Canadian Home Builders' Association

NATIONAL AWARDS *for* HOUSING EXCELLENCE

CHBA National Awards for Housing Excellence

MARKETING HANDBOOK

Canadian Home Builders' Association

YOU'VE ENTERED – NOW LET PEOPLE KNOW!

Even before finalists and winners are announced, the fact that you've entered the CHBA National Awards for Housing Excellence is worth sharing. Participation alone signals confidence in your work and commitment to excellence. Here's how to leverage your entry:

- **Announce Your Entry:** Share a post on your social channels letting followers know you've submitted a project. Use hashtags like #CHBAHousingAwards and tag @CHBANational.
- **Show Behind-the-Scenes:** Post photos or videos of the project you entered, your team at work, or the story behind the design.
- **Highlight Industry Recognition:** Position your entry as a sign of quality—"We're proud to have our work considered among Canada's best!"
- **Engage Your Audience:** Ask followers to guess which project you entered or share what they love most about it.

HOW CHBA HELPS

Entering the CHBA National Awards for Housing Excellence isn't just about recognition—it's also about visibility. CHBA actively promotes entries through our social media channels, giving your work exposure to a national audience. If your project is showcased, repost and share widely—it's free exposure!



SAVE THE DATE

Glitter and Groove Awards Bash
May 14th, 2026 – Whistler, BC

If you're named a finalist or winner, you'll want to celebrate in style. Mark your calendar for the Awards Gala—a night of networking, recognition, and marketing opportunities you won't want to miss.









MARKETING YOUR BIG ACCOMPLISHMENT

Congratulations on your success in the CHBA National Awards for Housing Excellence! Now is not the time to be humble – market your accomplishment like a rockstar! There are a lot of ways to get your company name out there. This handbook will provide you with suggestions on how to market your accomplishment, even if you're a small team and/or have a modest marketing budget.

PROMOTE YOURSELF & WIN MORE BUSINESS

Being recognized in a national awards competition is an impressive achievement that you should really take advantage of. Use your accomplishment to generate increased brand awareness and consumer confidence, and to drive new business to your company. Accolades separate you from your competitors and position your company as a leader not only in your area, but across Canada. Feeling shy about promoting your achievement? Remember that you're representing not only your company, but also your Association. When we celebrate each other, our whole industry wins.

Congratulations again!
We hope to see you at this year's awards gala!

Canadian Home Builders' Association

EMBRACE SOCIAL MEDIA



Social media is a cost-effective way to create buzz and interest around your project. Moreover, social media is more than just a place to make announcements; get people excited about what you do so they want to share your projects. It also works as a hub for communication with your business via comments, posts, ratings and private messages. Being active on as many platforms as possible allows you to communication and engage with your followers regularly, and ultimately enables you to reach a wider audience.

Use Visuals

Share images and videos of your project, your team, and even behind-the-scenes snapshots via social media while telling everyone about your accomplishment in the description box. You can put the finalist/winner logo on the image to make it extra official.

Use #Hashtags

In addition to hashtags that make sense for your target audience, make sure to use the hashtag **#CHBAHousingAwards** for all social media posts to broaden your reach.

Buy Ad Space

Have a great social media post idea? Consider promoting it as an ad to expand your reach and target your ideal clients.

Repost Your Mentions

The **@CHBANational** Facebook and Instagram accounts regularly showcase finalists and winners. Feel free to share your post when
you see it!

Leverage Your Network

Tag other CHBA members who worked on the project with you, and your local/provincial HBA! Looking for more reach? If it's right, encourage excited employees to repost and share your content – after all, it's their win, too!

Be Consistent

Shake up your content, but definitely post more than once to make sure your accomplishment is getting noticed. Not everyone is online at the same time.

FINE TUNE YOUR STRATEGY

Utilizing social media strategically to promote your accomplishment can help attract and retain customers. Here are some tips to help you get the most out of all your social channels.

