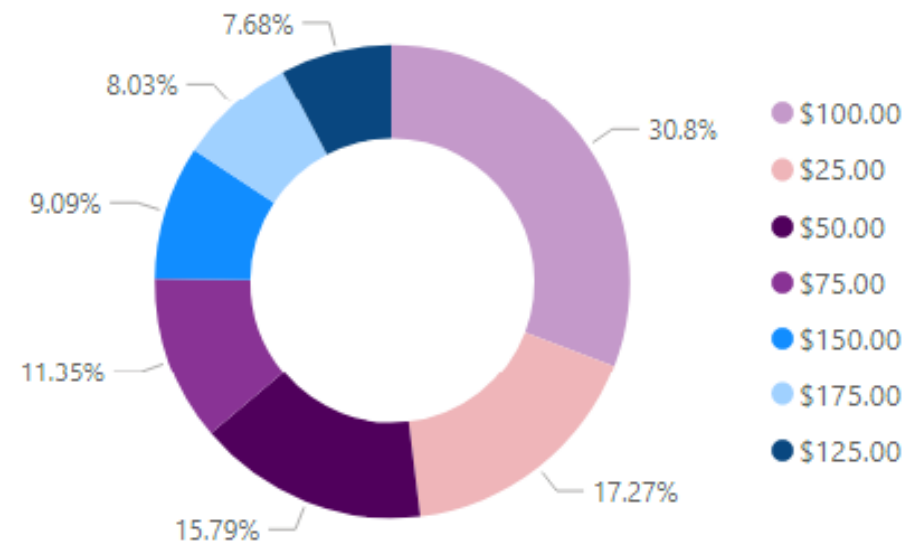


NET ZERO MARKETING FUNDAMENTALS

Willing to spend to
reduce utility cost

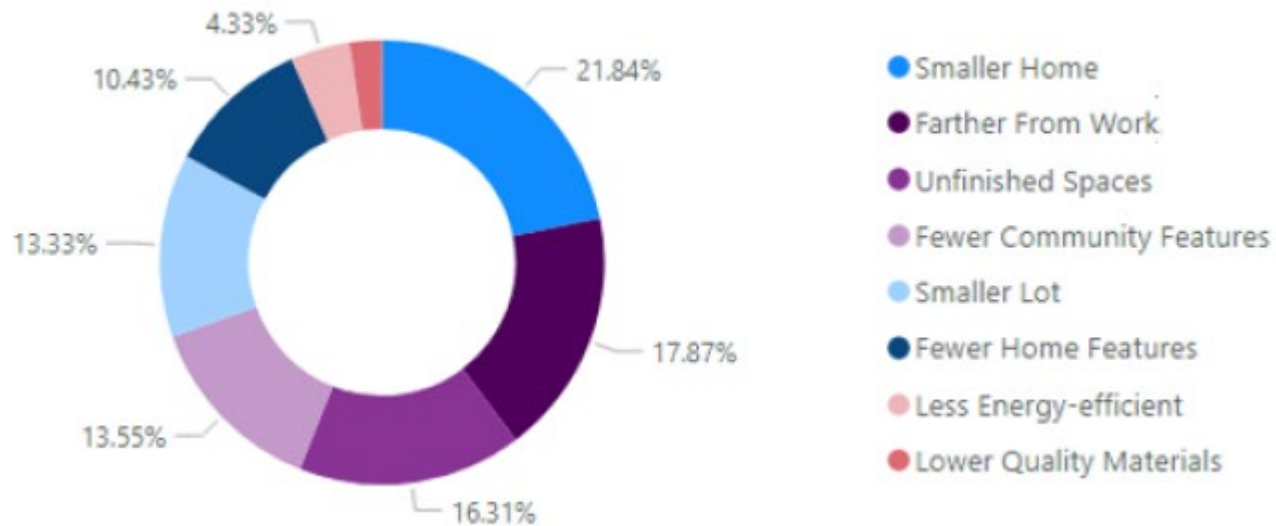


Extra Monthly Payment to
reduce utility cost



NET ZERO MARKETING FUNDAMENTALS

Most willing to accept to make
next home affordable



Features asked about in survey

1. High efficiency windows
2. Overall energy efficient home
3. HRV/ERV
4. Certification by a designated program
5. LED lighting
6. Dual-flush toilets
7. Low-flow toilets
8. Tankless water heater
9. Low-flow water fixtures
10. Recycled/Renewable materials
11. Compact fluorescent lighting



NET ZERO MARKETING FUNDAMENTALS

The challenges of selling Net Zero

- Buyers aren't aware of the benefits
- Buyers don't understand how the homes are different
- Price can be a barrier

So how do we address these challenges?



NET ZERO MARKETING FUNDAMENTALS

The four core audiences

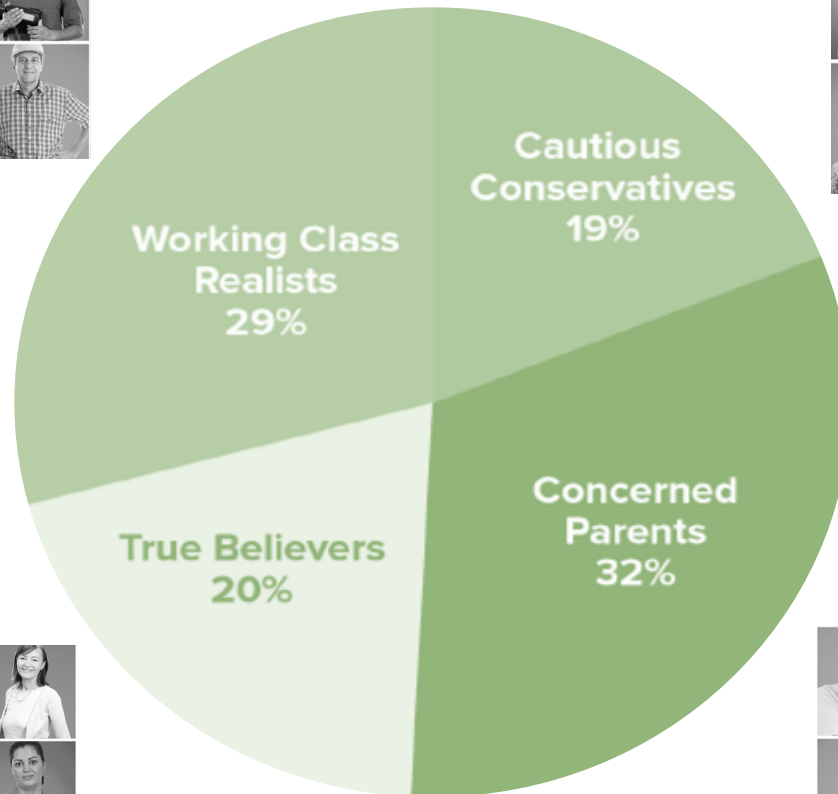
- Shelton Group identified the audience by four main groups
- Each group shares beliefs, concerns, and values
- Know who your audience is and how to market to them (tap into their beliefs, address their concerns, and speak to their values)

Tip: Think less about the age of your person and more about their values.

That said, you do need to think about how various demographics receive their information.



NET ZERO MARKETING FUNDAMENTALS





AUDIENCE PROFILES

CHBA Net Zero Sales Course

- Delve deeper into the science behind Net Zero Homes so that you can confidently sell them.
- Explore the different audience groups in greater detail, including how to identify their needs and priorities, and how to talk to them.
- Discover what's been learned by current builder sales staff in the field.
- CHBA Members who successfully complete this training can promote themselves as CHBA Qualified Net Zero Sales Professionals.

MESSAGING IN USE



MESSAGING IN USE

Around the world

We're all trying to figure this out

Climate Assembly UK @NetZeroUK · Dec 11, 2020

"The experience of #ClimateAssemblyUK shows that if people understand what is needed and why, if they have options and can be involved in the decision-making process, they will support the transition to #NetZero" says @theCCC_UK #UKcarbonbudget #delibdem

youtube.com
Climate Assembly UK members on their report
Climate Assembly UK brought together people from all walks of life to discuss how the UK can reduce ...

3 14

Net Zero Scotland @ScotGovNetZero · Nov 18

Looking to make your home more energy efficient? You could get up to £5,000 of funding with @HomeEnergyScot from the Scottish Government.

To find out more and to check if you are eligible: 📞 Freephone 0808 808 2282 or visit 🌐 homeenergyscotland.org

CALL 0808 808 2282
Subject to eligibility. Terms and conditions apply.

UN Environment Programme Asia Pacific @UNEP_AsiaPac

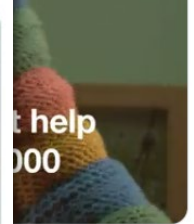
🏠 About 1,500 zero net energy homes will be constructed in #Japan by 2021.

🌱 Cutting annual utility expenses by over US\$900 per household. s.nikkei.com/2woei4F



Green Builder Media @greenbuildermag · Nov 19

Today's Home Buyers Want a New Suburbia by @SaraGBM The expectations of today's homebuyers are very different from those of the families that 20th-Century suburbs were built for. So, what needs to give? bit.ly/3qBNaMt



help
000



MESSAGING IN USE

CHBA Social Media



CHBA Net Zero
@chbanetzero Follows you

Net Zero homes are up to 80% more energy efficient than typical new homes and use renewable energy systems to produce the remaining energy they need.

