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Columns

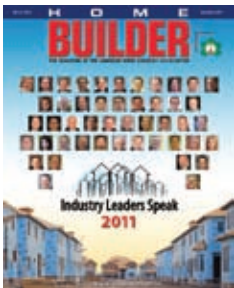
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COVER



The faces behind Industry Leaders Speak. Housing photo by Kelvin Chan

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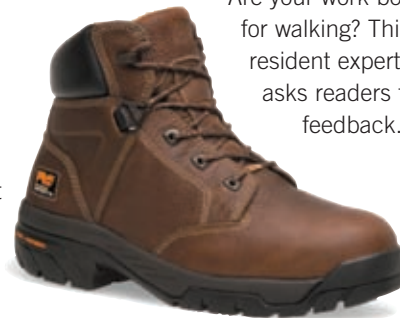
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Are your work boots made for walking? This month, resident expert Jon Eakes asks readers for their feedback.



Next Issue: Home BUILDER Magazine Buyer's Guide 2012



The January/February issue of Home BUILDER is dedicated to the Annual Buyer's guide, an up-to-date listing of Canada's top building products suppliers to the residential construction industry. It will be read by more than 100,000 building professionals.

Buyer's Guide listings are FREE

Important notice to manufacturers and suppliers: Ensure your inclusion by promptly returning the forms we send you in the next few weeks. New companies can also be included by listing online at the Buyer's Guide section of www.HomeBuilderCanada.com.



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Majority of Canadians Not Prepared for a Rainy Day

TORONTO — Over half (57 per cent) of Canadians don't have any savings set aside for a rainy day, and three-in-ten (30 per cent) report they dipped into their savings to help pay for everyday expenses or an emergency, according to the October RBC Canadian Consumer Outlook Index (RBC CCO).

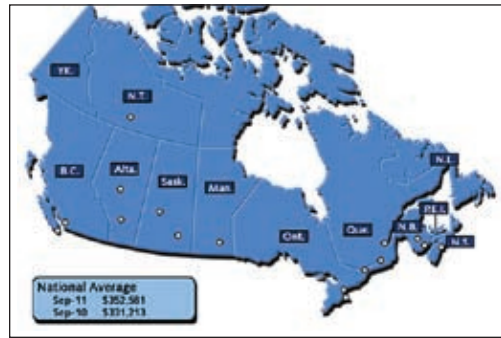
Canadians are, however, very focused on finding ways to manage their finances. Over the next 12 months, 33 per cent plan to reduce their debt, 30 per cent intend to spend less, 21 per cent expect to save or invest more and 21 per cent plan to take all of these actions.

The RBC CCO also found that fewer Canadians appear to be optimistic about their outlook for the country's economy. One-quarter (26 per cent) anticipate that the national economy will improve over the next year, down 16 points from the previous

quarterly RBC CCO.

Canadians are not alone in tempering their outlook. The most recent RBC Economic Outlook projects 2.4 per cent growth for the Canadian economy in 2011, a reduction of 0.8 percentage points from the forecast issued in June. The overall RBC CCO Index, meanwhile, is at 70 points, down 24 points from last quarter, as measured against its baseline of 100 established in November 2009.

GTA Resale Condo Market Keeps Growing



This map, available online at www.crea.ca, will show the latest statistics for major markets across Canada, based on the MLS reports provided by local real estate Boards. By dragging your mouse across a specific city, the latest average price will appear.

Canadian Housing Market Remains Stable

OTTAWA — The Canadian housing market remains a bright spot against a backdrop of mixed headline news about the global economy, as low mortgage rates continue to draw buyers to the housing market, while recently tightened mortgage regulations are working as intended.

"Canada's housing market remains stable amid continuing financial market volatility, contributing to Canadians' confidence in the economy and providing support for Canadian economic growth," said **GREGORY KLUMP**, Chief Economist of the Canadian Real Estate Association. "Interest rates are expected to remain low for longer, and evidence suggests that recent changes to mortgage regulations are preventing the kind of excesses they were designed to avert. Both of these developments are good news for the housing market."

TORONTO — Greater Toronto Area (GTA) realtors reported 5,770 condominium apartment transactions through the Toronto MLS system in the third quarter of 2011, representing a 24 per cent increase over the same period in 2010. Of these, 4,156 were in the City of Toronto, with an average selling price up by eight per cent to \$356,182. The average selling price overall increased by almost nine per cent to \$333,352.

Condominium apartments have accounted for about one-quarter of total existing home sales in the GTA this year. According to Toronto Real Estate Board President, **RICHARD SILVER**, this share is expected to increase moving forward, as new home sales and construction has become increasingly driven by high-rise construction. Additionally, when condo projects reach the completion stage, investors and end users whose housing needs have changed often list their units for sale or rent.



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Nova Scotia Home Builders' Association Hosts Renovation Month

HALIFAX — Most HBAs offer consumers advice and information on professional renovations, but this past October, the Nova Scotia Home Builders' Association, in partnership with Efficiency Nova Scotia Corporation, Nova Scotia Power Inc. and Bell Aliant, took it one step further with Renovation Month, an initiative to help consumers to make informed decisions about their renovations by offering several Before You Renovate seminars throughout the province.

The renovation seminars answered questions such as how to hire a contractor, how to plan for a renovation, what energy efficiency

components will help provide energy savings, decorating and renovation trends, as well as the key in choosing windows, doors and heating systems. 🏠

OHBA Humanitarian Build

TORONTO — On November 22, a planeload of OHBA members and their families will depart from Pearson International Airport and fly direct to Puerto Plata, Dominican Republic for the 2011 OHBA Conference and Humanitarian Build. A major focus of the week-long event will be the construction of six houses in four days for needy families living in a very poor barrio (called Aguas Negras) around the Puerto Plata area. The Build project will consist of teams of 15 people per work crew, working in shifts during the cooler hours of the day, and leaving free time for participants to spend with their families. In addition, there will be a series of meeting and activities relating to the OHBA conference. To read updates and view images during the Build, visit <http://humanitarianbuild.com>. 🏠

CHBA – Calgary: Moving into the Future

CALGARY — The latest future-friendly initiative for the Canadian Home Builders' Association – Calgary Region is an entirely new communication strategy designed to keep members up-to-date in real time on anything and everything that affects the residential construction industry.

The new updated, comprehensive site includes information pertaining to the industry, the economy, the issues that affect the home-buying consumer, news about events both within the Association and events that are from CHBA - Calgary members.

The Association has also involved Social Media in a big way with links to Facebook, Twitter, YouTube and LinkedIn. www.chbacalgary.com. 🏠

Association to Association

Does your regional or provincial Home Builders' Association have news or information to share? A recent survey or poll? A new program or fundraising initiative? If you have a newsworthy item that would interest other Association members across the country, please e-mail your 250-word entry to Judy Penz Sheluk at editor@work4.ca for consideration. Please put "Association to Association" in the Subject line. Submissions may be edited for style and/or space.



The Canadian Home Builders' Association salutes these companies and organizations for their support of the 69th National Conference.

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69th CHBA National Conference
Mont-Tremblant, QUEBEC
 March 16-18, 2012



By Peter Norman

Imports of building products to Canada have increased, creating more competition, and displacing potential domestic sales, for Canadian producers.

Peter Norman is a member of the CHBA Economic Research Committee and is Chief Economist at Altus Group (formerly Clayton Research), the leading provider of independent real estate consulting and advisory services.

Building Products Sector Waning

The housing sector is seemingly performing at a very sustainable pace. Some 190,000 new housing starts are expected in 2011—which is on par with 2010 and up 27 per cent from 2009. Statistics Canada reports new home prices to be rising at a rate of about 2.3 per cent—comfortably in line with overall inflation. And the Canadian Real Estate Association reports that resale housing markets remain “firmly entrenched in balanced territory” as the number of sales remains in line with a 10-year average and price growth in line with inflation.

Production Malaise

All this seems like good news for businesses in the housing industry in Canada, as solid market performance at a steady pace is favourable for business. At the same time, however, the legacy of the recession and continued international events are creating challenging times for Canadian manufacturers of building materials.

