

CHBA NATIONAL HARD AT WORK FOR RENOVATORS

Canadian
Home Builders'
Association



A strong voice helping ~2,000 renovator and trade contractor member companies succeed and prosper.

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 Day on the Hill - Big presence for members

CHBA FEDERAL, NATIONAL, AND INTERNATIONAL PRESENCE

Building brand recognition and advancing the industry's needs with government, CHBA is active with **politicians, government officials, national media, national and international organizations.**

Representing member interests through:

- Federal Pre-Budget Consultations, leading to significant policy and program wins
- Strong presence in election campaigns, resulting in extensive take-up of CHBA recommendations in party platforms
- Regular engagement with key Federal departments/agencies: Finance, CMHC, Natural Resources Canada, ESDC & more
- Regular input into **government consultations**
- Membership on **Codes & Standards bodies**
- Regular appearances at **House of Commons and Senate Committees**
- Annual **CHBA Days on the Hill**, with over 80 meetings with MPs
- 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

Actions & Wins

New refinancing options with ensured mortgages to encourage homeowners to build secondary suites and accessory dwelling units (ADUs).

Multi-Generational Renovations Tax Credit secured for secondary units.

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

Construction Mortgage Multi-Units Program provides financing options to homeowners looking to add up to five new housing units to their property.

New Residential Renovation Price Index from Statistics Canada, providing more data on the industry

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 Officer/HBA operations:

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



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

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

Active engagement in **National Building Code** commission, committees, working groups, including work on new **Alterations to Existing Buildings** section.

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

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

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

“Every day, CHBA is hard a work keeping your needs and concerns top-of-mind with the federal government, industry stakeholders, and the media, so you can focus on your business’s growth and success.”

- Kevin Lee, CEO



“I’ve had the chance to see how the Association helps members thrive. Getting involved is where the real value lies, whether you’re focused on growing your business, shaping policy, or expanding your professional circle.”

- Curtis Mercer, President



Renovator Support



RenoMark is a consumer-facing program giving CHBA renovators a marketing edge.

Renovation Month national marketing campaign for RenoMark, generating nearly 20 million impressions across radio, print, digital, and social media.



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.



CHBA Renovator Review

Bi-monthly newsletter for renovator and trade contractor members.

CHBA Renovator's Manual

The definitive guide for home renovation in Canada (with member discounts).



CHBA Renovation Market Index

provides a leading economic/ housing indicator to inform government advocacy/policy on the greater residential construction industry.



CHBA's Economic Impact Fact Sheets

illustrate economic impacts of our industry to support local & provincial HBA advocacy.

CHBA Municipal Benchmarking Study

addresses permitting and process challenges at the municipal level.



Promoting careers

in residential renovation.



CHBA's Get It In Writing!

campaign fights the underground economy.



CHBA RenoMark Newsletter

Bi-monthly newsletter with RenoMark marketing tools, resources, and guidance.

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.

CHBA NATIONAL ADVANTAGES

- YOUR MEMBERSHIP WORKING FOR YOU -

MEMBER SAVINGS

NATIONAL ADVANTAGES PROGRAM



www.chba.ca/member-deals