Canada netzerohome.com Joined June 2018

167 Following 890 Followers

Instagram: chbanetzero

410 posts 1,008 followers 240 following

CHBA Net Zero
#CHBANetZero Homes produce as much energy as they consume.

houzz: Canadian Home Builders' Association

Schools and Organizations

About Us Projects Credentials Reviews Ideabooks

The Canadian Home Builders' Association (CHBA) is the voice of Canada's residential construction industry. We represent one of the largest industry sectors in Canada, with some 9,000 member companies.

YouTube: Why Choose a Net Zero Home?

netzero home
The ultimate in comfort and efficiency

WHY CHOOSE A NET ZERO HOME?

Pinterest: Canadian Home Builders' Association

chba.ca - @CHBANational - Follow us for all things home! Get renovation inspiration, decor ideas, & more! We're proud to showcase our members' amazing work.

646 followers · 142 following

facebook: CHBA Net Zero

2.2K likes · 2.2K followers



MESSAGING IN USE

Social Media Content

- **Homes** New construction + renovations
- **Program** All about the labelling program
- **Initiatives** MURBs, pilots
- **People** Builders, renovators, EAs & SOs
- **Council** NZC Sponsors, members & council activities
- **Events** Training, webinars, The Summit
- **Awards** CHBA Net Zero Awards finalists & winners
- **Blog posts** variety of consumer topics

CHBA Net Zero
Published by Chloe Perrault · October 4 at 10:15 AM ·

Congratulations to **Zirnhelt Timber Frames** on today's ribbon cutting ceremony for their **#CHBANetZero** multi-unit residential building (MURB) for **Williams Lake First Nation Reserve/Sugar Cane** in BC! 🌟 Great work!

This build is a timber-frame, two-unit **#NetZero** Home, which also includes an off-grid Net Zero lodge with surrounding bunkhouses. The project is part of the **#CHBANetZeroMURBs** initiative, in partnership with **Environment and Natural Resources in Canada, BC Housing, and B...** See more

ZIRNHELT
timber Frames

CHECKOUT THE BUILDING PROFILE
chba.ca/nzmurbs

CHBA Net Zero
555 followers

#CHBANetZero Sponsor Spotlight | Sponsors of CHBA's **#NetZero** Council share a commitment to innovation and high-performance housing solutions, bringing significant knowledge and capabilities to the Council in s ...see more

Proud Member of
Canadian Home Builders' Association **Net Zero Energy Housing Council**

CHBA Net Zero
555 followers

Three years ago, CHBA and several leading members from across the country began working on a **#CHBANetZero** initiative on multi-unit residential buildings (MURBs), in partnership with **Natural Resources Canada** | ...see more

Qualified Net Zero Builder

Each and every home built by Qualified **#NetZero** Builder **Harasym Developments Inc.** is carefully designed and constructed, with special attention even the smallest of items. With a dedication to customer service and quality craftsmanship, **Harasym Developments Inc.** delivers well-built custom homes, at an affordable price. See their work harasym.com

NET ZERO TRAINING

NET ZERO ENERGY ADVISOR TRAINING
Online
February 7 & 9, 2023
@ 10:00am - 2:00pm PST

Delivered by
CANADIAN HOME BUILDERS' ASSOCIATION
BRITISH COLUMBIA

\$499 Early-Bird Pricing Available until October 1 (\$849 Value)!
Register Online Now

And we're sharing your content!
Tag us **@CHBANetZero** or use **#CHBANetZero**



MESSAGING IN USE

Social Media Content

CHBA Net Zero Year-Over-Year Follower Growth

Platform	Previous	New	% Change*
Facebook	1,177	2,457	+108.75%
Twitter	724	890	+22.93%
Instagram	795	1,008	+43.04%
LinkedIn	239	656	+174.48%

Almost 6M
people
reached
since 2019

CHBA Net Zero Lifetime Reach

Metric	Result
Organic	772,658
Paid	4,928,626
TOTAL	5,701,284



MESSAGING IN USE

- Target ads based on:
 - Interests in home construction, renovation, and design
 - Sustainability and environmentally conscious
 - Potential buyers (25-65+ years old, prequalifying with completion of post-secondary)
- Different types of ads need different targeting

Real estate X renewable energy X solar panels X solar energy X home improvement X renovation X
construction X energy efficiency X interior design X home renovation X sustainability X ecofriendly X
sustainable construction X HGTV X insulation X green energy X energy consumption X

Dads X Moms X Design X Real estate X General info X Appliances X Home repair X
Interior decorating X Remodeling and construction X Empty nesters X Newlyweds X Green solutions X
Construction X Hybrid and electric vehicles X

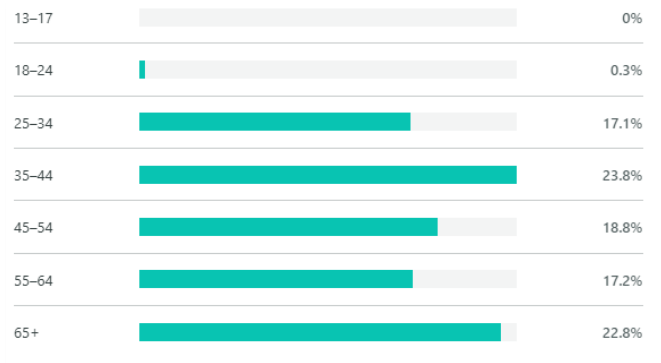
People Who Match
Interests: Efficient energy use, Interior design, Environmental protection, Smart Homes & Green Buildings, Renovation, Thermal insulation, Home Decoration & Design, Sustainability, Sustainable living, HGTV (Canada), Eco Friendly Living, HGTV, Home improvement, Renewable energy, Zero waste, Energy conservation, Building insulation, Home Renovation Shows, Construction, Green building, Sustainable energy, Solar energy, Home Renovations, Building, Real estate, Sustainable design, New Build or Home and garden and Education Level: College grad, Master's degree, Professional degree or Doctorate degree

Note: For follower ads we're now testing a broad audience (25-65+)

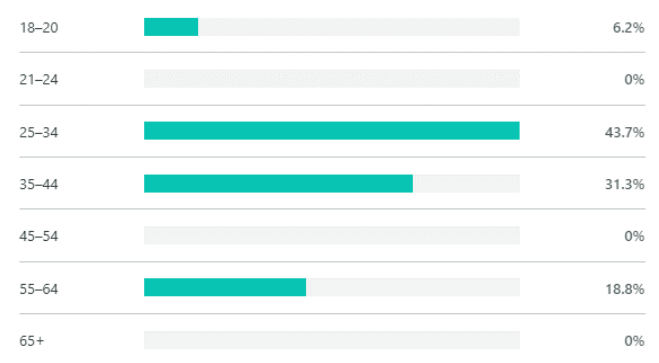


MESSAGING IN USE

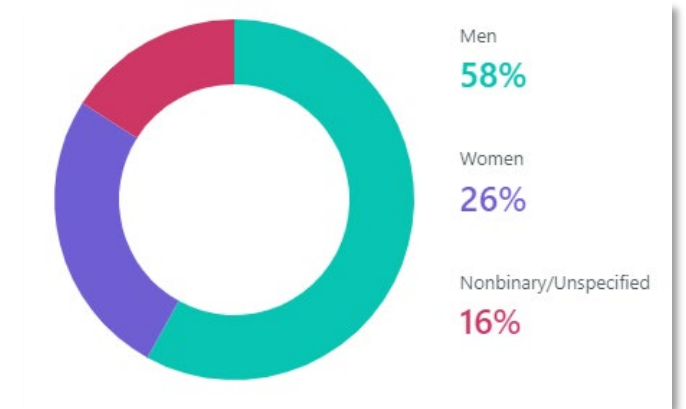
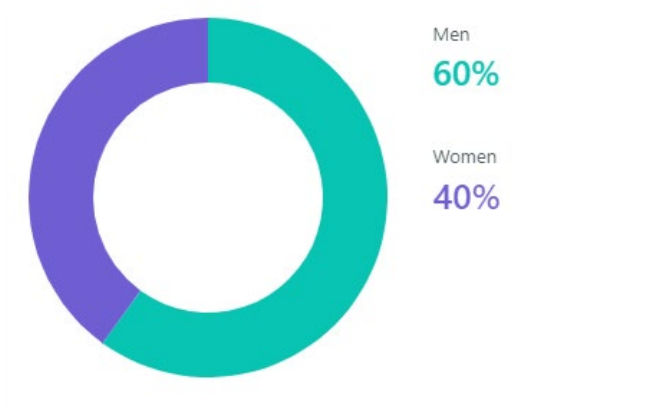
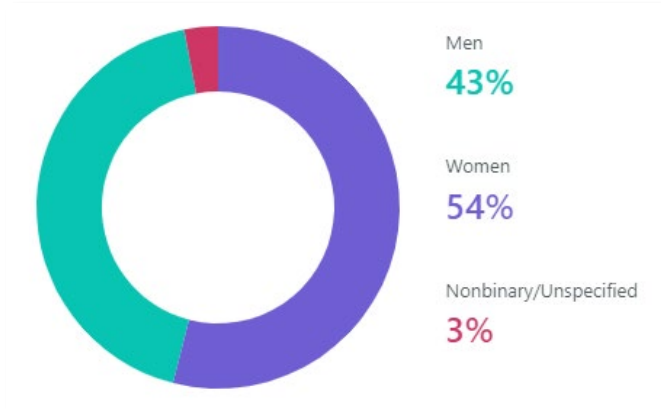
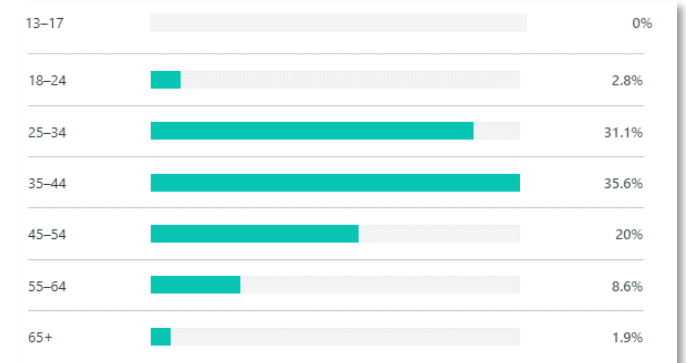
Facebook



