



RENOVATION MONTH GUIDE

CAMPAIGN THEME

**Renovate Right.
Renovate Now.
RenoMark**

*Verified professionals.
Trusted results. Peace of mind.*

This Renovation Month, don't just start your project—start it right. RenoMark contractors are verified, insured, and committed to doing the job right. No shortcuts. No surprises. Just trusted professionals who put homeowners first.

Renovate Right:

Don't gamble with your biggest investment. You can count on RenoMark contractors to follow a strict Code of Conduct and always provide a contract and warranty.

Renovate Now:

The best time to start is today. Avoid delays and rising costs by finding a RenoMark contractor this Renovation Month.

RenoMark:


RenoMark contractors are verified by the Canadian Home Builders' Association. That's peace of mind you can trust.

WHAT IS RENOVATION MONTH?

October is Renovation Month – a national initiative to motivate homeowners to take action on their renovation goals by choosing verified RenoMark contractors. This month-long campaign will focus on the benefits of working with trusted professionals and encourage homeowners to 'Find a Renovator' at RenoMark.ca. With members and HBAs all participating in the campaign, we'll greatly increase its effectiveness.

HOW YOU CAN GET INVOLVED

1. Mark your calendar:

 Renovation Month runs from **October 1 to 31, 2025**. Participate with social media posts, blogs, and community engagement. Set a reminder to check in weekly for new tools and tips from CHBA.

2. Download and share RenoMark content:

The CHBA team will be sharing a library of digital assets—including social post templates, banners, graphics, and blog ideas—for you to use. Add your company or HBA logo, your project photos, and your own personal touch.

3. Use the hashtag and tag Us:

In October, maximize reach and engagement by tagging @renomark on all platforms and using the #RenovationMonth hashtag. This helps CHBA reshare your content, drive traffic back to your business, grows the RenoMark brand and builds campaign momentum.

4. Post and repost:

Share renovation tips, transformation photos, client testimonials, or stories behind your most memorable projects. Reposting official RenoMark content is a great way to stay visible even if you're short on time or staff.

5. Host or support an event:

Events are an excellent way to engage with local media and establish trust with potential clients. Consider setting up a community event or open house. The campaign dropbox will have signage, promotional collateral, and suggested talking points.