



# *Canadian Home Builders' Association*

*The View From CHBA Ottawa*

*Presentation for Spring Camp  
2019*

April 16, 2019

# Canadian Renovator Council

- **RenoMark** – marketing of CHBA members, protecting the public, social media efforts
- **Alterations to existing buildings** – Code – what is being proposed by government – CHBA position
- **EnerGuide** – CHBA's position
- **LEEP** – CHBA's position
- **Home Modification Council** – what are we doing in this space?



# Key Activities Identified in the Work Plan



- National Marketing Program
- Government Advocacy
- Education
- Professionalization of RenoMark Members
- Increase Membership & Membership Tracking
- Link RenoMark to Local & National Initiatives
- Create an Affinity Program for the Renovator
- Create a Sponsorship Program

# National Marketing Program



## Integrate RenoMark and *Get it in Writing!*

- RenoMark included in GiiW Postcards (Trade Show take-aways)



Approximately 130,000 postcards were distributed.

- RenoMark integrated into CHBA Tradeshow Booths (English and Bilingual)  
Booth is used by CHBA and by locals at home shows, reno shows, etc. over 20 times/year

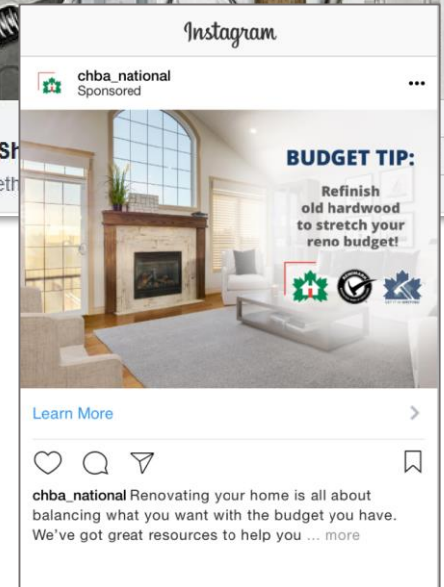
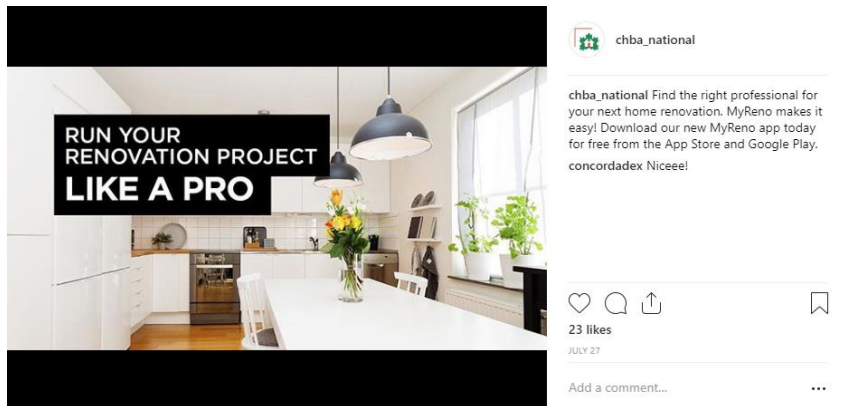
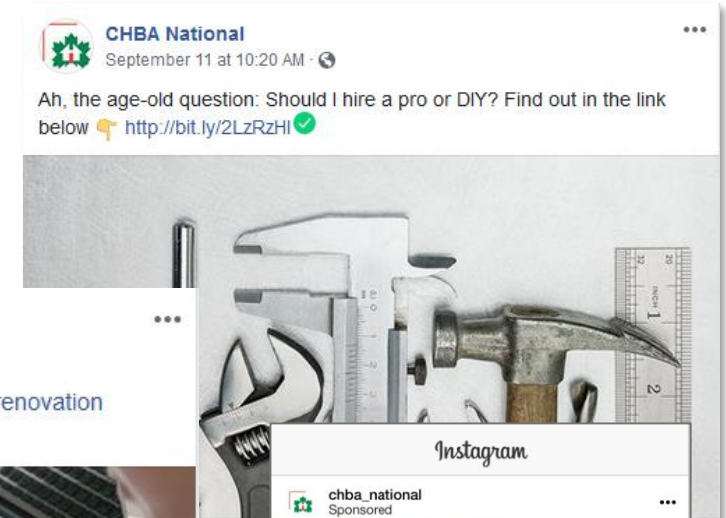
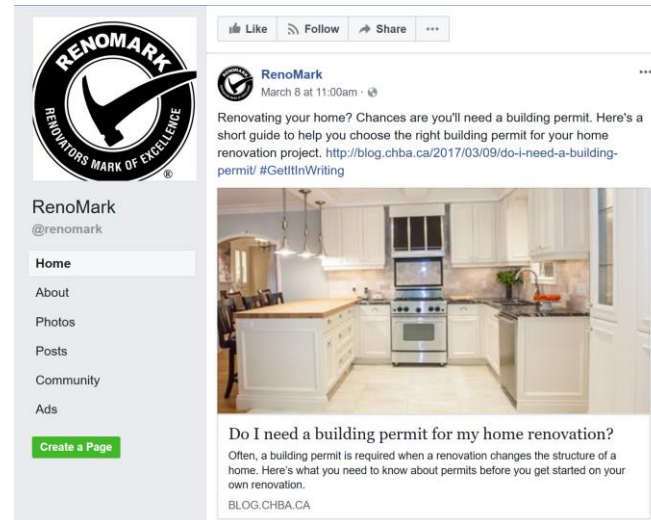