Twitter



Instagram





MESSAGING IN USE

Net Zero Follower Ad Campaign – A/B Testing



- **Goal:** Build followers on Facebook and Twitter
- **Strategy:** Five rounds of testing, test run for a month at a time
- **Target Group:** Potential home buyers, aged 25+
- **Messaging:**
 - Cost Savings
 - Energy Efficiency
 - Comfort
- **Objectives:** Determine which messaging and assets resonate best with different demographics



MESSAGING IN USE

A/B Testing – Round 1

- Cost vs. Comfort
- Age 25-49 vs. 50+
- Exterior Shots
- Pay by Follower

 Twitter Winner
 Facebook Winner

Cost

Comfort

Age 25-49

Age 50+

CHBA Net Zero @chbanetzero · Apr 13

There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



CHBA Net Zero @chbanetzero · Apr 13

There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



CHBA Net Zero @chbanetzero · Apr 13

Thinking about your future? Enjoy comfortable, healthier living with a #NetZero Home. Follow CHBA Net Zero to learn about how Net Zero Homes provide even temperatures, exceptional indoor air quality, and block out exterior noise for quieter living.



CHBA Net Zero @chbanetzero · Apr 13

Thinking about your future? Enjoy comfortable, healthier living with a #NetZero Home. Follow CHBA Net Zero to learn about how Net Zero Homes provide even temperatures, exceptional indoor air quality, and block out exterior noise for quieter living.





MESSAGING IN USE

A/B Testing – Round 2

- Cost vs. *Energy Efficiency*
- Age 25-49 vs. 50+
- Exterior Shots
- *Pay by Impression*



Twitter Winner



Facebook Winner

Cost

Age 25-49

CHBA Net Zero @chbanetzero · May 21
 There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



Age 50+

CHBA Net Zero @chbanetzero · May 21
 There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



Energy Efficiency

CHBA Net Zero @chbanetzero · May 21
 Want to protect against climate change & preserve natural resources for future generations? #NetZero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean energy as they consume. Learn more about living in a Net Zero Home.



CHBA Net Zero @chbanetzero · May 21
 Want to protect against climate change & preserve natural resources for future generations? #NetZero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean energy as they consume. Learn more about living in a Net Zero Home.







MESSAGING IN USE

A/B Testing – Round 3

- Cost vs. Energy Efficiency
- Age 25-49 vs. 50+
- Interior Shots
- Pay by Follower

 Twitter Winner
 Facebook Winner

Cost

Energy Efficiency

Age 25-49

Age 50+

CHBA Net Zero @chbanetzero · Jun 30
 There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



CHBA Net Zero @chbanetzero · Jun 30
 There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



CHBA Net Zero @chbanetzero · Jun 30
 Want to help preserve natural resources for future generations? #NetZero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean energy as they consume. Follow CHBA Net Zero to learn more about living in a Net Zero Home.



CHBA Net Zero @chbanetzero · Jun 30
 Want to help preserve natural resources for future generations? #NetZero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean energy as they consume. Follow CHBA Net Zero to learn more about living in a Net Zero Home.







MESSAGING IN USE

A/B Testing – Round 4

- Cost vs. Energy Efficiency
- Age 25-49 vs. 50+
- Interior *and* Exterior Shots
- Pay by Follower

 Twitter Winner
 Facebook Winner

Cost

Energy Efficiency

Age 25-49

Age 50+

CHBA Net Zero @chbanetzero · Aug 13

There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



CHBA Net Zero @chbanetzero · Jun 30

There are many benefits to #NetZero Homes, including protection from future increases in energy prices. With a Net Zero Home, your utility bills will fall to an all-time low, and stay low year round. Follow CHBA Net Zero to learn about the benefits of Net Zero Homes in Canada.



CHBA Net Zero @chbanetzero · Aug 13

Want to help preserve natural resources for future generations? #NetZero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean energy as they consume. Follow CHBA Net Zero to learn more about living in a Net Zero Home.



CHBA Net Zero @chbanetzero · Jun 30

Want to help preserve natural resources for future generations? #NetZero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean energy as they consume. Follow CHBA Net Zero to learn more about living in a Net Zero Home.






MESSAGING IN USE

A/B Testing – Round 5

- Cost vs. Energy Efficiency vs. Comfort
- Age 25+
- Exterior Shots
- Text Overlay
- Pay by Follower

- ✓ Twitter Winner
- ✓ Facebook Winner

Energy Efficiency

Text Overlay

Exterior Shot

CHBA Net Zero @chbanetzero · Oct 28
Net Zero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean, renewable energy as they consume. Learn more about how living in a Net Zero Home can significantly minimize your environmental footprint.

MAXIMIZE ENERGY EFFICIENCY

CHBA Net Zero @chbanetzero · Oct 28
Net Zero Homes are up to 80% more energy efficient than homes built to conventional standards & produce as much clean, renewable energy as they consume. Learn more about how living in a Net Zero Home can significantly minimize your environmental footprint.

Cost

CHBA Net Zero @chbanetzero · Oct 28
Living in a Net Zero Home protects you from future increases in energy prices. Plus, your utility bills will fall to an all-time low, and stay low year-round. Learn more about the benefits of living in a Net Zero Home.

MINIMIZE ENERGY BILLS

CHBA Net Zero @chbanetzero · Oct 28
Living in a Net Zero Home protects you from future increases in energy prices. Plus, your utility bills will fall to an all-time low, and stay low year-round. Learn more about the benefits of living in a Net Zero Home.

Comfort

CHBA Net Zero @chbanetzero · Oct 28
Enjoy comfortable, healthier living with a Net Zero Home. Learn more about how Net Zero Homes provide even temperatures, exceptional indoor air quality, and block out exterior noise for quieter living.

THE ULTIMATE IN HOME COMFORT

CHBA Net Zero @chbanetzero · Oct 28
Enjoy comfortable, healthier living with a Net Zero Home. Learn more about how Net Zero Homes provide even temperatures, exceptional indoor air quality, and block out exterior noise for quieter living.



MESSAGING IN USE

Twitter Observations

- Twitter showed ads to more men than women, however ads converted better amongst women
- Messaging resonated the best amongst ages 50+, except in Round 2 where age 25-49 prevailed
- Cost messaging was the leading message in all A/B tests
- Exterior shots resonated the best amongst both demographics, though interior shots performed better when paired with age 50+ than 25-49





MESSAGING IN USE

Twitter Observations

- Pay by follower converted better than pay by impression
- The best performing interests were “New homes,” “Design,” and “Entertaining at home”
- The best performing keywords were new homes, savings, and renewable energy

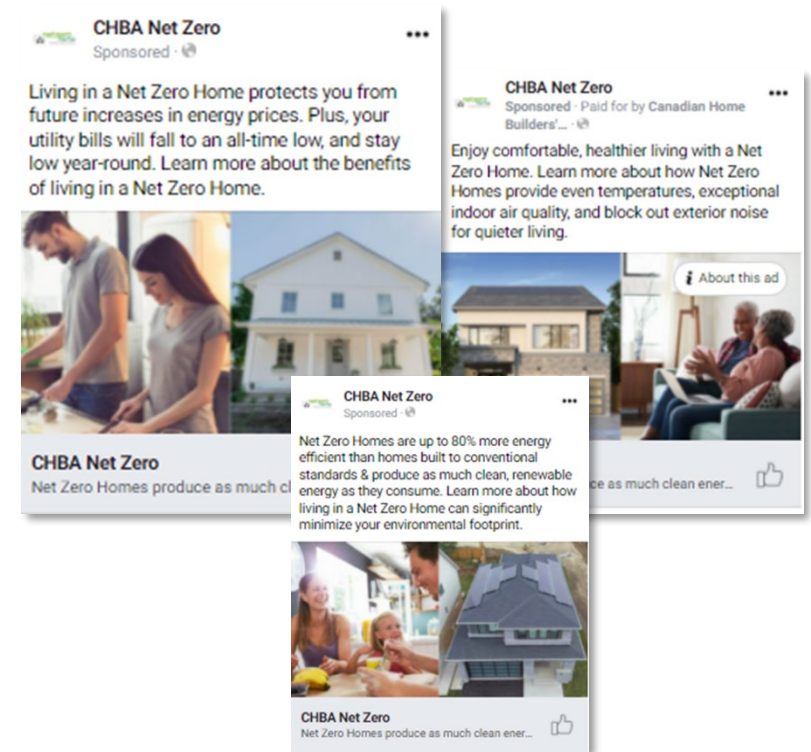
Metric	Result
Impressions	170,872
New Followers	314 (cost per follower \$2.14)
Engagement (Likes, Comments, Retweets)	122