Canada has a relatively robust building materials sector, accounting for almost \$70 billion worth of production. Sales, however, in recent years have been waning. Production and sales from Canada’s building materials producers peaked in 2004 and then fell almost 20 per cent by 2009. Part of the cause of this decline was the recession in Canada and the decline in residential construction starts in 2009 in particular.

The good news is that improvements on the home-building side in Canada have given our domestic materials producers a boost. Production rose some 5 per cent in 2010 and likely further in 2011, partially offsetting the declines during the recession.

Growing Trade Deficit

The other major factor affecting Canada’s building products producers has been international trade. Traditionally, Canada was a net exporter of building products, but that situation reversed in 2006 with the trade deficit in building products now very sizeable.

Ten years ago, Canada enjoyed a trade surplus in building materials of over \$8 billion (in today’s dollars), which, by 2010, had changed to a deficit of almost \$12 billion. So far in 2011 the trend appears to be continuing.

Lower exports to the U.S. due to the housing crisis in that country has been a key factor. But at the same time, imports of building products to Canada have increased, creating more competition, and displacing potential domestic sales, for Canadian producers.

Canada’s exports to other countries have been relatively stable since the early 2000s.

However, imports from other countries have exploded over the same period, rising from \$5.6 billion on average per year during the period from 2001–2005, to about \$12 billion on an annualized basis in the first half of this year. (see chart)

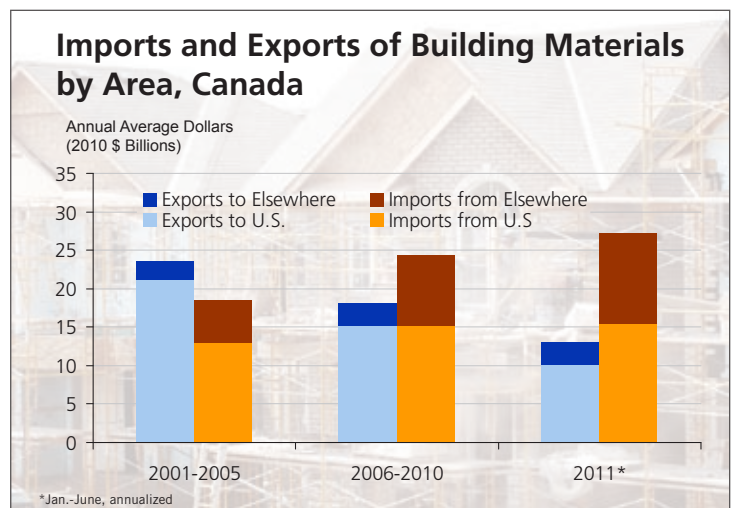
China in particular is taking on a large role in Canada’s building product sector. China represents a potentially huge market for Canadian exports in general, but as of yet it has not materialized for the building products sector in any substantive way. By contrast, the competition from Chinese imports has certainly intensified, and is expected to reach between \$3 and \$4 billion in 2011 (about 15 per cent of the Canadian total).

U.S. Unlikely to Help in the Short Term

In terms of the moribund U.S. housing market, and its effects on our exports, recovery still appears to be a long way off. The good news is that U.S. new housing markets are beginning to come back into balance. Unsold inventories of new homes, which had peaked at about over 12 months of supply in early 2009, have gradually recovered and are currently around six months of supply—still somewhat elevated from a four-month normal. New housing prices, as a result, have also stabilized and are currently running in the range of 2 per cent year over year.

However, hope for the quantity of U.S. housing starts to pick up from their historic lows (starts fell to about one-third their recent levels prior to the housing crisis) depends on meaningful recovery in the still troubled resale housing market. This recovery will not materialize for some years as a large number of foreclosures continue to loom. Recent efforts by the U.S. federal government to address the foreclosure issue may be some assistance.

Modestly lower housing starts in Canada in the years ahead will also present a challenge to building products manufacturers. ■





By Phalguni Mukhopadhyaya

Progress in the Use of Vacuum Insulation Panels in Construction

In the March 2011 edition of *Home BUILDER*, NRC-IRC reported on advances made for using vacuum insulation panels (VIPs), which provide insulating values up to R-60 per inch or even higher. As reported then, cost, durability and concerns about puncturing of the gas barrier foil were the main impediments to widespread adoption of the technology in construction.

In September 2011, NRC-IRC hosted the 10th International Vacuum Insulation Symposium (IVIS-X 2011) in Ottawa. Some of the main advances reported are summarized here.

Research Around the World

VIP research is active in Scandinavia. A 1930s multi-family building in Gothenburg, Sweden, was retrofitted by adding 20-mm VIPs and 30-mm glass wool boards. The re-used wood cladding was attached to the structure through glass wool strapping and glass wool strips between the VIPs and included a 28-mm air space. The

use of VIPs to retrofit about one million apartment units is being investigated. Researchers in Norway are examining a family of advanced insulating materials including vacuum, gas, nano and dynamic insulation materials.

In Germany, VIPs have been used successfully to insulate thermal energy storage tanks, providing 10 times the insulating values of previously used methods. After supplying VIPs

for 10 years, a German manufacturer recognized that the complexity of needing to order VIPs in sizes to fit specific building spaces was an impediment to widespread use. As a solution for floor applications, the company now manufactures VIPs in five standard sizes that can be used to cover almost the entire area, with the remaining strip insulated with polyurethane sheathing. This innovation has minimal impact on the effective insulating value, and VIP orders are filled from stock sizes, speeding delivery time.

The Swiss are investigating the use of double layers of VIPs in lieu of thick, single-layer VIPs to reduce edge thermal bridging and improve lifespan, which is adversely affected as panels get thicker. Another symposium presentation advocated the use of only standard-size VIP panels so that the performance of production batches can be verified prior to installation, and so that replacements are available in case of damage during

transportation or installation.

Research in the UK has developed a VIP that uses an oval-shaped steel vacuum core covered with polyurethane to provide a plane surface that is overlain with a thin protective layer of steel.

While vacuum insulating panels are known to provide very high insulating values, their consistent performance over time needs confirmation. Researchers in France are developing models to better predict service life.

There is keen interest in VIPs in Asia. Korea has mandated significant reductions in building energy usage and researchers are studying the use of VIPs in walls and doors and windows with vacuum glass to achieve targets. The thermal performance of VIPs is known to degrade over time due to deterioration of the vacuum, especially gas permeation through heat-sealed flanges. An apparatus for measuring gas loss has been developed in Korea and a novel method for using metal wire in the heat seals to reduce permeability has been proposed. Research in Japan is said to have developed an edge seal that reduces gas permeance by 50 per cent.

North American Research

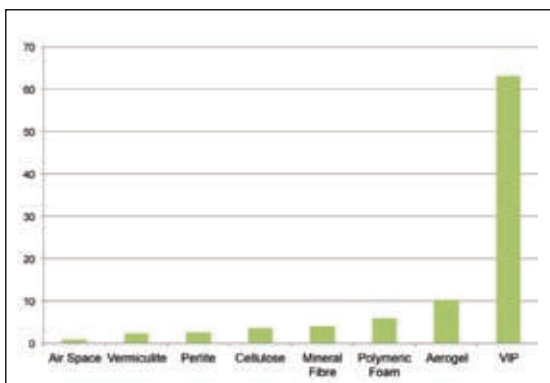
In Canada, CMHC and NRCan have constructed a net-zero house in Burnaby, B.C., that uses VIPs protected within and between standard 2x6 framing at 24" spacing. The VIPs provide an effective insulating value of R 38.5 to 42 and also function as the air/vapour barrier.

A wall of a commercial building in Whitehorse, Yukon, was retrofitted with 12-mm (1/2-in.) thick VIPs installed between strapping. The holes in the metal siding were predrilled to align with the strapping to ensure fasteners did not puncture the VIPs. Infrared imaging indicated that none of the VIPs was damaged during construction.