# Renovation Social Media Content

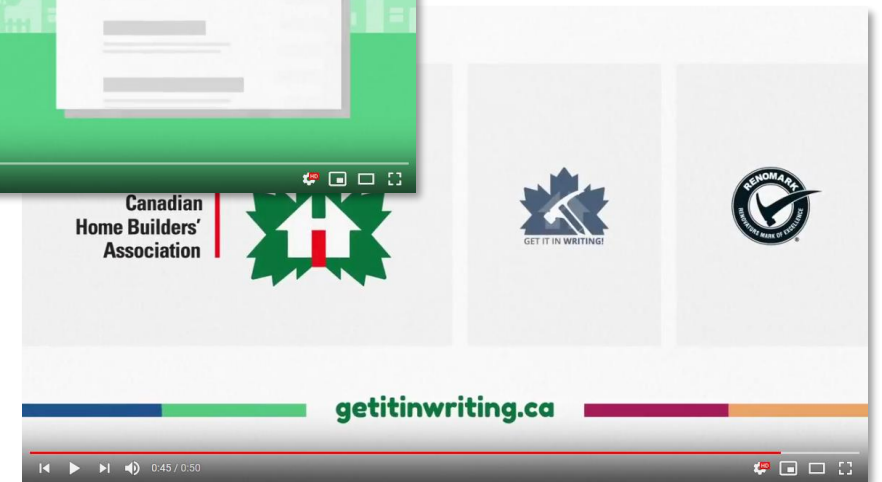
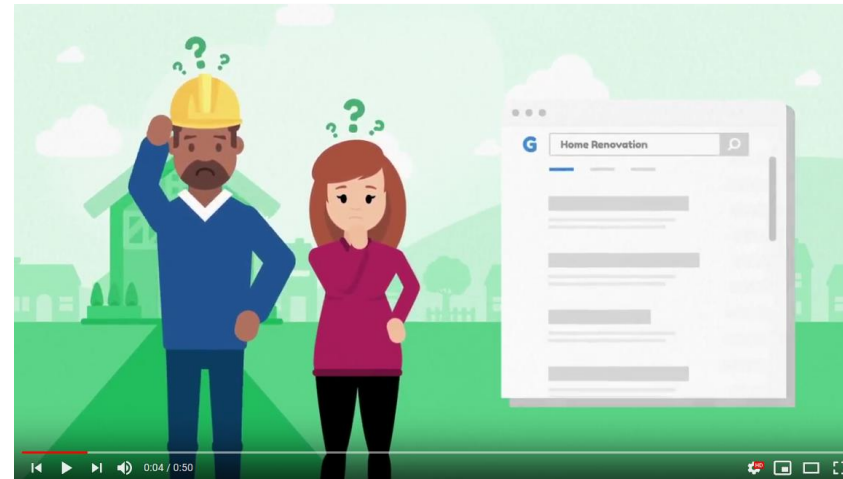
Since March 2018

- Over 1M impressions
- 42,000K link clicks



# National Marketing Program - Videos

- 22 videos created that feature the RenoMark logo
- Since March there have been over 2,000 video views directly on YouTube and nearly 7,000 video views on Facebook.





# National Marketing Program – Reno Hero



- Reno Hero videos feature RenoMark renovators who have been hired by homeowners to correct a botched renovation
- 2 Reno Hero videos launched, 2 more completed and ready for launch







# Professionalization of RenoMark Members

- Reno Hero
- Stories and Video



## ONE CONTRACTOR'S STORY

The writer is a member renovator of the Canadian Home Builders' Association

In December 2015, I received a phone call from a homeowner who had seen our advertisement. She hoped we could help her out.

Her main floor bathroom had been torn out and gutted right down to the framing and concrete floor. Electrical had been partially disconnected and the plumbing drain and vent lines had been roughed in.