MESSAGING IN USE

Facebook Observations

- Ads converted more equally between men and women on Facebook (compared to Twitter)
- All messaging resonated better amongst ages 51-65+ than ages 25-50
- Cost messaging was the leading message in all A/B tests, except Round 5 (which was Energy Efficiency)
- Facebook garnered more engagement (likes, comments, etc.) than Twitter





MESSAGING IN USE

Facebook Observations

- Comfort messaging was the lowest performing message on both Twitter and Facebook, however performed better on Facebook than on Twitter
- Exterior shots resonated the best amongst both demographics, though interior shots performed better when paired with age 50+ than 25-49

Metric	Result
Impressions	27,639
New Followers	381 (cost per follower \$1.26)
Engagement (Likes, Comments, Shares)	268



MESSAGING IN USE

Key Takeaways

- Cost savings messaging resonates the best amongst both demographics (this is consistent with CHBA's Home Buyer Preference Survey)
- Pay by follower continues to be consistent month-to-month, but you need to keep them up long term (months) to see results. Engagement builds over time, so even your reply to simple comments helps.
- All three messages resonate better amongst an older demographic
- Exterior shots resonate better than interior shots overall



MESSAGING IN USE

What we're doing now

- Have eliminated Twitter ads
- Have switched to a broader audience (25+ and up)
- Doing follower ads on Facebook
- Tried LinkedIn – not performing well
- Up next: TikTok?



MESSAGING IN USE

Blog Posts

- Blog content is written for a public audience
- Content topics:
 - Comfort
 - Design
 - Efficiency
 - Science behind NZ Homes
 - People Involved
 - Awards



The Science Behind a Net Zero Home

Every part of a Net Zero Home works together in harmony to create the ultimate energy efficient living space. Every aspect of the home, including the building envelope, mechanical systems, and renewable energy systems, works together as a system to ensure peak performance. Through advanced "building science" techniques, technologies, and products, builders can significantly reduce ... [Continued](#)



What is Phantom Energy Usage and How Does it Affect Your Utility Costs?

Have you ever looked at your utility bill and wondered how you possibly used so much energy? As more workplaces adopt a work from home model, you're likely using more energy than you ever have before. But if you're someone who follows responsible protocols to conserve energy - like switching off the lights when they're ... [Continued](#)



Green is in: Net Zero Homes impress in the 2022 CHBA National Awards for Housing Excellence

Today's homes increasingly prioritize energy efficiency - whether it be through high-efficiency windows, energy efficient appliances, or a tighter building envelope. So, it's no surprise that Net Zero Homes are gaining popularity among home buyers and homeowners. Last week, the finalists of the 2022 CHBA National Awards for Housing Excellence were announced - and Qualified ... [Continued](#)



Net Zero Communities Across Canada

Net Zero Homes were once only seen in custom homes, but committed and passionate builders across Canada are now offering Net Zero production homes and even full communities. Energy efficient homes are becoming more desirable to many Canadians who are looking for superior quality, greater comfort, and who want to be environmentally responsible. And Net ... [Continued](#)



Do Net Zero Homes save you money?

Jennifer Weatherston Vice President of Operations at Doug Tarry Homes Chris Williams Vice President at Avalon Master Builder As the effects of climate change redefine how we think about our energy consumption, more home buyers and homeowners are prioritizing home energy efficiency by purchasing a Net Zero Home or renovating their home to Net Zero. ... [Continued](#)



MESSAGING IN USE

Blog Posts

- Top Performing Blog Post from social media ads:
 - Facebook/Instagram: Why Net Zero Homes are Healthier and More Comfortable (17cents per click)
 - Twitter: Do Net Zero Homes Save you Money (65 cents per click)
- Net Zero blogs have had 1,703 page views
- Average time on blog post 3m26s



A Look Inside an Award-Winning Net Zero Home

Greg Hasler, Founder and CEO of Qualified Net Zero Home Builder Hasler Homes Ltd. As home energy efficiency continues to be prioritized by new buyers, and government incentives like the recent Greener Homes Grant make home energy efficiency renovations more accessible to homeowners, Net Zero / Net Zero Ready Homes are growing in popularity. And ... [Continued](#)



Why Net Zero Homes are healthier and more comfortable

Good Indoor Air Quality (IAQ) and Indoor Environmental Quality (IEQ) are both key to a healthier and more comfortable living experience. On top of being far more energy efficient than conventional homes, Net Zero Homes provide exceptional IAQ and IEQ for greater wellness and comfort. In this post, we break down why Net Zero Homes ... [Continued](#)



Renovating Your Home for Energy Efficiency: Explained

What is an energy efficiency renovation? An energy efficiency renovation improves the energy performance of your existing home. Undertaking an energy efficiency renovation on your home is an investment that delivers a multitude of benefits that you will enjoy immediately, and it can also increase the value of your home when/if you decide to sell. ... [Continued](#)



Are all energy efficient homes the same?

The difference between an EnerGuide Label and a CHBA Net Zero Home Label. Thinking about building a new home or renovating your existing one? Investing in energy efficiency for your home will pay off in lower energy bills and can even increase the value of your home. But not all energy efficient homes are the same. There are a few options that you and your builder/renovator can choose from if you ... [Continued](#)



What is a Net Zero Service Organization?

If you're purchasing a Net Zero Home, whether it's a model from a builder you love or you're building a custom home, your main point of contact is likely going to be your builder. If you're renovating your home to Net Zero, your renovator is your main point of contact, though if you're still living ... [Continued](#)



The Beauty of Energy Efficiency: Net Zero Homes in Canada

Net Zero Homes put on their best show yet in this year's CHBA National Awards for Housing Excellence. From rustic to modern, budget-friendly to luxury, new builds to renovations, qualified Net Zero builders and renovators across Canada showed that Net Zero Homes are pushing the envelope in energy efficient design, construction, and renovation. To have ... [Continued](#)

MESSAGING IN USE

Earned Media

- Educate the media and the public on net zero homes and renovations, including the benefits and challenges
- Bring awareness to CHBA's Net Zero Home Labelling Program (and the professionals who are part of it)

With more talk about net zero in the building code, there is an opportunity to educate an increasingly interested audience about Net Zero Homes.





MESSAGING IN USE

How CHBA's finding compare to Net Zero Builders

- But first, a note on targeting differences:
- As a not-for-profit, CHBA has fewer targeting restrictions – CHBA is able to target by age, gender, and interest (not income level); while builders running ads to sell or renovate are restricted from targeting demographics under Facebook's Special Ad Category (Housing).
- In addition, occasionally ads with certain words, images, or combinations of both are flagged by social media platforms and require a revision (e.g. climate change).

MESSAGING IN USE

Avalon Master Builder

- Based on Calgary, Alberta
- Net Zero MURB Builder
- 16 Units for the Zen Sequel townhomes (8 Net Zero and 8 Net Zero Ready)
- Prices starting in the \$170s
- All units are now sold





MESSAGING IN USE

Messaging specifics

Two Target Groups:

- First Time Home Buyers - single or married with no kids, early 20's to late 30's/early 40's.
- “Right-sizers” looking to find their long term or forever home.
 - Live in Calgary, Alberta.
 - Age of buyer: Between 35 and 64 years old
 - Annual Household Income: (\$100K and up)



Affordability

- Zero extra monthly cost
- CMHC Rebate
- Financing

Comfort

- Health
- Lifestyle
- Features

Social Responsibility

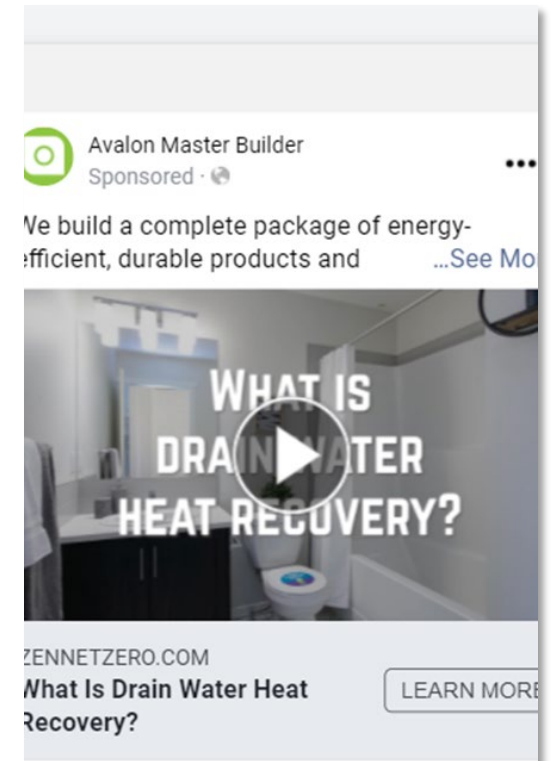
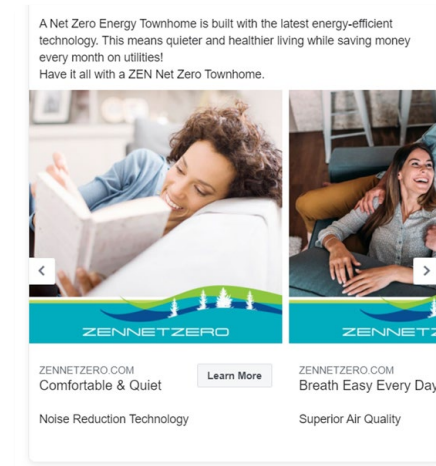
- Environment – clean renewable energy
- Better for future generations