- **Make use of Instagram Stories:** Instagram stories are a great tool to generate interest in your service. Consider sharing your project milestones from start to finish or documenting the awards night to showcase the prestige of the venue and event.
- **Update your HOUZZ profile:** Update Houzz with pictures of your project. Make sure you link yourself as a member of CHBA to show your passion and commitment to the industry.
- **Post at strategic times:** The lifespan of a social media post is very short. If you want to get noticed, research what time the social channel you're posting to gets the highest engagement. It often changes, so if you haven't checked in a while now's a good time!
- **Use an appropriate voice:** Communicate with your followers in an authentic voice that reflects your company culture. Authenticity and a conversational tone will always resonate better than a robotic delivery.

SOCIAL MEDIA RESOURCES

Don't have an experienced marketing team at your side? Don't worry! There are many **free and easy tools** to take you from novice to expert in no time!

CANVA.com

Canva is a free and simple-to-use graphic design tool website offering photos, vector images, graphics, fonts and even ready-made templates.

LATER.com

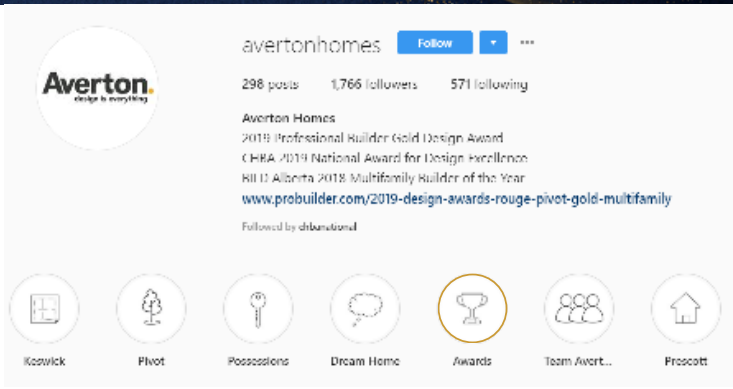
Save time by organizing and scheduling your social media posts in advance. Queue up images, manage multiple accounts, and view analytics.

Google Analytics

Learn which of your social media posts, and which platforms, drive the most traffic to your website. Use those more!

SOCIAL MEDIA

Whether it's Instagram, LinkedIn, Facebook or Twitter, most social media accounts have a bio section where you can add information about your company. Add your accomplishment to this section to make it more highly visible to potential customers.



Check out how Averton (@avertonhomes) displays all their award wins in their bio and in their highlighted stories.

Announcement posts

Share links to CHBA's press release, media coverage, and your company's blog post across your social media channels—especially if you wrote the blog yourself! Include a short, compelling snippet from your press release that reflects your brand's tone.

To get inspiration, search **#CHBAHousingAwards** on Google or your preferred social platform and take note of the posts that receive the most engagement. Be sure to include a photo from the awards night, as visuals tend to attract more attention than text alone. Promoting your involvement on social media is essential, as many consumers use these platforms to learn more about your company and assess your credibility.

Instagram Stories

On the night of the awards make sure that your phone is charged and you're ready to keep people posted on social media. Set the scene with a photo or two of yourself or your team all dressed up and ready for a fun time. Make sure you post a photo before the announcement so that you give your clients, followers and friends a reason to comment and wish you luck.

Once again, this is about engagement. Instagram stories can also help to build suspense for those following from home/phone. Create a "highlight story" later on so that your involvement can be seen by customers who visit your page after the awards are done.

TAG WINNERS, EVEN IF IT'S NOT YOU!

Share the achievements of award-winning individuals or businesses on social media and tag them to show support. This also applies to collaborators on your projects. Such actions enhance your brand's visibility and foster connections, allowing you to promote your company while celebrating others, regardless of whether you win an award.



OTHER OPPORTUNITIES

Don't stop at social media—there are plenty of other ways to market your accomplishment! This document outlines several additional strategies in more detail to help you make the most of your recognition.

Video

Do a short video interviewing someone at your company, a walk around the project, or even just an image slideshow with some text overlay. Video production does not need to be expensive; a cell phone and free software (we like Wondershare Filmora) is enough to get your started.