NRC-IRC is a partner in a Canadian initiative to develop construction details for next-generation building envelopes using wood-frame technology. The current project is focusing on laboratory and field testing of highly insulated wall assemblies. Another project is investigating the use of VIPs to improve the thermal performance of commercial flat roofs. As well, NRC-IRC is conducting laboratory and field work on other aspects of VIP's, which will be reported in detail at another time.

A U.S. manufacturer reported the development of a VIP providing an effective R value of 56 (10 RSI) from a panel less than 1.5 in. (40 mm) thick. The panel has a hermetically welded stainless steel foil vacuum envelope that is said to be durable and have a service life of 50 to 100 years.

The developments reported here indicate the significant progress being made toward refining vacuum insulated panels to reduce building energy use. ■



Thermal resistivity of VIPs compared to common insulating materials.

Dr. Phalguni Mukhopadhyaya is a senior research officer in Building Envelope and Structure program of the NRC Institute for Research in Construction. As the Chairman of IVIS-X 2011 (www.ivis2011.org), he played a lead role in organizing the symposium. He can be reached at 613-993-9600 or phalguni.mukhopadhyaya@nrc-cnrc.gc.ca.



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Get a TurboShear and Save the Day!



By Fanis Grammenos

Nothing surpasses the delight and comfort of a street that has been canopied over by a double row of trees.

Neighbourhood Streets

There are two languages in currency that we use to talk about streets: one used by people who live on them and another favoured by transportation engineers. The first expresses our experience of streets and the other describes what each does in a “system”—the transportation network system.

People say they live on a “residential” street or a quiet street, on a “main” street or a busy street; words that express an atmosphere, a feeling with always a hint of affection or disapproval. In the “system” or “network” these streets could be “local,” “collector,” or “arterial”—neutral labels that ascribe daily car volumes, and imply the number of lanes and permissible speeds; people and milieu are out of the picture. This impersonal language stems from a gradual shift in the street ownership from full people ownership to shared ownership with the car.

But streets were once places where people strolled, kids played games and tricks, conversations started, adults traded ideas and goods and, occasionally, a spontaneous display of talent took place; that was the “public realm,” fully owned and used by people.

A new owner, the car, now claims rights to the street space and a new craft has emerged to accommodate its requirements. Along with the craft came a new language, the “system” language of classification. When it is translated into design on the ground the result is inhospitable, unfriendly, unattractive streetscapes.

To recover the craft of making streets people bond to, the path may start by rediscovering the meaning of original street words and their story. “Avenue,” for example, originally meant an approach leading to a country house, usually framed by a double row of trees. On the map, such an approach would resemble an impasse, a private lane with just one big house on it. Later, avenue also meant a spacious road with large, shady trees on both sides. But shortly after, seen as serving primarily the car, it lost its trees and turned into a naked, wide, asphalt-and-cement road with up to 25,000 cars passing by each day. But this need not be the case.

A similar story unfolds around the boulevards.



Removing traffic and restoring nature recovers a leisurely, relaxed atmosphere.



A delightful, tranquil new foot-street welcomes you home.

Originally, they were wide promenades that replaced the obsolete fortifications. Fully landscaped, with spacious sidewalks, they created a country-like atmosphere often enhanced by an occasional park. Street crossing happened casually and leisurely anywhere, at whim. And, following the trace of the defence walls, boulevards circled the city. They were so charming and so conducive to socializing that they even generated a new class of citizens, those who frequented them: the boulevardiers. But being wide and continuous, boulevards naturally fell prey to the service of motor transport, losing the atmosphere that made their name synonymous with charm and leisure time. Again, this need not be the case when designing new ones.

The avenue story tells us about the importance of quiet and nature in a residential street. And since the majority of streets in every city are residential, there is a lot of opportunity for innovation. First, limit car access to residents-only or make them entirely pedestrian. People-permeable cul-de-sacs or loops do this well. Then use mostly 3-way intersections and use turns to slow cars down. Be generous with tree planting. Nothing surpasses the delight and comfort of a street that has been canopied over by a double row of trees. With these elements in place, majority ownership shifts to residents; and they will love you for it.

Does this sound almost too good to be practical? Well, this is exactly what was built in Vauban, Germany, and it changed our perception of what’s possible.


The boulevard story brings the message of space, plenty of space—for people. When planning them, change the balance between car and people space. Instead of the now usual four or six car lanes to one-half equivalent people-space on the sides, make it four to two. Similarly, when six lanes are allocated to the car, give two or three to people, a la Champs Elysees. This means a virtual linear park on either side of the boulevard with three or more rows of trees and a bike path separate from the road. Add trees and shrubs to a wide median also. The traffic is still there, but now people have plenty of room to walk, stroll, loiter and chat in a charming milieu, their own realm. Alternatively, separate the two streams of traffic by a building block and fill it with a variety of public spaces that make it a predominantly pedestrian area.

Using these techniques, streets can once again become places that people can call their own. 🏡

Fanis Grammenos is a principal of Urban Pattern Associates and was a senior researcher at CMHC for 20 years. He can be reached at fanis.grammenos@gmail.com, and you can see his planning work at www.fusedgrid.ca



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Industry Leaders Speak 2011

Last November, we called on industry leaders to comment on the coming year. The response was amazing so we decided to do it again this year. We asked you tell us what builders and renovators can do to succeed, what your projections are for 2012, what design trends and innovative solutions you look to for success in 2012, and about educational initiatives for builders and renovators. Here's what you had to say...

Economics

Compiled and Edited by Judy Penz Sheluk

Where are Housing Markets Headed?



Canada Mortgage and Housing Corporation
Karen Kinsley, President and Chief Executive Officer

Over the years, I have had the pleasure of attending a number of CHBA events. In talking with local builders, the question I am most often asked is, "Where are housing markets headed?"

The housing sector has been a source of strength and stability over the past couple of years, and helped lead Canada out of the global economic downturn. Although the recovery is fragile, Canada—and the housing industry in particular—have emerged from the downturn in better shape than most.

At CMHC, we believe the outlook for housing remains positive. Housing starts have been strong in the past few months, and CMHC is forecasting another solid year for home builders in 2012.

Builders and consumers will continue to be supported by Canada's strong housing finance system. Prudent lending practices and a robust home building industry have served this country well, and will continue to do so going forward.

Balanced Housing Market Brings Stability in 2012



Genworth Financial Canada
Brian Hurley, Chairman, Chief Executive Officer

We are not out of the woods yet when it comes to the economy, but we are seeing some positive economic indicators that support a balanced environment in the

housing sector. Normalizing supply and demand, flat home prices and low interest rates through 2012 will help affordability. As a result, we expect the first-time home buyer market to remain stable and anticipate modest growth in new suburban developments across Canada in 2012.

Our highly disciplined banking system—one that enforces prudence and maintains rigorous underwriting standards—has served this market well. Underlying this regulatory environment is a network of builders, lenders and insurers who work together to meet demand and drive smart homeownership decisions. Builders are a critical component of this process. Their unique understanding of local demographics and global economic issues enables them to adapt to market conditions. That's why we, at Genworth, believe it's important to partner with and support the builder community as we continue to help Canadians responsibly achieve the dream of homeownership.

Housing Market to Cool but Avoid Freeze



The Conference Board of Canada
Julie Ades, Economist

The Canadian housing market is expected to stay cool heading into 2012 because of high household indebtedness, slower growth in real disposable income, and the tightening of mortgage rules. The psyche of consumers in general is also affecting home buyers. Influenced by the economic uncertainty in the United States and Europe, Canadian consumers have sent The Conference Board of Canada's Index of Consumer Confidence into decline much of the year.

The combination of slowing income growth and consumer caution about making major purchases should lead to slower growth in home prices in 2012. Also,

the average resale home price rose significantly during the first half of 2011, although it was skewed by an increased share of sales in high-end Vancouver neighbourhoods. This shift in the types of Vancouver properties being sold is levelling off, which could translate into slower growth in the national average price next year.