MESSAGING IN USE

Types of content

- **Carousel Ads:**
 - Affordability
 - Comfort & Social Responsibility
 - 2 creative sets targeting different age groups.
- **Video Series:**
 - 9 educational style videos
 - In person and online shoots (via Zoom)
 - Avalon, CHBA and Net Zero branding
 - Promoted with and without sound (auto-captioning)





MESSAGING IN USE

Results

- **Top Performing Individual Ads**
 - Video - Drain Water Heat Recovery
 - Carousel Ad – Affordability Messaging
 - Video – Affordability, Net Zero vs Net Zero Ready
- **Most Resonating Value proposition (measured via reach, impressions, and click throughs):**
 - Comfort = most reach and impressions, #2 for clicks
 - Affordability = #2 in reach and impressions, but #1 for clicks
 - Social Responsibility = last in both categories, much fewer clicks



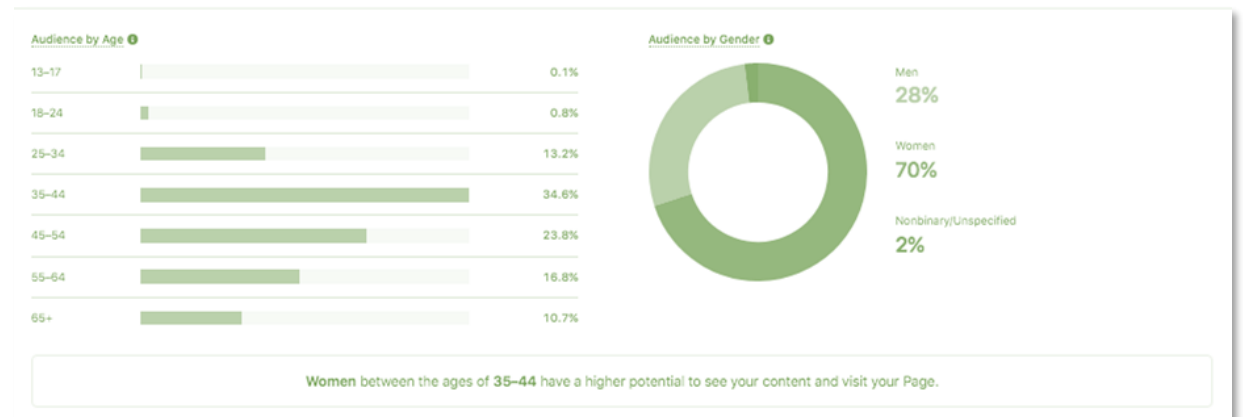
Don't be
afraid to get
technical!



MESSAGING IN USE

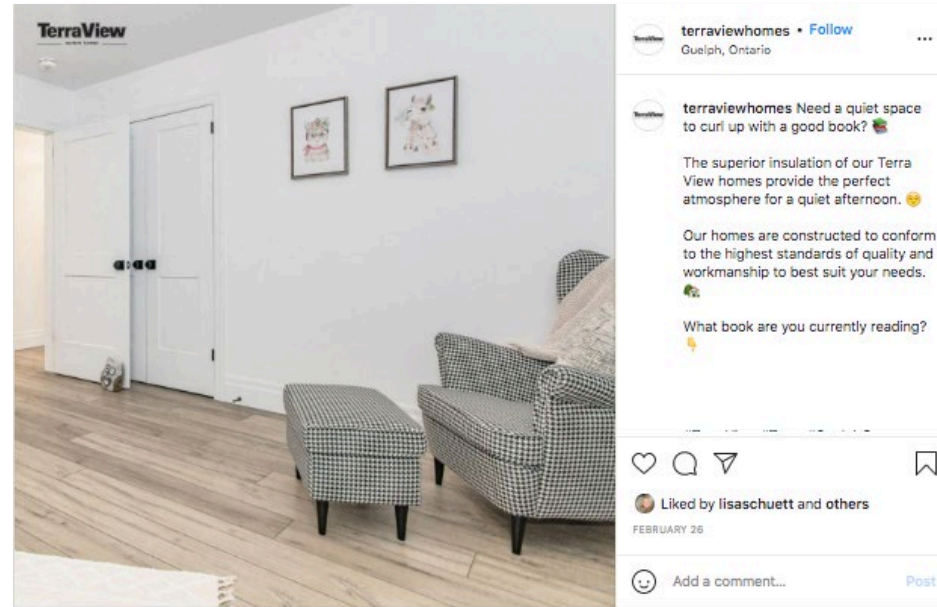
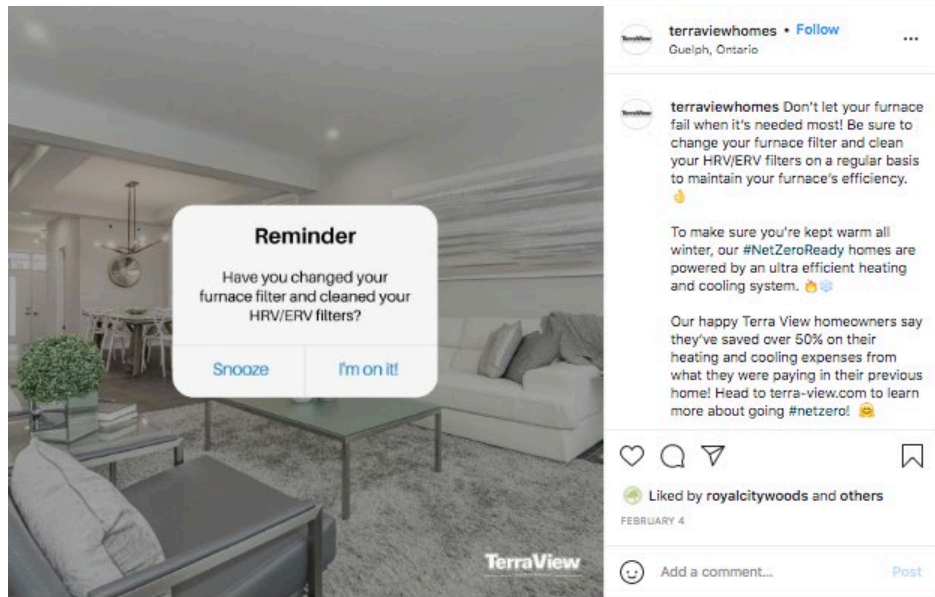
Terra View Custom Homes

- Based in Guelph, Ontario
- Custom and production homes, including singles, semis, and condos
- Contract out their social media and other marketing/some PR to Durrell Communications.





MESSAGING IN USE



TerraView
custom homes

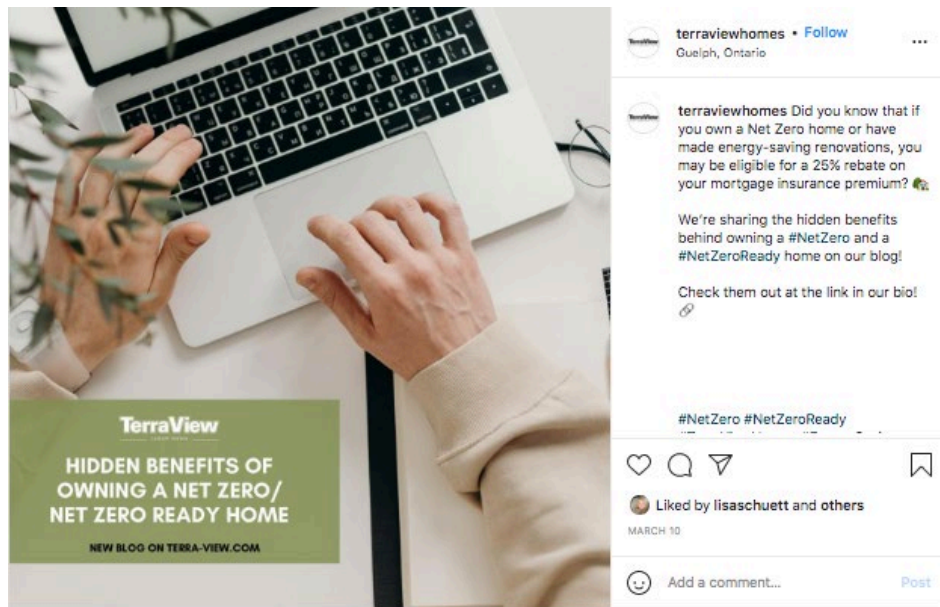


Cool Concept: They use these reminder type posts to share helpful tips and reminders for all homeowners, while highlighting the added benefit Net Zero Homes can provide in terms of saving energy and money related to that same reminder.