Press Releases

Press releases are a powerful media tool to help generate publicity for your project. When pitching the press, make sure you mention there are professional photos of your project available.

Collaborate

In addition to writing your own blog posts, consider contributing to someone else's content. Consider your target market and find out what websites they follow online, then reach out to whoever is behind them to ask if they would like a feature writer.

Blog Posts

Write a blog post for your website about the awards competition and your entry. Use the CHBA press releases for details about this year's awards program.

Post To Your Website

Awards warrant home-page real estate on your website. Consider adding the award logo you've been provided to website headers and footers, or create an awards page in your "About" or "Credentials" page.

Update Sales Material

Being recognized in the CHBA National Awards for Housing Excellence competition is a professional achievement! Display your logo on sales material, trade show booths, business cards and stationery.

Print And Digital Ads

Storytelling is an effective marketing strategy. Tell the story of your project in a variety of media. Consider adding the award logo to highlight your accomplishment.

PRESS RELEASE

Catch the attention of the press by writing a press release—it's a cost-effective way to attract potential customers and drive traffic to your website. **For inspiration, take a look at the press release by Lucchetta Homes on newswire.ca to see how it's done effectively.**



Lucchetta Homes tops list of finalists for the CHBA National Awards

LUCCHETTA HOMES
Legendary Luxury

NEWS PROVIDED BY
Lucchetta Homes →
Feb 28, 2019, 18:10 ET

SHARE THIS ARTICLE

Only Ontario builder to have been selected this year as a finalist in five categories!

WELLAND, ON, Feb. 28, 2019 /CNW - Lucchetta Homes has been selected as a finalist for the Canadian Home Builders Association (CHBA) annual National Awards for Housing Excellence in five categories:

- *Best Detached Home – One-Story Bungalow:* "Riverside" at Hunters Pointe.
- *Best Attached Home – Under 1,500 sq.ft.:* "Riverside" at Hunters Pointe.
- *Best Print Ad:* "Riverside" at Hunters Pointe.
- *Best Attached Home – 1,500+ sq.ft.:* Davis Heights.
- *Best Brochure:* Davis Heights.

Winners will be revealed at CHBA's 76th National Conference on May 10th, 2019 in Niagara Falls, Ontario.

Every year, home builders, designers, and renovators from across Canada compete for the coveted CHBA National Awards for Housing Excellence. Recognized as the "Oscars" of housing, this year's event will bestow 40 awards to honour the best of the best in Canada in a broad range of categories: new homes, community development, Net Zero homes, modular innovation, design, renovation and marketing.

Over 700 entries were submitted across the country this year. Nearly 200 judges shared the challenge of reviewing each entry over several weeks. The competition was compelling. "Simply to be nominated amongst the very best in the industry in Canada is a tremendous achievement, and testament to our entire team," said Kim Kopyl, Director of Sales & Marketing with Lucchetta Homes.

"Feedback from our judges was that the calibre of entries this year was exceptionally high," said CHBA CEO Kevin Lee. "This year the competition increased its focus to the context of the project – such as who the home or community was built for. Our judges really had to consider how well the project's desired outcomes were met. The finalists this year truly represent the best in Canada."

"Being a boutique builder, we are proud to have been considered for such prestigious national awards," said Robert and Ed Lucchetta, Principals of Lucchetta Homes. "We build every home as if we would live in it ourselves, and this achievement further validates our focus on homeowner satisfaction. Congratulations and good luck to all finalists. We are honoured to be surrounded by such great company!"

Lucchetta Homes is currently building several communities in the heart of the Niagara Region: The Residences at Hunters Pointe, Ryan's Grove, Davis Heights and Lusso. Niagara is a perfect destination for those seeking to live life to the fullest, without compromising the conveniences of modern living. Lucchetta Homes is currently selling "Riverside," at Hunter's Pointe, an exciting mix of single-detached and attached bungalow homes in a resort-style, active-lifestyle, energy-star community. Lucchetta's Davis Heights community in Fonthill is a private enclave of 36 custom-curated luxurious bungalow towns, overlooking a Carolinian forest.