However, ongoing low interest rates and steady projected gains in employment over the next two years should sustain overall housing demand in the medium term. The resulting price growth—although moderate—will give builders the incentive to start 186,000 units in 2012, the same level as is expected in 2011. As economic growth builds in 2013 and demand for housing grows to keep up with demographic changes, more than 200,000 dwellings are forecast to be built that year.

Challenging "Sprawl" Rhetoric



Altus Group Economic Consulting
Robert Feldgaier, Senior Director

"Urban sprawl" has been the subject of much rhetoric and debate in recent years, but rarely are claims about urban sprawl supported by solid evidence or put in proper context.

The lack of a common definition is a challenge. The Oxford Dictionary defines it as "the uncontrolled expansion of urban areas." Given the highly regulated planning regimes in most of the country, it is a stretch to argue that expansion of urban areas in most of urban Canada is uncontrolled.

Anti-sprawl policy advocates point to the effectiveness of recent policies, such as the Ontario's Growth Plan, that aim to curb the expansion of urban boundaries. But evidence shows that higher density development is happening across Canada regardless of the policy environment. A shift in ground-related housing preferences from single-detached to semis and rows, demand for generally smaller lots, as well as the growing popularity of apartments is naturally placing upward pressure on densities.

A market or demographic shift is one thing, a heavy-handed policy is another. Opponents of residential development proposals should be challenged to provide solid supporting evidence of public good. Governments that are considering restrictions and regulations to curb urban sprawl should investigate thoroughly what is really happening on the ground in their jurisdictions before taking action that may be detrimental to the housing market and local economy.



Builders & Renovators

Building Innovative Spaces



Geranium Homes
Boaz Feiner, President



We have been at the forefront of a growing philosophy in low-rise housing design that makes innovative interior living spaces a priority. There is a tradition in the space planning of an average sized home to include a living room and a family room on the main floor, often to the detriment of both. However, by eliminating the living room and adding this square footage to the Great Room we are able to create a larger family lifestyle space that flows into the kitchen and breakfast area. A formal dining room can still be offered in these homes. The design goal is to present the homeowners with the most flexibility in how they use the space, as well as to accommodate different needs as the family changes.

Another innovation is to separate the mud room entry from the laundry room. Locating the laundry on the second floor, near to the bedrooms is a practical design feature that residents appreciate. Garages, too, have been configured to allow for easier recycling and composting, as well as equipment storage. Knowledgeable home seekers are best served when builders push traditional concepts of what sells, to deliver homes that anticipate and in some cases create demand.

Design/Build: A Winning Bid



Kawartha Lakes Construction
Scott Wootton, President



Kawartha Lakes Construction (KLC) has been building for over 20 years. Ten years ago, we decided to embrace a design/build model, and it's proven to be a winning bid. We now host a showroom with two designers on staff to help fully round out the design/selections process, which has allowed us to get projects out of design and into production sooner. Moving to this model has also brought us a clearer vision of what our Pipeline and annual Volume budget for the upcoming year will be, and has improved our long range planning immensely. No longer are we waiting for people to show

up with plans in hand, only to get in the "bid line-up." I strongly urge other builder/renovators to consider this model. It introduces the builder/renovator to their clients sooner and allows for a planning opportunity for both the client and builder: a win/win opportunity for both.

Condo Frenzy



Lanterra Developments
Barry Fenton, President & CEO



I'm bullish when it comes to 2012 projections for condominiums. The Toronto market has been incredibly resilient compared to other A-class cities around the world. I believe that this city's condominium values will continue to rise over the next several years for many reasons, beginning with the issue of vacancies. Toronto's rental market is very low, which is creating some frenzy on the condominium side. More than 125,000 people migrate to the Toronto area each year, which means demand is continually on the rise. Our condominium prices are the least expensive of North America's A-class cities, and our interest rates remain low. We've created infrastructures downtown that are like cities within cities, so the desirability of living in these urban areas is more favourable than ever. At Lanterra Developments' most recent condominium opening in midtown Toronto, 3018 Yonge, we sold 161 units out of 179 in one week, at approximately \$735 per square foot. The end purchasers are shrewd and they understand great value, so 2012 should be robust.

Blurring the Indoor/Outdoor Lines



Great Gulf Group of Companies
Alan Vihant, Senior Vice President, High-Rise



Today's condominium purchasers enjoy freedom from lawn and landscaping chores, but they still want to interact with the outdoors. The result is the trend toward unique indoor/outdoor living experiences that enable suite owners to go from their living room to a

generous balcony, or from an amenity space to a spacious lounge area on a rooftop or terrace.

The line between indoors and outdoors becomes blurred in these spaces, and it's a good idea to over-provide when it comes to the minimums set out in the City bylaws. At Monde Condominiums, for example, the indoor/outdoor rooftop space is nearly one-third acre in combined size and has innovative features such as an infinity-edge pool. To maximize views, builders are also incorporating things like curtain wall glazing for large expanses of glass, and sculptural building designs that accommodate more terraces.

People want luxury in their suites as well: stone, wood flooring, ample storage. Builders need to be clever about designing compact suites to minimize wasted space. Another forward-thinking technique is to offer flex spaces. Some of the suites at Monde can have the den be part of the living room or the bedroom. The key is to evolve our designs as our buyers change over time.

Tightening Our Green(belts)



Kylemore Communities
Patrick O'Hanlon, President



To be successful today, companies like ours have to be both a developer and a builder. The mounting costs of HST and development charges, combined with green legislation (the protection of the Oak Ridges Moraine and the greenbelt) which further reduces the amount of land that is available to develop, have had a huge impact on land cost, making it almost impossible to be only a new home builder. Gone are the days when buying serviced lots and building houses was enough to sustain you.

All of the risk is on the developer/builder; it is no longer a shared partnership. To develop land on either side of the greenbelt, which is also economical to build upon, has become an art and a science. It is a big challenge to get through the approvals process in a timely fashion and, once you do, the key to making even a modest profit is to ensure the end product is what people will want to buy at the price that you need them to.

Canada has avoided the world recession now facing many countries because of the stability of our banking system and housing. It's time to ask why the government continues to tinker with housing.



Selling with Social Marketing



Lifetime Developments
Brian Brown, Vice President



"Yesterday's formula no longer applies" is the simplest way of capturing our industry today. Market volatility and economic uncertainty require that we continually question and re-evaluate the way we do business. Despite this condition, the condominium market continues to flourish, especially in Toronto's downtown core, and we as an organization go on exploring new opportunities.

It's an exciting time, and we recognize that we have to change the way we design our developments, communicate and build relationships. Non-traditional channels (i.e. Facebook, Twitter), online media tools and sources, and portable digital devices (Blackberrys, iPhones, iPads) have helped us share information in new ways; market our projects in a more dynamic, inclusive manner; and forge stronger ties with the communities where we build. An example is the "Design an

Ad for The Bond" contest that introduced new Facebook connections and fresh voices expressing how this condominium "bonds" with its surroundings and the people who live there.

This evolution led us to establish a full-time Social Marketing position within our firm and has opened our eyes to new ways of creating interest and excitement in our developments. Success in this industry requires that you remain open to new ideas and encourages an internal culture of adaptability.

Future Forward Renovations



Michael J. Martin Luxury Renovations
Mike Martin, owner



The Federal government's Home Renovation Tax Credit should generate business for legitimate contractors, although the program could be cancelled anytime. Provincial and municipal agencies are also offering incentives and awareness campaigns to help industry growth with such incentives toward home efficiency and

environmental stewardship. Economists are predicting a lean year ahead and we advise renovators to keep a close eye on their bottom line.

The demographic is changing with 1,000 retirees a day in Canada. Therefore, renovators should gear themselves toward barrier-free renovation projects. Our huge ageing population is healthier more than ever before and they will continue to gain in numbers for years to come. Automation and efficiency is a primary concern for this demographic, and renovators should try and educate themselves with these elements to tap into this huge market. There are several courses currently running and more and more are developing as we speak.