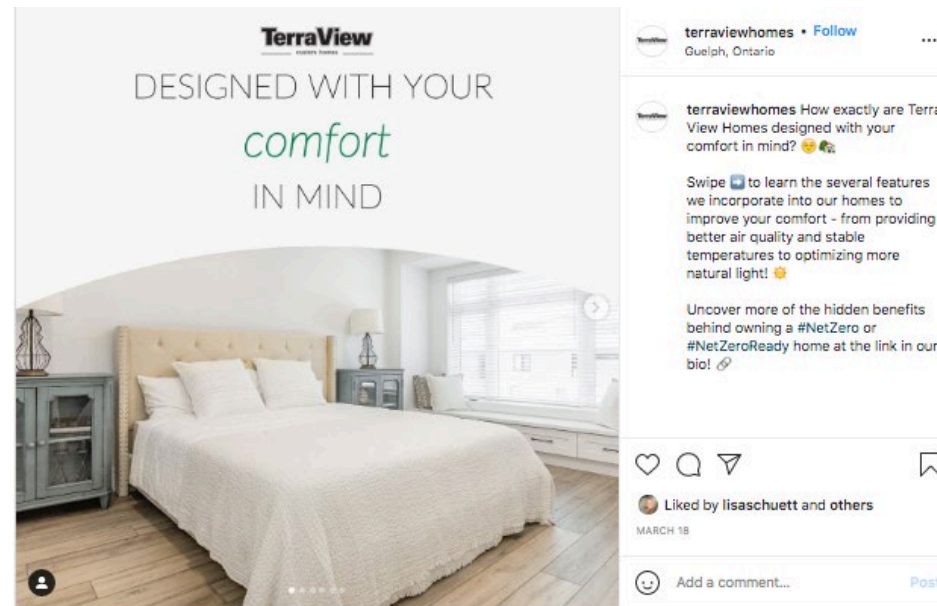
Great messaging and prompt for comments, but this might not be enough to stop to scroll compared to the one on the left.



MESSAGING IN USE

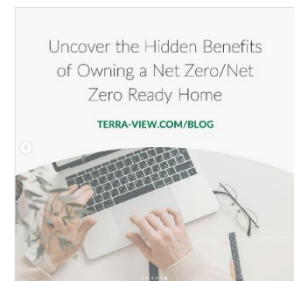
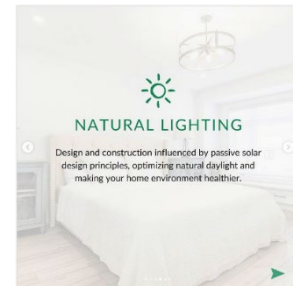


Static image attracting views to the blog with a high-impact statistic to hook readers into reading more.



Carousel Content with value propositions highlighted in an engaging, educational and interactive way, encouraging views to read more.

TerraView
custom homes





MESSAGING IN USE

Homeowner How-To Video Series

- Video/Reel
- Only available on stories (24-hour shelf life)
- #HomeownerHowTo video series launched in July 2021 on Facebook and Instagram IGTV to provide current and prospective Net Zero Ready/ Net Zero homeowners with the guidance, expertise and knowledge behind living in TerraView's energy efficient homes.



How they did it:

- Scripted and planned content for 12 videos
- Two days of videography in a model home (starring Gord Cooke)
- Outsourced the videography and post-production



MESSAGING IN USE

Homeowner Spotlight Series

- Blog posts that spotlight a family living in the community
- Shared to social media

A LITTLE GOES
A LONG WAY

\$50 ad spend over
10 days resulted in
89 link clicks (\$0.56
CPC), reaching 5.8K
people



TerraView
custom homes



How they did it:

- Had several questions to ask homeowners
- First few were directly approached, then sometimes get volunteers



MESSAGING IN USE

Effect Home Builders 579 followers
+ Follow

We're proud to be a part of an initiative that will help #Canada reach its greenhouse gas reduction targets for 2030. Our team member, Dale Rott, was on Canadian Home Builders' Association National's committee to develop the Net Zero Home Labelling Program for Renovations. The program provides builders with the technical requirement for net zero and net zero ready homes - all of which we can do!

Here's what you can consider upgrading in your home to achieve #netzero: <https://lnkd.in/gft6aQP>

RDC Fine Homes @RDCFineHomes · Nov 20

An update from our White Gold Net Zero renovation. We are so happy with how this project is coming along. The exterior and interior are well on their way. This project is 4 weeks away from hand over!

#RDCFineHomes #NetZeroRenovation #PathToNetZero #WhistlerBuilder

Big Block Construction
October 12

The National Affordable Housing Corporation's Willowview Heights multi-unit residential building in Saskatoon has earned the first Net Zero Ready label for a multi-family residential building in Canada! Big Block's energy efficiency approach is leading the way in the industry.

Willowview Heights:
First Net Zero Ready modular multi-unit residential building in Canada

BIGBLOCKCONSTRUCTION.CA
Willowview Success Video [Learn More](#)

RND Construction Ltd @RNDConstruction

Mentoring future trades in Green building!
@YMCAYWCA_Ottawa @GOHBA_Ottawa

#skilltrades #training #netzero #greenbuilder #sustainabilitywithstyle

Recent projects
Team members
Community
videos | reels | images

9:55 CHBANETZERO Tagged Edit

naikooncontracting
Labrinth - Still Don't Know My Name

Triple glazed windows

Liked by rdcfinehomes and others

naikooncontracting We're always proud of our builds, but the White Rock Net Zero build truly is one for the books. This home is not only as striking as



MESSAGING IN USE



Meritage Homes @MeritageHomes · Oct 11



Nestled in the solar-powered, master-planned Babcock Ranch community, Crescent Grove will feature stunning one- and two-story homes with spacious open floorplans that raise the bar on style and energy efficiency alike. meritagehomes.com/state/fl/south...



1



2



Sekisui House Australia

June 25 · 🌐



Our General Manager Craig D'Costa spoke to [Domain](#) about the auction of Sekisui House Australia's first net-zero energy home, SHINKA House. This one-of-a-kind home set a record sales price for our masterplanned community [The Hermitage](#) at Gledswood Hills, showing growing demand for sustainable housing in Australia.

Globally, Sekisui House has built more than 60,000 net-zero energy homes and SHINKA House will act as a blueprint for future net-zero energy homes we intend to build in Australia.

Read the article here: <https://bit.ly/35S5Tb4>



DOMAIN.COM.AU

Sydney's first net zero energy house shows Australians are ready to pay more for green



MESSAGING IN USE



Sero @Sero_group · Sep 30

Today our CEO, @James_at_Sero, will be presenting our net-zero housing projects at From Inspiration to Practice: Delivering Net Zero through Local Government conference hosted by @Ashden_org.

Good luck James, we can't wait to hear all about it



ashden.org

From Inspiration to Practice: Delivering Net Zero through Local Govern...
A free virtual conference showcasing some of the most ambitious and transformative local authority-led, net zero projects from across the UK...



HouseZero

November 3 at 12:54 AM · 🌐

More rooms with view... HouseZero is an innovative building system for premium #offgrid #modularhomes. The core guidelines and design principles of our modular houses always emphasise sleek and modern design, high end finishes, net zero impact on the environment, integral fit of all components and modularity.



DEVELOPING A STRATEGY



DEVELOPING A STRATEGY

Elements

- Earned media (also known as news media)
 - Where others talk about you (you don't create it or pay for it)
 - News articles, blog posts, backlinks to your website, reviews, social media posts from others, TV features, books, etc.
- Owned media
 - This is what you have full control over
 - Your website/blog, podcast, newsletter, email list, graphics, images, videos, etc.
- Shared media
 - Social media platforms (Facebook, Twitter, Pinterest, Instagram, etc.)
- Other tradition advertising avenues
 - Television, radio, newspaper, comics, podcast commercials, etc.



DEVELOPING A STRATEGY

Tips for earned media

- Build an email list of contacts who may be interested in your news (e.g. journalists who cover housing, environmentalism, home design, technology, etc.)
- Reach out to those people when you have newsworthy content (e.g. an exciting new development, an award win, a great customer story, a charity fundraiser)
- Make contacts in your area and get involved in community activities, even ones that aren't directly related to your project/specialty – the more your name / your company's name is out there in a positive light, the better
- Be available. Journalists are often on tight timelines. Be responsive when they're facing a deadline and they'll remember how easy it was to work with you.
- Have useful content on your website that people come across when searching for specific things. This puts your product in front of the public and any media that may be looking for story ideas or authoritative context.