About Lucchetta Homes
Lucchetta Homes celebrates more than 60 years experience, building outstanding luxury homes across Southern Ontario. Second generation Principals Robert and Ed Lucchetta, proudly carry on the tradition of delivering innovative design, superior quality construction, unprecedented value and exceptional customer service, a tradition that their father Ugo Lucchetta begun in the 1960's.

Lucchetta Homes is proud to continually receive Tarion Warranty Corporation's highest rating for customer service and satisfaction – values also demonstrated by the company's remarkably high referral rates. Other recent accolades include the prestigious CHBA "Best Community in Canada" award for its Residences at Hunters Pointe community in 2017. Lucchetta Homes is well recognized in the industry for innovation, having built Canada's First Net Zero Ready Qualified Home, by CHBA guidelines.

SOURCE Lucchetta Homes

Kim Kopyl, Director of Sales & Marketing, Lucchetta Homes / kim@lucchettahomes.com / 416-455-1730, @lucchettahomes, www.lucchettahomes.com

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Source: https://bit.ly/2p5UZws

1 Find A Newsworthy Angle

Craft a strong and concise headline that draws readers in. To do this, really focus on what makes your project special and stand out from the rest of the competition.

2 Include Quotes

Insert personal quotes from the CEO or significant individuals involved discussing special facts or information about the project. What was the inspiration? How long did the project take? Readers will pick up on the excitement.

3 Body

Use the body of your press release to communicate exactly what you want the public to know about the project and your business. Make it interesting, easy to read, and to the point.

4 End With Company Info

Provide a brief background and overview of the company, and always be sure to include contact information.

POST TO YOUR WEBSITE

Finalists and winners of the CHBA National Awards for Housing Excellence receive an official logo they can use to promote their achievement, so make sure to showcase it on your website. Feature the logo on your homepage, portfolio, or in a "credentials" section, and link it back to the CHBA awards webpage (www.chba.ca/housingawards) so visitors can see that it's part of a highly competitive program.





Best Builders made it easy for users to see their accomplishments by showing off their winning on the main page of their website.

www.alloyhomes.com/



See how Jayman BUILT Calgary showed off their award winning project in the "Awards & Recognition" section of their website.

www.jayman.com/why-jayman/awards-and-recognition/

BLOG POSTS

Writing about your involvement in the awards through blogging is a great way to boost your company's online visibility, increase brand awareness, and support overall growth. Adding a comments section to your blog makes it easy to engage with your audience. For a great example, check out the blog post by newinhomes.ca that highlights competitors in the awards competition.



The finalists of the 2019 CHBA National Awards for Housing Excellence

By Newinhomes on Mar 15, 2019

The Canadian Home Builders' Association recently announced the finalists of the 76th annual CHBA National Awards for Housing Excellence!

The CHBA National Awards recognize the best in new homes, renovations, community development, and marketing across the country. Nearly 200 judges each reviewed more than 700 entries to determine the finalists. A select panel of jurors reviewed the finalists and selected the winners.

There are 40 awards that will be presented, including a variety of new home awards, a Net Zero Home award, a range of home renovation awards, many marketing awards, and two major awards are the Marketing Excellence and Design Excellence awards.

"Our categories reflect the incredible housing diversity in Canada: low-rise houses, high-rise apartments, and homes built for ownership or rental purposes," says CHBA CEO Kevin Lee. "These finalists showcase the incredible innovation and creative design involved in building and renovating homes for a variety of price points."

There are many builders and projects in Ontario that are listed as finalists. In the Attached Homes – Mid- to High-Rise Condominium or Apartment Project (Completed) category, Homes By DeSantis (AquaBlu Waterfront Condominiums in Grimsby), Kylemore Communities (The 6th Angus Glen in Markham), and Pratt Homes (Banting Square in Alliston) are nominated!

Sifton Properties, who won big at the EQ Awards recently, is nominated for three CHBA National Awards, including Detached Homes – Production | 2,501 to 3,000 square feet, Net Zero Home Award, and the Community Development Award. All three nominations are for their communities in London, Ontario.