Green renovations will continue to be an important facet of any project. Demands for "Green homes" include everything from HVAC systems to building materials to product finishes. Tying in a renovation to an existing house requires much up-to-date knowledge and technical know-how to make it "one" with a home. Design trends come and go, but generally they follow suite driven by current market demand. Professional renovators, who are honest, hardworking and continue to do superb workmanship, will remain on-top. 🏠


BUILDERS & SUB TRADES

Readers, Referrals, Results

Home Builder Magazine Readers Profile: Builders and Sub trades

- #1** The Internet is the #1 source for trade information, followed closely by trade magazines, manufacturers' literature and industry trade shows
- 27** Average years in business: **72%** over **20** years; **95%** over **10** years
- 13** Average number of employees
- 3.6** Readers per issue. Of them **2.4** inside staff
- 77%** Read more than **75%** of the editorial; **45%** read **100%** of Home BUILDER Magazine
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- 32%** Found new suppliers in Home BUILDER Magazine; **27%** purchased products
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Source: HBM Readers' Survey, August 2011



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RENOVATORS & CONTRACTORS

Readers, Referrals, Results

Home Builder Magazine Readers Profile: Renovators and Contractors

- #1** Trade magazines are the #1 source for trade information, followed closely by the Internet, manufacturers' literature and industry trade shows
- 27** Average years in business: **50%** over **20** years; **64%** over **10** years
- 5** Average number of employees
- 4.3** Readers per issue. Of them **2.3** inside staff
- 86%** Read more than **75%** of the editorial; **73%** read **100%** of Home BUILDER Magazine
- 73%** Look at **75%** of the advertising in each issue; **20%** look **100%** of the ads
- 67%** Keep Home BUILDER Magazine for over six months; **47%** keep for more than a year
- 100%** Found new info or products; **85%** referred to a web link
- 69%** Found new suppliers in Home BUILDER Magazine; **46%** purchased products
- 87%** Took two or more action as a result reading Home BUILDER Magazine. Three actions were taken by **73%** and four actions or more by **47%**

Source: HBM Readers' Survey, August 2011



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Technology



Taking the Performance Path with Energy Software



ICYNENE Inc.
Alison Scott Bull, Vice President Sales - Canada



Are you ready to meet the new energy efficiency requirements that will be proposed by 2012 Code updates? In Ontario, the 2012 Code will require that all new houses reach EnerGuide 80 levels of energy efficiency. Other provinces will also implement code updates in an effort to produce higher performance housing.

Some provincial code updates, such as the 2012 Ontario Building Code, will offer numerous prescriptive paths for builders to select from, but there is also another effective path available. Builders can choose to meet the EnerGuide 80 requirement utilizing the Performance Path.

Choosing the Performance Path allows builders the freedom to select their desired R-value, windows, mechanicals and other components to achieve an EnerGuide 80 or higher on their homes.

New technologies and proven products can easily assist builders in obtaining these performance numbers, without having to implement excessive prescriptive options. By modeling their homes with energy software such as HOT2000 or REM Design, builders are given much more freedom to choose technologies or products that will ensure optimal performance in the homes they build.

Tighter building envelopes along with proper mechanical ventilation and smart choices with high-performance windows will go a long to achieving or exceeding an EnerGuide 80 rating.

Smart Homes: Technological Innovations Make Living Easier



Masco Canada
Anita Griffin, Marketing Brand Manager



As an ongoing trend, meaningful integration of technology will continue to be a focus in home design.

Homeowners are seeking out the latest innovations to enhance their daily activities at home, from centralized entertainment systems to smart grid enabled appliances to wireless network technology used in home security.

Ideally, technology should complement people's lifestyles, not complicate them. Instead of flashy displays, think of simple smart innovations with intuitive design to enhance the end user experience with everyday objects such as faucets. Hands-free electronics typically found in public restrooms can now be experienced in the home bathroom; water flow in kitchen faucets can be activated with a simple tap of the finger or arm adding incredible efficiency and water saving possibilities.

With technological advances for products for the home like these, consumers can be eco-conscious without having to sacrificing comfort. In a recent Angus Reid survey, a surprising one in three Canadians admits to leaving the water running when brushing their teeth. By installing an innovative hands-free faucet in the bathroom, homeowners can effortlessly use a smart technology to help save water on a daily basis. We think that's a trend worth watching.

Fax Forward



Meridian Computer Corp.
Ian Broadfoot, owner



When I started working in construction, back in the 1970s, it all looked very simple: excavate and prepare the site, pour the footings and before long the client was moving in. I can remember the site superintendent or lead hand reminding me daily that part of my job was to write everything down in the "job book." Every couple of days, I'd take all the paperwork to the office to be recorded again in the office systems of the day. Phone calls on pressing matters were made in the evening on landlines. Pagers were used to connect site personnel. The fax was revolutionary.

All that started to change with the introduction and evolution of the mobile phone. Today, every builder or renovator uses the smartphone as a telephone, a basic e-mail solution and text messaging. And more and more are also relying on some form of a tablet, where they can enter project notes, document client meetings, safety meetings, enter time cards and staff

expenses, generate RFI's (request for information) and RFQ's (request for price), punchlists, review drawings, respond and view alerts and reminders of things to do and much more.

Sure, sometimes technology makes us feel all too accessible, but look on the bright side: at least we don't have to go home to a mound of paperwork and a stack of faxes.

Value Added Technology



Weiser
Mark Wallace, Senior Group Marketing Manager - Canada



Technology has brought about a world of innovative products, some of them fantastic, some of them frivolous. Recently, Rogers launched its new Smart Home Monitoring services, allowing you to automate and control everything from lighting levels, to security cameras, to small appliances; all from your computer or smartphone.

Are these initiatives frivolous or fantastic?

Let's imagine that you've just retired upstairs to your bedroom when your wife asks if you've locked the doors. You needn't pull on your robe and slippers to trundle downstairs and secure your home; you simply reach for your smart phone and, with a touch or two, your doors are locked and your home is secure. Imagine watching on camera from your workplace as you remotely unlock your front door to allow a courier to place a package inside your front door. These are just a couple of applications that move beyond gimmickry and add value to your lifestyle, and security to your home.

While innovative products are coming at us at a breakneck pace, we in the building industry must take the long view. It's not enough that we are quick to adopt new technologies; it's of paramount importance that we carefully weigh the real value in those innovations to enhance the Canadian lifestyle. When we do that, we create trends that benefit our industry today, and the homeowners of tomorrow.

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Home Builders' Associations

BRITISH COLUMBIA

Third Party Certification for Builders & Renovators



Canadian Home Builders' Association of British Columbia
J. Whitmarsh, Chief Executive Officer



The Canadian Home Builders' Association of British Columbia (CHBA BC) recognizes that the decision to seek education must be seen as a business decision. The most effective way in which this can be achieved is through a certification program, at the end of which builders have something tangible they can use to promote their business and keep a competitive edge in today's economy. Participation in these certification programs will continue to raise the level of professionalism and set a high standard for entry and success in this important economic sector.

CHBA BC has invested considerable time, energy and money to create the first industry-driven self-certification programs: the Registered Housing Professional (RHP) and Registered Renovation Professional (RRP) and Registered Master Builder (RMB). Certification allows builders and renovators to demonstrate compliance with high standards established by a credible third-party, and a commitment to continuing education. It also provides the association with a vehicle for disciplining unethical or incompetent builders and renovators as the certification can be stripped should there be sufficient evidence of a wrongdoing.

It's Time to Act—Now



Canadian Home Builders' Association of British Columbia
Doug Wittal, President



2012 won't be without its challenges as B.C. faces the fallout transitioning from HST back to the GST/PST will cause. Sales diminish as consumers adopt a "wait and see" attitude, waiting for the 18-24 months transition rules before eliminating the additional tax HST added to new homes and renovations. The first and foremost item on my agenda as President, CHBA BC, will be

convincing government to act now before our industry sees a mass exodus of trained professionals leave our province to find work elsewhere, to act now and stifle growth in the underground economy that will occur as consumers are convinced to pay cash rather than wait, to act now and enable our industry to continue its huge contribution to the economy of our province.