DEVELOPING A STRATEGY

The importance of owned media

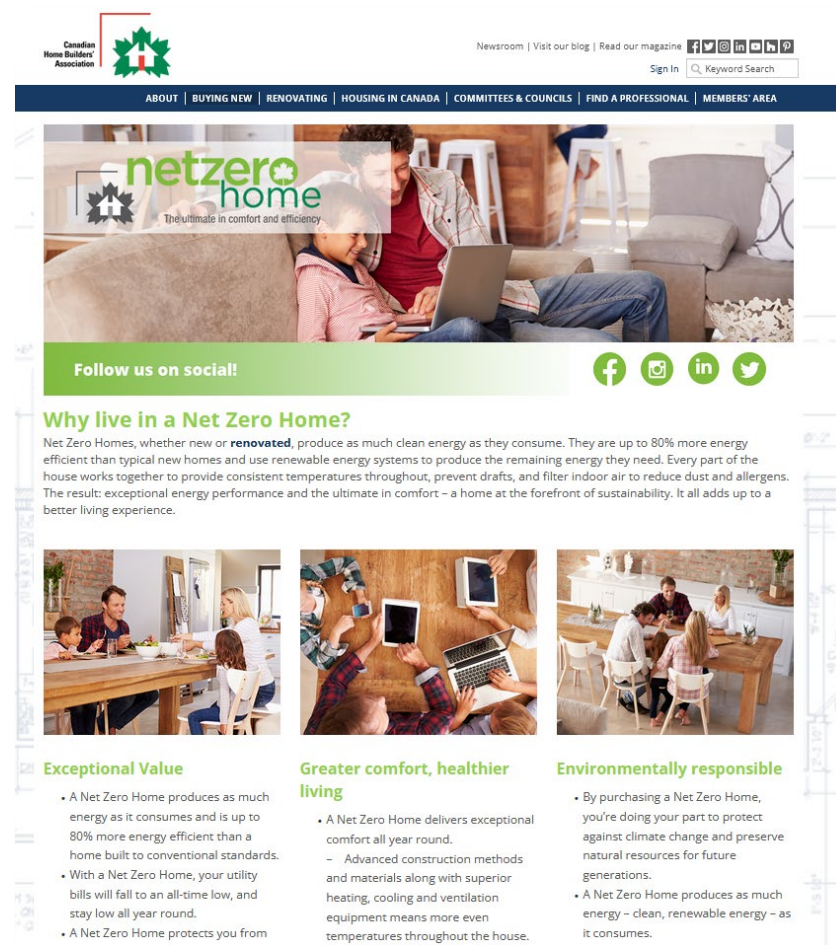
- You are in complete control of messaging and appearance
- Owned media gives you stability (e.g. Facebook might go under one day, but you will always be in control of your website content)
- Owned media does cost money, but it's an investment in your brand like anything else
- Contact lists / lead generators are valuable - build them into your owned media whenever you can (e.g. a lead form on your website)

DEVELOPING A STRATEGY

Your website

- Website is the heart of your marketing
- Key elements of a functional website
 - Informative content
 - Clear navigation
 - Engaging images
 - Lead Forms (if selling something)
 - Contact information

Have a look at your website analytics. What's bringing in the most traffic? Where are people going on your site? Where can you improve?



The screenshot shows the Canadian Home Builders Association website. At the top, there is a navigation bar with links for 'ABOUT', 'BUYING NEW', 'RENOVATING', 'HOUSING IN CANADA', 'COMMITTEES & COUNCILS', 'FIND A PROFESSIONAL', and 'MEMBERS' AREA'. Below the navigation bar is a large banner image of a family sitting on a couch, with a laptop open. The banner includes the 'netzero home' logo and the tagline 'The ultimate in comfort and efficiency'. Below the banner is a social media section with icons for Facebook, Instagram, LinkedIn, and Twitter. The main content area features a section titled 'Why live in a Net Zero Home?' with a paragraph of text. Below this are three columns of content, each with a small image and a heading: 'Exceptional Value', 'Greater comfort, healthier living', and 'Environmentally responsible'. Each column contains a list of bullet points.

Canadian Home Builders Association

Newsroom | Visit our blog | Read our magazine

Sign In | Keyword Search

ABOUT | BUYING NEW | RENOVATING | HOUSING IN CANADA | COMMITTEES & COUNCILS | FIND A PROFESSIONAL | MEMBERS' AREA

netzero home
The ultimate in comfort and efficiency

Follow us on social!

Why live in a Net Zero Home?

Net Zero Homes, whether new or **renovated**, produce as much clean energy as they consume. They are up to 80% more energy efficient than typical new homes and use renewable energy systems to produce the remaining energy they need. Every part of the house works together to provide consistent temperatures throughout, prevent drafts, and filter indoor air to reduce dust and allergens. The result: exceptional energy performance and the ultimate in comfort – a home at the forefront of sustainability. It all adds up to a better living experience.

Exceptional Value

- A Net Zero Home produces as much energy as it consumes and is up to 80% more energy efficient than a home built to conventional standards.
- With a Net Zero Home, your utility bills will fall to an all-time low, and stay low all year round.
- A Net Zero Home protects you from

Greater comfort, healthier living

- A Net Zero Home delivers exceptional comfort all year round.
 - Advanced construction methods and materials along with superior heating, cooling and ventilation equipment means more even temperatures throughout the house.

Environmentally responsible

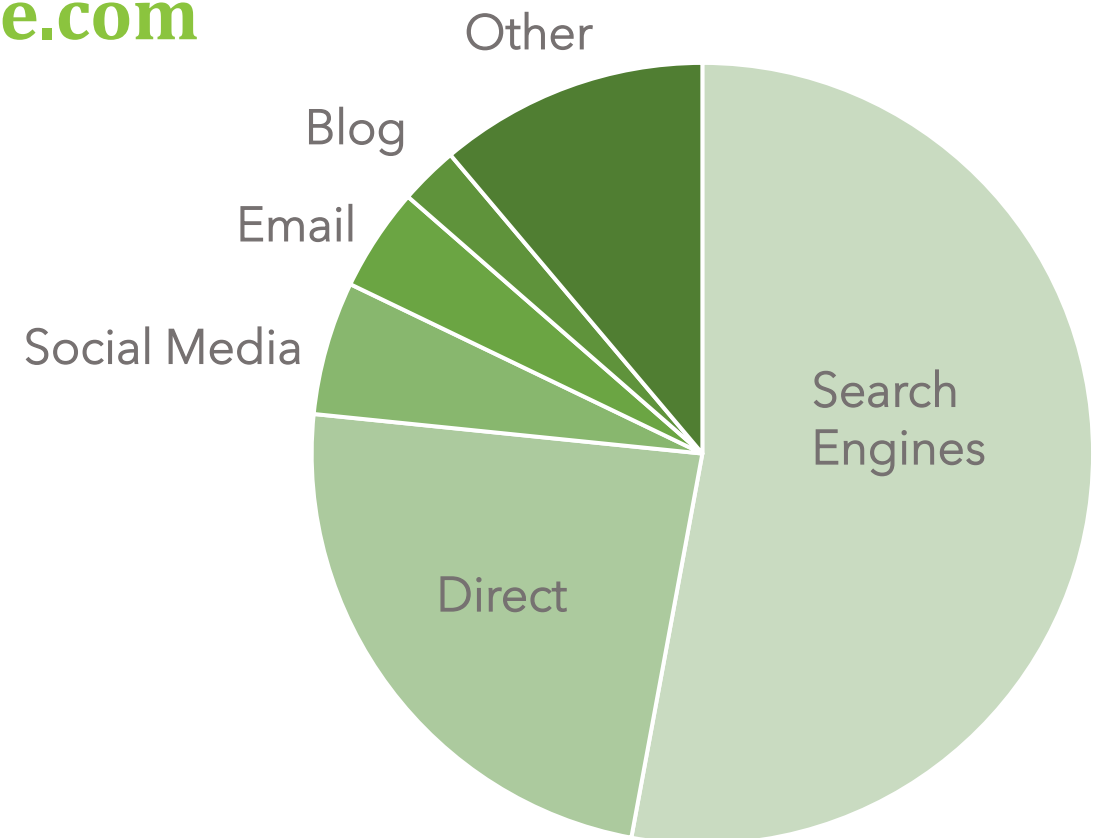
- By purchasing a Net Zero Home, you're doing your part to protect against climate change and preserve natural resources for future generations.
- A Net Zero Home produces as much energy – clean, renewable energy – as it consumes.

DEVELOPING A STRATEGY

traffic sources for www.netzerohome.com

- Search Engines 65% (up from 53%)
- Direct 18% (down from 24%)
- Social Media 3% (down from 6%)
- Email 2% (down from 4%)
- Blog 2% (unchanged)
- Other (referrals etc.) 10% (down from 11%)

Metric	Change*
Pageviews (25,072)	+172.26%
Average time on page (46 seconds)	-3.17%
Average bounce rate (0.93%)	+106.40%





DEVELOPING A STRATEGY

Search Terms

- Google Search Console is connected to Google Analytics. Once hooked up it will tell you what search terms are making you show up on searches and also what search terms lead to website visits.
- From there, analyze if those are the search terms you actually want people to find you with.
- Alternatively, are ones you hope people find you for on the list? If not, you likely need to add more of those words to your website copy.

CHBA's top search terms that lead to views of the netzerohome.com page:

- *net zero homes*
- *net zero homes Ontario*
- *net zero homes Canada*
- *net zero home*
- *netzero home*
- *what is a net zero home*
- *net zero house*
- *net zero ready homes*
- *net zero*
- *net zero homes bc*





DEVELOPING A STRATEGY

Hashtags

- Hashtags can be proprietary (ones that you create or that are specific to your company) or shared (ones that others are searching to try to find services, ideas, or entertainment).
- Try including your location in a hashtag (#OttawaBuilder, #KelownaRenovator)
- There are free hashtag generators like Inflact that will give you data on the most popular hashtags based on a keyword or photo you plan to post.
- Try using the same shared hashtags as competitors occasionally, or people who do the same thing as you in a different location

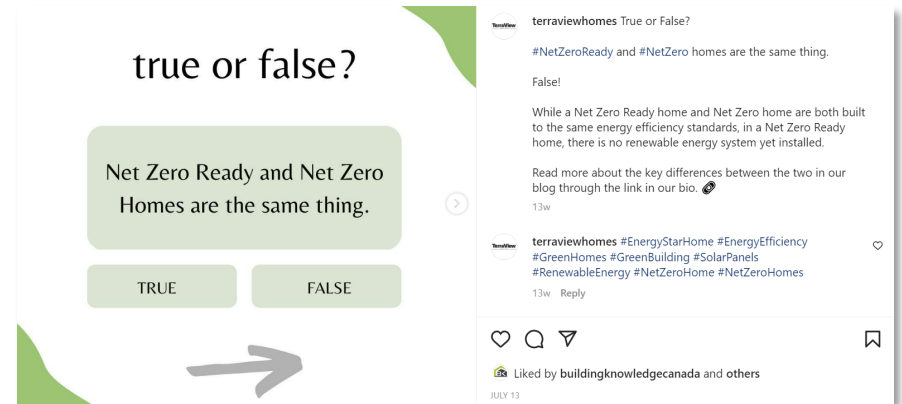
Keep in mind:
people may find
you, but are they
the RIGHT
people?