Another Ontario builder with a few nominations is Lucchetta Homes. They're finalists in Best Detached Home – One-Story Bungalow: "Riverside" at Hunters Pointe: Best Attached Home – Under 1,500 square feet for "Riverside" at Hunters Pointe: Best Print Ad for "Riverside" at Hunters Pointe: Best Attached Home – 1,500+ square feet at Davis Heights: and Best Brochure for Davis Heights.

"Being a boutique builder, we are proud to have been considered for such prestigious national awards," says Robert and Ed Lucchetta, Principals of Lucchetta Homes, in a press release. "We build every home as if we would live in it ourselves, and this achievement further validates our focus on homeowner satisfaction. Congratulations and good luck to all finalists. We are honoured to be surrounded by such great company!"

The winners of the CHBA National Awards for Housing Excellence will be announced at an Awards Gala at the 76th annual CHBA National Conference on May 10, 2019 in Niagara Falls.

You can check out all the finalists here!

Collaborate With Others

Reach out to industry-specific websites to see if they can feature your project before and after the awards ceremony—this is a great way to build brand recognition and drive traffic to your website. Once the feature is live, be sure to repost it on your own social media channels to maximize visibility.

Social Sharing

Include social media share buttons so anyone connected to your company can easily post to their own channels, and encourage your employees to share the story on their personal accounts to help generate interest and expand your reach to a wider audience.



Use Backlinks

Be sure to drive traffic by linking to other relevant content in your posts, such as older blog entries about the awards or directly to the CHBA awards page—this helps keep visitors engaged and reinforces your credibility.

PRINT AND DIGITAL ADS

Reach out to local newspapers to share your involvement in the housing awards—it's a great way to gain exposure. If you're already running print or digital ads, consider adding the Housing Award logo to your campaigns to reinforce your credibility. And if your budget allows, aim for a standout placement like the front page, as Mizrahi Developments successfully did in figure 1 below.

f you're on a tight budget but still want recognition, submit photos of your project to your local newspaper and see if they can mention you in any upcoming stories covering the awards.

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Canadian Home Builders' Association

UPDATE ALL COMPANY SALES MATERIAL

Being recognized with an industry award is a powerful way to build trust in your brand. Make the most of it by using the awards logo on your sales collateral and adding the finalist or winner logo to your email signature to keep your achievement top of mind all year long. You can also feature the logo in other places like brochures, signage, and digital presentations to reinforce your credibility.

- Business Cards
- Letterheads
- Envelopes
- E-mail
- Signature
- Swag
- Banners
- Vehicle Wraps
- Indoor Office Signage
- Tradeshow Booths
- Outdoor Signage