Our bright spot will be the successful implementation of the Professional Builders' Institute's requirement for education and training tied to the license B.C. builders are required to have, eliminating part-time black market builders. Our success will be realized by embracing a positive attitude and demonstrating honesty and integrity to ourselves, our customers, our staff and our industry partners.

Hold Onto Your Hard Hats



Greater Vancouver Home Builders' Association
Peter Simpson, President and Chief Executive Officer



Housing, affordable or otherwise, continues to be a hot topic. In many Vancouver-area neighbourhoods, selling prices often exceed asking prices. One nondescript home in a desirable Richmond community attracted 47 offers two days after it was listed for \$860,000. It sold, with no conditions, for \$1.3 million—\$440,000 over list price. Mainland Chinese money is flowing into the region. But will this fast-flowing river of cash turn into a dribble in the near future? The pundits' crystal balls are cloudy on this one.

While residential construction in some regions of B.C. is experiencing contraction of various magnitudes, the industry in the Metro Vancouver is performing remarkably well, considering the significant angst surrounding the uncertainty created by the lack of clarity on HST transition rules. Moreover, Metro Vancouver housing starts are expected to reach 16,300 this year, up from 15,217 in 2010 and nearly double the 8,339 starts in 2009. Were it not for a last-minute starts surge in December 2009, the year-end result would have been the worst one-year total since the 1960s. This timely rebound generates a positive ripple effect for all contributors to residential construction: A record \$4.4 billion will be spent on home renovation, improvement and repair this year in Metro Vancouver. The fly in the ointment is that the underground economy

continues to flourish.

Looking ahead to 2012, housing starts are expected to increase marginally, and if attendance at our fall home show is any indication, people are keen to give their tired homes extreme makeovers.

There's always a caveat, right? Lawmakers are working diligently around the world to strengthen financial policy, but if the global economy tanks hold onto your hardhats—all bets will be off.

ALBERTA

Political Changes Bring Similar Outlook and Clear timeline



Canadian Home Builders' Association - Alberta
Jim Rivait, CEO



Things have settled politically in Alberta as 2011 ends and we look to 2012. New Premier Alison Redford was recently sworn in and subsequently appointed a Cabinet that features plenty of new faces as well as continuity. The relationship based approach that CHBA – Alberta has focused on building will serve members well into the future. Political timelines have also become much clearer, as there will be a fall and spring sitting of the legislature, followed by a provincial election, likely in June 2012. This means that key discussions around issues such as mandatory warranty, fire issues and building codes can continue in a meaningful way.

Weaker oil prices and investment losses are likely to push Alberta's deficit for the 2011 fiscal year higher than last forecast which indicated a \$1.3 B shortfall. A deficit was also forecast for 2012, but the pressure will be on Premier Redford and new Finance Minister Ron Liepert to get Alberta into the black before the forecast election; a deficit would be a major weakness for the governing PCs.

The Alberta labour market is accessible at this point, with unemployment at 5.6 per cent as of September 2011. The population of Alberta is growing at an accelerating rate, leading the country in interprovincial migration and quarterly growth in total. Analysts continue to indicate there will be a labour crunch shortly due to a large number of energy-sector projects that are being restarted.

Single detached and multi-family starts have been ► 20



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sluggish, projected to be down 10 and 8 per cent respectively. Growth is expected in 2012, as inventories become depleted.

SASKATCHEWAN

On Track as Canada's New Economic Leader



Canadian Home Builders' Association – Saskatchewan
Alan Thamarat, CEO



Saskatchewan's strength is the confidence of industry leaders, businesses, entrepreneurs, individuals and families who believe that Saskatchewan will remain the best place to invest and will continue to be the best place to call home. The province's strong and diverse economy will continue to attract investment and new residents from our neighbouring provinces and around the world. Year to date, Saskatchewan's communities have seen a 28 per cent growth in the number of housing starts and demand for housing remains high.

During our provincial election campaign, the Canadian Home Builders' Association – Saskatchewan has partnered with the Saskatchewan Chamber of Commerce to present the "On Track" campaign. The campaign seeks to reinforce the message that even through difficult global economic times, Saskatchewan's innovative business community and economic diversity is driving the province's market stability and growth.

Saskatchewan's latest population numbers indicate that we are at 1,057,884, which is an increase of 25,000 people over the last two years. Our province has the lowest unemployment rate in the country and industry continues to recruit for new workers. With an estimated 25,000 new homes required over the next five years, Saskatchewan's residential construction industry will continue to lead the country for years to come.

MANITOBA

More of the Same in 2012



Manitoba Home Builders' Association
Mike Moore, President



All initial projections indicate that Manitoba will experience a similar number of starts in 2012 that we will

have in 2011. To date, with starts already in the books and permit applications for the remaining two months of this year, 2011 is on track to be a carbon copy of 2010.

Now, before anyone thinks that new home building in Manitoba appears to be stuck in a rut, they should know that the number of starts in 2010 represented the most in the province for the past 23 years, since 1987. A combined single-family detached and multi-family total of 5,888 starts is a tremendous year and that was celebrated industry wide in Manitoba in 2010 after a harsh 2009.

A cooling-off period for 2011 was projected by all, calling for a slight decline of 8 per cent to 10 per cent in starts. However, it's beginning to look like we were wrong, albeit in a good way; we could very well find ourselves exactly where we were a year ago with no signs of stopping for at least another year.

Immigration continues to be a key population growth driver. With unemployment numbers so low, Manitoba is a destination of choice for many young Canadians. The province's diversified economy promotes stability. Numerous mega-projects such as the Canadian Museum of Human Rights, hydro dams in the north, the James A. Richardson International Airport, Centreport, the Blue Bomber stadium and a rapid transit system will continue to stimulate growth and employment.

And to top it all off, the Jets are back in the NHL.

ONTARIO

Hi-rise, Lo-rise, Land & Demand



Ontario Home Builders' Association
Michael Collins-Williams, Director of Policy



The residential construction industry is anticipated to close 2011 with slightly improved housing starts volumes over 2010, prior to moderating in 2012. CMHC is forecasting 62,400 starts in 2011 and 60,750 starts in 2012. Residential construction activity in Ontario has become defined by a buoyant high-rise condo market supported by strong investor activity in the GTA, and a weaker low-rise sector constrained by land supply issues and waning consumer confidence.

The GTA high-rise condominium market continues to advance at a record pace with a forecast by Urbanation for 25,000 sales in 2011, up from 20,491 sales in 2010. The high-rise market is primarily being driven by investors that are attracted to the GTA by relative affordability as well as the perceived stability of the Canadian dollar and Canadian real estate. The volume

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of sales activity is creating pressure on the industry capacity to keep up with demand and to deliver completed units.

The low-rise market in the GTA and across the province offers a stark contrast in terms of activity and outlook. Low-rise starts and sales are losing market share to more intensified patterns of growth; land supply issues are impeding growth in a number of Ontario jurisdictions. Broader economic concerns and a stagnant jobs market in some Ontario locals are curtailing consumer confidence and ultimately demand for new housing.

Increasing levels of government imposed charges and an expanding regulatory environment is negatively impacting housing affordability, especially in the more expensive single-detached housing market. OHBA is concerned by the long-term impact of a heavier regulatory and taxation burden on housing affordability and choice.

London Takes a LEEP



London Home Builders' Association
Shellie Chowns, President LHBA; Construction Project Manager,
Union Gas Ltd.



Four years ago, Natural Resources Canada partnered with the London Home Builders' Association and the City of London to pilot the first LEEP (Local Energy Efficiency Partnership) program. The objective was to have builders and renovators create a toolbox of energy efficient construction practices and building components that could be easily adapted into everyday practices of builders across the country, without regulatory reform.

The toolbox received national recognition and several of the technologies identified in that exercise have found their way into the Energy Star for New Homes program, while others will show up in the 2012 edition of the Ontario Building Code. The exercise was repeated in 2011-2012, and was opened up to four Home Builders' Associations from distinct regions across Ontario. LEEP Phase 2 includes a Technology Adoption Pilot (TAP) component, and homes featuring the energy efficient components are under construction now.