DEVELOPING A STRATEGY

Hashtags

CHBA's top hashtags for the CHBA Net Zero channels:

- #CHBANetZero
- #NetZeroHomes
- #NetZero
- #NetZeroHome
- #GreenBuilder
- #EnergyEfficiency





DEVELOPING A STRATEGY

Shared/social media

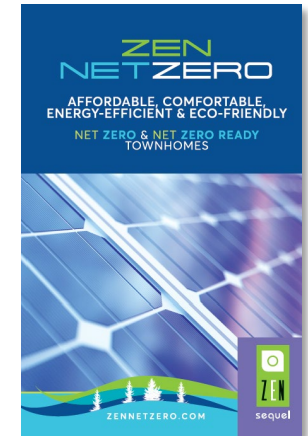
- Determine how much you're capable of doing *well*
- Outsource if needed, but keep in mind that outsourcing doesn't mean your time commitment completely goes away, since you'll need to train the company, oversee creative, etc.
- Try to stay abreast of new trends, ideas, platforms
- Diversify on more than one platform if you can
- Keep testing your messaging, targeting, and approach
- Observe others in the industry and learn from them

DEVELOPING A STRATEGY

Builder example of printed mailer campaign

- A printed postcard was mailed to people who visited the ZEN Net Zero contact/registration page.
- Avalon then tracked if those specific users returned to their website within 14 days of the sent postcard.
- This was tracked through IP addresses, with Alberta and BC geographic parameters in place.
- Ran in July and August, with 17% more mailers going out in August than July, with a return rate of 11% (compared to the 4% seen in July).

avalon
MASTER BUILDER



RESOURCES FOR MEMBERS

RESOURCES FOR MEMBERS

Marketing resources webpage

- Open to everyone to show what's offered as part of the Net Zero Home Labelling Program
- Some content (logos, digital assets) locked down to Program participants

The screenshot displays the CHBA Net Zero Marketing Resources webpage. At the top, there is a navigation bar with the CHBA logo and various menu items: ABOUT, BUYING NEW, RENOVATING, HOUSING IN CANADA, COMMITTEES & COUNCILS, FIND A PROFESSIONAL, MEMBERS' AREA, and MY HBA. A search bar and social media icons are also present. The main content area features a large banner for the "NET ZERO HOME LABELLING PROGRAM" with a background image of a modern house. Below the banner, the text reads "CHBA Net Zero Marketing Resources" and provides a brief overview of the program. A section titled "Sales & Marketing Tools" lists various resources, each with a representative image: "Qualified Net Zero Participant Logos", "Qualified Net Zero Participant Email Signature Icons", "Builder / Renovator Map Directory", "Labels", "Net Zero Builder/Renovator Brochure", "Net Zero / Ready Plaques", "Net Zero Home Award Eligibility", and "Net Zero Newsletter". On the right side, there is a sidebar menu titled "Net Zero Home Program" with a list of links. The "Marketing Resources" link in this menu is circled in red.

RESOURCES FOR MEMBERS

Net Zero assets library

- The most requested asset to come out of the last Net Zero Marketing Working Group meeting was support with creative assets
- Over 100 assets available, including royalty free videos, images, and animated logos

Stock Images



Stock Videos



Animated Logos



Net Zero Benefits



Net Zero Asset Library

from CHBA National Office (CHBA National Office)

Save to Dropbox

Download

Name

Animated Icons

Animated Logo Snippets

Benefits Snippets

Short Videos

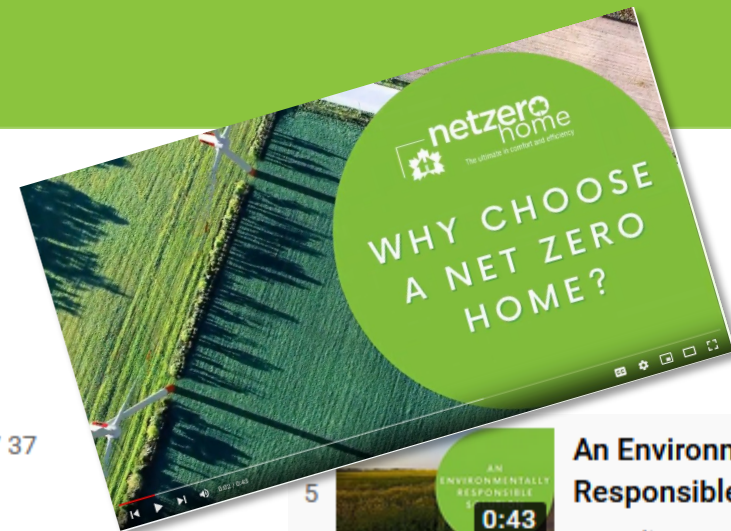
Stock Images

Stock Video

RESOURCES FOR MEMBERS

YouTube Playlist

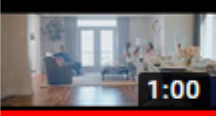




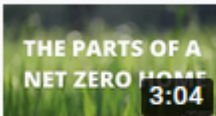
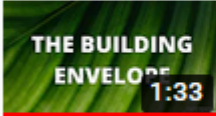


- Share anywhere you want (social media, your website, etc.)
- Use to educate your customers or yourself!
- Evergreen content
- Can also reshare from CHBA's social media when we post



Net Zero Homes in Canada

Canadian Home Builders' Association - 1 / 37



▶		What Is A Net Zero Home? Canadian Home Builders' Associati...
2		Why Choose a Net Zero home? Canadian Home Builders' Associati...
3		Looking for Exceptional Value? Canadian Home Builders' Associati...
4		Want Greater Comfort and Healthier Living? Canadian Home Builders' Associati...
5		An Environmentally Responsible Solution Canadian Home Builders' Associati...
6		The Parts of a Net Zero Home Canadian Home Builders' Associati...
7		The Building Envelope Canadian Home Builders' Associati...
8		The Mechanical System Canadian Home Builders' Associati...
9		Renewable Energy Canadian Home Builders' Associati...

RESOURCES FOR MEMBERS

Social Media Tips for Qualified Net Zero Builders and Renovators

- Benefits to being active on social media
- Idea generator for what to share
- Who to tag
- How to tag someone
- Suggested hashtags



RESOURCES FOR MEMBERS

Net Zero Home Awards

- Awards bestow credibility and confidence
- Two Net Zero Awards: Custom/Renovation and Production Home
- Home must be labelled through the CHBA Net Zero Home Labelling Program
- Extensive promotion of award entrants, finalists, and winners via CHBA website, social media, blog, and print media

www.chba.ca/housingawards



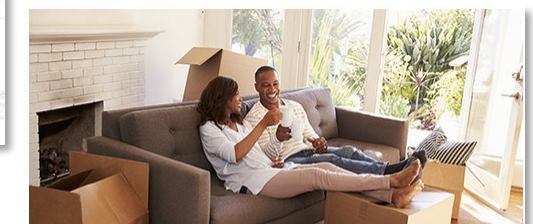
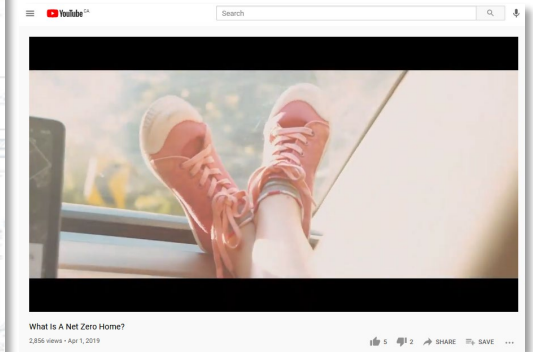
RESOURCES FOR MEMBERS

Other resources

- Logo and icons
- Brochures
- Plaques
- netzerohome.com
- Social media
- Net Zero Sales Training course
- Sample legal language for sales/purchase agreements
- 25% rebate on mortgage insurance premiums



A screenshot of the Net Zero Home website. The header includes the Canadian Home Builders' Association logo, navigation links (ABOUT, BUYING NEW, RENOVATING, HOUSING IN CANADA, COMMITTEES & COUNCILS, FIND A PROFESSIONAL, MEMBERS' AREA), and a search bar. The main content area features a large image of a family on a couch, a "Follow us on social!" section with social media icons, and a "Why live in a Net Zero Home?" section with three columns of text and images. Below this are social media feeds for Facebook, Twitter, LinkedIn, and Instagram.



Did you know you can get a 25% rebate on your mortgage insurance premium?

It's true! Find out how much you can save when owning a Net Zero Home by visiting Sagen (formerly called Genworth Canada) or Canada Mortgage and Housing Corporation.

THANK YOU

For a current list of all CHBA Qualified Net Zero Training courses being offered, visit www.chba.ca/nztraining.