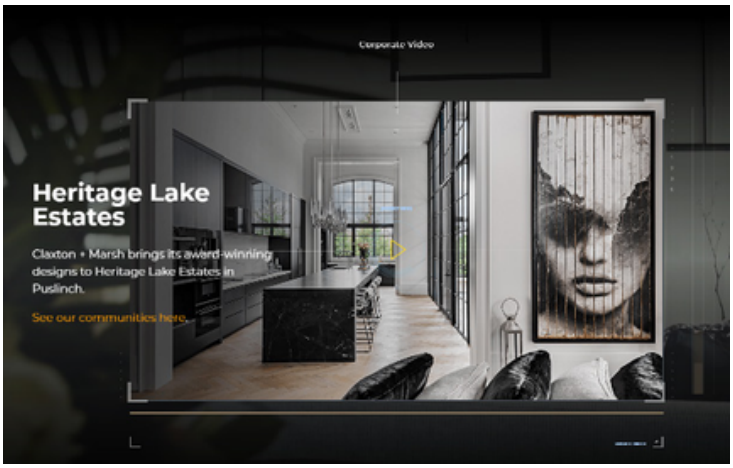




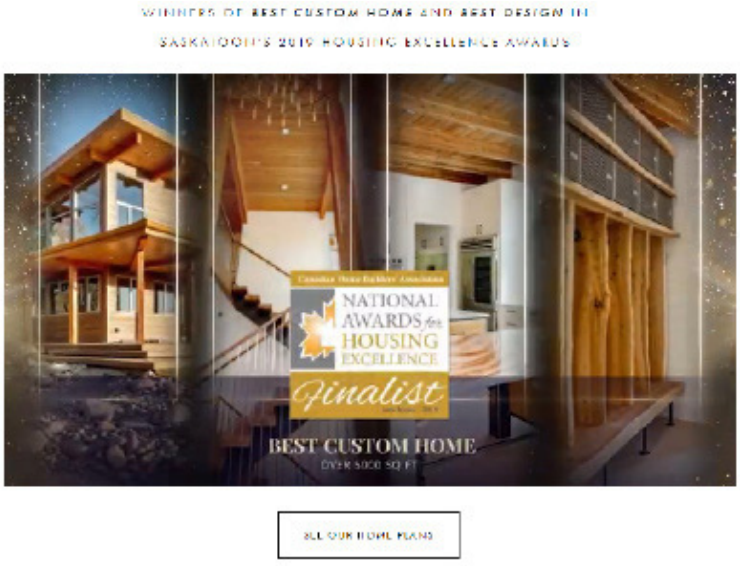
ALL INFORMATION ON BUSINESS CARD IS FOR EXAMPLE ONLY.

CREATE A VIDEO

Video is one of the most effective ways to showcase your award win on YouTube and other platforms. Creating short, easy-to-digest content helps hold viewers' attention and makes it easier to share across multiple channels. A well-crafted video can influence customer decisions and strengthen your brand presence—so the more places you share it, the better!



1 Claxton + Marsh (Claxtonmarsh.ca) creates a professional 6:24 minute video promoting the prestige level of their company and award-winning project



2 Haven Builders (Havenbuilders.ca) highlight their achievements in a 45 second video for easy distribution across all their online and social platforms.

1 Highlight Your Project

Your project is the star of the show, so consider creating a video to highlight it. You can hire a professional videographer and editor, like Claxton + Marsh did, or make your own montage using before-and-after photos, project details, and client testimonials to showcase the transformation and impact.

2 Highlight Achievements

Reach out to industry-specific websites to see if they can feature your project before and after the awards ceremony—this helps build brand recognition and drive traffic to your website. Once the feature is published, make sure to repost it across all your social media channels to maximize visibility.

FOR FINALISTS AND WINNERS

Canadian Home Builders' Association

GLITTER AND GROOVE AWARDS BASH

The Awards Gala – More Than a Celebration

The CHBA National Awards Gala isn't just a party—it's a powerful marketing opportunity.

Save the Date

May 14th, 2027
Whistler, BC

WHY ATTEND?

- **Celebrate Your Success:** Whether you're a finalist or winner, this is your moment to shine.
- **Network with Industry Leaders:** Connect with builders, renovators, designers, and suppliers from across Canada.
- **Create Shareable Content:** Capture photos and videos of your team at the event. Post live updates and stories to build excitement and engagement.
- **Maximize Visibility:** Tag CHBA and use #CHBAHousingAwards to join the conversation and amplify your reach.
- **Build Your Brand:** Show clients and partners that you're part of Canada's top housing professionals.

Tip: Bring your marketing mindset—plan posts in advance, charge your devices, and think about how you'll showcase the experience online.



Glitter & GROOVE

2027 Awards Bash

Finally..

CELEBRATE WITH YOUR TEAM!

Take a moment to pause your day-to-day activities and truly celebrate this achievement with your team—it's their win too! Whether you host a party or simply pop some bubbly, showing appreciation for their contributions reinforces that their efforts are part of the company's success. Celebrating together strengthens team bonds and fosters a sense of pride that can motivate everyone to keep your business on a winning path. If others collaborated on the project, invite them to join the celebration. Be the kind of company people want to work with because they feel valued. And if you're up for it, share snippets of the celebration—whether through a live social media post or a recap later on—to give others a glimpse into your company culture. If they like what they see, it could be one more reason to do business with you or even join your team.