Having had the opportunity to participate in both

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sessions, the takeaway for me was how willing volunteer participants were to bring fresh ideas to the table, and grind out the details to implement them. This couldn't have been possible without collaboration from Building Officials and inspectors who are often bound by rigid code requirements that have failed to keep pace with the advancements in building science and technology.

The home building industry is an ever-changing landscape of emerging ideas from builders competing for sales, but when called upon, we are also an industry of fellowship and camaraderie. I highly recommend participation in any event that positions your business for the future while strengthening your relationships within your community.

NOVA SCOTIA

Certified Aging in Place (CAPS) Training



Nova Scotia Home Builders' Association
Paul Pettipas, B.Comm., LLB, Chief Executive Officer



The residential construction industry in Canada faces many challenges in the years ahead, one being an aging population. The industry loses workers to retirement, but it gains a huge potential market for its services: the Boomers and Beyond.

Starting in January 2010, 1,000 Canadians per day turn 65. Boomers are motivated to act with the resources to back up their action. This, however, is not a slam-dunk market. Boomers have expectations and we must be ready to meet them.

The Nova Scotia Home Builders' Association (NSHBA) is now the licensed provider of Certified Aging in Place (CAPS) training in Nova Scotia. The NSHBA is licensed through the National Association of Home Builders (NAHB) located in Washington, DC. NSHBA members will be trained to work with clients and allow them to remain in their homes, safely, independently and comfortably. They will also attain the Certified Aging in Place Specialist designation.

Participants taking the three-day course are required to successfully complete three CAPS courses: Marketing and Communication Strategies for Aging and Accessibility (CAPS I); Design/Build Solutions for Aging and Accessibility (CAPS II); and successfully complete Business Management for Building Professionals. The first course with 24 participants took place in Halifax on September 19-21, 2011.

Technology 17 ▶

Creative Clicks: Automation in Design



SmartDraw
Dan Hoffmann, Vice President of Marketing



For interior designers, drawing out plans by hand or using a complex drawing solution can take time away from important tasks such as actual design development and meetings with clients. New technologies on the market now include considerably more automation, allowing designers at all technical levels to quickly and easily create and edit drawings on the fly.

Robust software allows a designer to start with a solid template and easily add items or alter them with just a few clicks. It also allows designers to plan out every room in the house, from a home office to a closet, so one unified solution can be used.

As with any tool, it is only worthwhile if it results in more efficiency. Automation in design software is only relevant if it is intelligent and does not require the user to correct too many issues or start a design over from scratch.

For 2012 and beyond, there will be a continued emphasis on automation in design. However, designers and clients should know that more automation does not mean less room for creativity; it simply provides a more streamlined and efficient approach to design drawing and planning.

Web-based Solutions



Computer Dept. Ltd
Bruce Hone, CMA



Over my past 25 years of consulting to the construction industry we have seen an evolution in both software tools and information technologies. However, what has remained the same is the underlying purpose of these tools: to accurately capture data about the project in a timely manner and render it into key management information so that projects can be dealt with proactively. Today's web-based solutions and mobile technologies bring this data capture and resulting management information right to the job site. At the same time these tools allow the entire team (you, your suppliers and your client) virtual access to the information that they require regardless of where they sit within the cloud.



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Ron Toigo

Developer, Tsawwassen Springs

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Sales & Marketing

It's Time to Get Social



BAM Builder Advertising and Marketing Inc.
John Amardeil, President



Depending on whom you ask, 75 to 90+ per cent of homebuyers begin their search online. Now, many builders think a website is enough to make themselves visible online; they are not certain they should engage in social media. Our experience shows they should. Here's why:

First, builders active on social media stand out more than those who aren't. This is especially true when they target younger, first-time buyers (who typically use social media).

Second, homeowners appreciate a sense of community. For example, some of our clients' Facebook pages remain active after all homes are sold, with neighbours communicating with each other and the builder.

Third, as social media integrates with search engine results, builders with vibrant social media communities are more likely to get their name up on the first page of relevant Google searches.

It's this simple: Buyers want open relationships with builders. Single-sided advertising cannot offer that, but social media conveys trust and allows engagement. Does this mean builders who embrace social media are guaranteed to get business? Not really. Does it mean they can use social media to create an experience that helps bring buyers in, making them more likely to refer friends and family?

You bet.

Differentiate with Decorative Upgrades



Schlage Lock – Ingersoll Rand Residential Security
Sam Russo, Marketing and Business Development Manager



Not all buyers are in the custom home market and not all builders offer custom homes. Nevertheless, the majority of today's new home buyers are becoming increasingly design savvy and are looking

for builders to offer a custom look with products that reflect individual style and tastes. This growing trend is an excellent opportunity for builders to offer value added customized upgrades; it's a simple way to differentiate one builder from another and also help differentiate new homes constructed by the same builder within the same project. Who wants a house filled with "upgrade features" that look identical to their neighbours'?

Decorative hardware—including door locks, kitchen and bath and lighting—allow builders, designers and home buyers to create a coordinated design style that matches the full décor of the new home. Hardware upgrades are common and expected by home buyers. However progressive, design-oriented, builders can go beyond upgrades and meet home buyers' growing desire for unique customization and design choices. For example, door locks are now available that offer endless possibilities with mix and match decorative trim options to create a unique designer door look on a very affordable budget.

Builders that offer home buyers this type of opportunity are offering a different experience to the home buyer and are going beyond simply offering "standard" upgrades.

Getting in the Design Driver Seat: Five Significant Trends



AVID Canada
Tim Bailey, General Manager



Each year, AVID Ratings conducts its North American Design Driver study to shed some light on the home features that buyers desire most—and least. Now in its fifth year, the study explores everything from "green" features and exterior materials to fixtures and community amenities. For 2011, the study revealed several shifting trends in Canadian home buyer desires, suggesting that builders need to seriously evaluate several aspects of home construction and neighbourhood development they may have previously ignored.

The "2011 AVID Design Driver Report" was released at the International Builders Show in Orlando, Florida, and the research shows five significant trends. These overall trends can be summarized as: energy efficiency is essential; spaces are more important than rooms;

small is the new big; the kitchen is still king; and density is driving design innovation. The highest-rated home design elements include: energy-efficient features; walk-in closets and linen closets; large kitchen and kitchen island; double-car garage; and large windows.

Canadian home buyers have undergone a "reset" in their preferences and priorities during the economic roller coaster of recent years. Home builders must account for these changing design drivers to be successful in plan development and marketing. Understanding what features to invest in, and what features to divest of, will help drive profitability by increasing market appeal and reducing unnecessary costs.

The Mobile Storm is Coming



Conasys Inc.
James Christensen, President and CEO



We can all agree, the Internet changed how we do things and email changed how we communicate. Today, we have our corporate websites polished up and our smart phones feeding us emails wherever we go. Now, we need to get ready for mobile devices to change what we thought we had figured out.

At first, email replaced mail and that was great, but when e-mail started to reach our cell phones, it created a communication revolution. Mail became instant; you could get and read it anywhere. Companies figured this out and now marketing, sales offers, and news can be sent out with immediate results. More recently, social media tools have made these communications even more focused.

A subtle but significant change is now upon us: mobile Internet access. The handheld revolution we have seen to date has been about users receiving information anywhere. We are headed for users looking up information anywhere they want as tablets and smartphones take over.

So be prepared to bring real time information to your customers and prospects. After all, they can now look up the competition's information or product details while they are in your showroom. Make sure your sales team has the right information or, better yet, has the same mobile tools in their hands. In 2012, it's time to get mobile ready.



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Energy Efficient Building Initiatives

Building for Demographics



Canadian Energy Efficiency Alliance (CEEA)
Ken Elsey, President & CEO



Four walls and a roof don't necessarily make a home and the future of the Canadian housing market is changing. Home builders who best understand this will definitely be the winners, and it all starts with demographics. Boring? Maybe, but it will profit those who take the time to understand.