At that point, the bathroom had been sitting completely unusable for the last two months because the homeowner and the previous contractor had a disagreement regarding the scope of work for the renovation. With no clear written scope, both were unable to move forward. She could not even sit down with the contractor to have a reasonable discussion.

With over \$6,000 already invested into the renovation, the homeowner's only option was to find another contractor willing to pick up the pieces.

As we all know, picking up the pieces of someone else's unfinished job is often more difficult than starting a job from scratch. It's also more expensive because you have to sort through the mess of others.

Because the homeowner had no written scope of work, she could not go to court or pursue other types of mediation or arbitration.

*"With over \$6,000 already invested into the renovation, the homeowner's only option was to find another contractor willing to pick up the pieces."*

Everyone wants to get a good deal, and everyone deserves to pay a fair price. Homeowners, however, need to be aware: a cash deal will ALWAYS leave them vulnerable to untold risks.

If this particular homeowner walks away from this experience with just a loss of \$6,000—the amount she already paid the original contractor—she should consider herself lucky. A little research upfront and demanding a written contract would have saved her a lot of money, time, and frustration.

Home renovation projects don't need to be nightmares. For a complete guide on the right way to find and hire a contractor, visit: [www.hiringacontractor.com](http://www.hiringacontractor.com).

Canadian  
Home Builders'  
Association



reno  
lhero





# National Marketing Program – MyReno



- MyReno App launched Spring 2018
- Well received by renovator members
- Has resulted in better data from HBAs
- To date, nearly 1,500 downloads



Download our new  
app, **MyReno**



## Plan Like a Pro

Developed by professionals – MyReno is a step-by-step planning tool to help kickstart your next home renovation project.

[Learn More](#)



# Media stories have reached over 71 million readers



## 6 reasons to rethink that cash deal on your renovation

(NC) When homeowners repair or renovate, cash deals are all too common. "Pay me cash" contractors shave their prices by eliminating taxes and consumers pay less and get a better deal. Or do they?

There's a definite downside to cash deals — the increased risk for homeowners. When you hear about renovation nightmares, odds are this involved a cash contractor. And most times, the homeowners who got ripped off weren't able to do anything about it.

Fortunately, you can protect yourself by hiring a professional and getting your agreement in writing. Remember that contractors who work for cash ignore the rules — and this goes way beyond not paying their taxes. Before you consider hiring someone for cash, learn more about these common practices of cash operators that could cost you money:

### 1. The work is never started or left unfinished.

After a large down payment or progress payment in cash, the contractor disappears forever.

### 2. Shoddy work and products.

The contractor does as little as possible, using

cheap materials. Because nothing is written down, there's nothing you can do about it.

### 3. No permits and inspections.

You may have an illegal project on your hands, or one that doesn't measure up to current codes and standards. What happens when you resell your home? Is it safe? How do you know?

### 4. No workers' compensation.

If someone gets hurt on the job, you may be financially responsible.

### 5. No builder's insurance.

If your home or adjoining property is damaged, the cost of repairs may come out of your pocket.

### 6. No warranty and no follow-up service.

The contractor is nowhere to be found and doesn't respond to your calls.

Find more information at [www.getitinwriting.ca](http://www.getitinwriting.ca).

[www.newscanada.com](http://www.newscanada.com)







# Success with Find a Member



Unique  
Page Views

255,623

Average Time  
on Page

1 min 16 sec

Since March 2018  
5,620 people visited the CHBA  
Member Directory and  
**spent over 2 minutes searching for  
members.**

Canadian Home Builders' Association

Visit our blog | Read our magazine | Sign In | Keyword Search

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

## CHBA Member Directory

\* Category search terms include:

- Home Builder
- Developer
- Renovator
- Trade Contractor
- Manufacturer
- Supplier
- Professional Services
- Design Services
- Financial/Insurance
- Government
- Media

Company Name Contains:

City:

Province:

Local Association:

Category:

RenoMark preferred?

Find

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Member Company	Company Info
1-800-NEW-ROOF	1-800-NEW-ROOF Ottawa, ON www.1800newroof.ca HBA: Greater Ottawa HBA (800) 639-7663 Categories: Trade (sub) Contractor
1119354 BC Ltd.	Kamloops, BC HBA: CHBA-Central Interior (250) 319-7263 Categories: Builder/Renovator
1st Choice Home Solutions	London, ON www.1stchoicehs.com





# New CHBA Renovators' Manual



- new “sequel” publication to CHBA Builders' Manual (a national best seller) in development
- Building Science 201 – Building Science for Renovators





**Thank you.**