Let's look at the statistics. In 2012, nearly 21 per cent of the population will be over 60; there is also a definite drop in the number of persons between the ages of 20 and 60. As the market ages, the parents of Baby Boomers will pass away, resulting in a significant transfer of wealth. Boomers will have money to spend, whether that means renovations on their existing home or a move to a new home. But they will also be looking for 'aging friendly' amenities. Smaller, single-level and higher quality will likely be on their wish list. Another key consideration will be affordability. Operational costs and maintenance costs will be important factors. And as the cost of energy continues to increase, the demand for more energy efficient homes will become important to those on a fixed income.

So as you plan your next project, look very closely at the demographics of your market—we're far past the notion that "If you build it they will come." They won't. Customers are becoming very specific in what they want. Listen first, then build.

Building Greener Canadian Homes



Scotiabank
Kaz Flinn, Vice President, Corporate Social Responsibility



A June 2011 special report from Scotiabank found that while substantial progress has been made in improving household energy efficiency, more needs to be done, especially with energy usage and pricing on the upswing. Canadians are increasingly adopting

energy-efficient and environmentally friendly practices in their homes, and with the breadth and depth of knowledge available to builders and renovators, there is a distinct opportunity to inform even more Canadians of their green options.

As experts in their field, builders and renovators can educate clients about the benefits of using sustainable materials, appliances and lighting when completing a renovation. By demonstrating the savings on household electricity and water bills, these experts can show Canadians how simple changes are smart for both the planet and the wallet. Additionally, government rebates available to Canadians at the regional and federal levels are excellent incentives to choose sustainable renovation options.

The comprehensive rebate guide on Scotiabank's EcoLiving website, www.ecoliving.scotiabank.com, shows the user rebates available by city and province and by renovation project. When educating a client about their renovation options, using a site like EcoLiving can help organize and tally the savings available to the homeowner.

Building a Framework for Advanced Energy Performance



Ontario Power Authority
Andrew Pride, Vice-president of Conservation



Conservation is a cornerstone of Ontario's long-term energy plan, which calls for a peak-demand reduction of 7,100 megawatts (MW) and energy savings of 28 terawatt-hours by 2030. At the Ontario Power Authority (OPA), we have been coordinating province-wide conservation programs for the past five years, resulting in over 1,700 MW of peak demand savings. That's equivalent to powering more than half a million homes for a year. Conservation makes good business sense and helps the OPA achieve its mandate to ensure a reliable, cost-effective and sustainable electricity system.

Recent legislation has introduced significant changes to conservation and demand management activities in Ontario. Our conservation portfolio has been enhanced to lay the groundwork for local distribution companies, those closest to the customer, to deliver conservation programs to residential markets and

business segments. Offered under the saveONenergy banner, these programs enable electricity consumers, big and small, to measurably reduce their energy consumption.

For example, the New Home Construction program incents energy-efficient features into new home construction and renovations, including those found in ENERGY STAR rated homes. Home builders and renovators have options to implement a combination of prescriptive, engineered and custom incentives, which are designed to provide considerable electricity reduction and efficiency options.

Other programs, such as High Performance New Construction, Audit Funding, Retrofits, Existing Building Commissioning and more, focus on targeted energy-efficient solutions that aim to reduce operating costs through measureable improvements in overall performance.

Green Roof Research



Quad-Lock Building Systems Ltd.
Georg Kustermann, CEO



We recently completed a two-year Green Roof research project in partnership with the British Columbia Institute of Technology (BCIT) Centre for Architectural Ecology to gather objective data on the performance of various green roof structures. To our knowledge, this is North America's first green roof study to be completed on an Insulated Concrete Form (ICF) structure. We compared Quad-Lock's Green Roof test structure that included R-10 foundation, R-22 walls and R-22 roof structure topped with a green roof layer. This was compared side-by-side to a "control structure" featuring wood-framed walls and roof with an asphalt roofing layer. Key findings found that the ICF structure demonstrated a 50 to 75 per cent reduction in heat loss, 99 per cent reduction in heat gain and retention of yearly average of 69 per cent of the rainwater. The clear benefits of ICF construction (and now green roofs) are increasingly supported by studies from respected institutions like BCIT, CMHC, and its industry partners. What the ICF industry has known for decades is now being proven in building science circles.



Energy Efficient Building Initiatives

Future Proofing



Net-Zero Energy Home Coalition
Sonja Winkelmann, Executive Director



To succeed in 2012 and beyond, builders should consider “future proofing” their homes by building to high energy performance standards. There are now many examples of homes that offer significantly reduced monthly energy costs—and yes, it has been established that buyers are willing to pay a premium for this benefit. And as more of these homes are built, the cost optimization will improve. Net-Zero Energy Homes are not a short-term trend or “flavour of the month.” Improved quality and performance is a natural evolution of any product: why should homes be any different? Several builders have confided that they’ve embraced this change as an investment in the future of their company. In 2012 new educational initiatives will be developed to show builders how to build Net-Zero Energy Homes and still make a profit. Now that’s what I call an innovative solution for success in 2012.

barrier system, while all of the foamed assemblies were under the CCMC limit to qualify as part of an air barrier system. The glass fibre wall assembly lost 55 per cent of its effective R-Value while the foamed wall lost just 9 per cent of its effective R-Value.

Show Home Buyers the Energy Savings



Centre for Urban Energy, Ryerson University
Peter Love, Hydro One Visiting Distinguished Research Fellow



There was one very clear lesson from the Ontario election this fall: Voters and home buyers are interested in energy costs. With inevitable rising costs, this interest can only be expected to just get bigger and bigger.

There are many ways to capitalize on this growing concern. First, be among the growing number of builders who build and certify their homes to an even higher standard than the minimums in the Building Code. Second, loudly celebrate the energy efficiency features of your home; this is particularly important as

many of these features are not immediately obvious to home buyers. And third, support the introduction of mandatory energy performance labels for all homes that are sold, new and old, as this will make it clearer to home buyers just how much more energy efficient your new home is than the older ones they may also be looking at.

The Politics of Energy Conservation



NAIMA Canada
Stephen Koch, Executive Director



I project a very good year for homeowners and new home buyers with respect to energy efficiency innovation and support. Increasing prices and awareness of the whole cost of home ownership means people are thinking about how to reduce heating and cooling costs.

Electricity prices were certainly a lightning rod in the Ontario election, so expect greater efforts by ▶ 28

Wall Energy Ratings



Great Northern Insulation
Ryan Lane, Sales Rep



Researchers at the NRC Institute for Research in Construction have developed a simple tool for determining the Wall Energy Rating (WER) of walls constructed according to field practices. In order to arrive at the WER number, two standard tests were performed on six full-scale wall specimens: thermal resistance at zero air leakage and air leakage tests according to the NRC Canadian Construction Materials Centre Air Barrier Technical Guide 07272.

The walls were designed and built to today’s standard building practices using 2X6 lumber, rough openings, electrical wiring, exterior sheathing and drywall. The glass fibre walls were constructed with a 6mil poly as the air barrier and it was installed in what is considered standard field practices. The foamed walls had additional sealing at the seam of the double top plate and any double stud locations.

The walls were run through wind tests at 75Pa, roughly simulating 85km/hr winds. The glass fibre walls proved to be extremely leaky and were more than 12 times the allowable limit to qualify as a passable air

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Energy Efficient Building Initiatives 27 ▶

Canadian politicians to address and manage the issue through conservation. One such example is Alberta's new Premier Redford, who promises that, "My government will put energy efficiency at the top of the agenda. It is the fastest most cost effective measure to improve on sustainability; it is the 'low-hanging fruit.'"

There is a renewed Federal EcoEnergy program, National Building Code improvements are rolling out and expect provinces to announce new initiatives. I look forward to when energy labels appear on all homes for sale. This will give choice and power to consumers.

my EnerGuide: A New Suite of Tools



Reliance Home Comfort
Larry Brydon, Senior Account Executive



2012 will see the introduction of the federal government's new suite of tools for residential building design simulation and home performance labelling, the "next generation" Energy Rating System (ERS) called my EnerGuide.

As the cornerstone for integrated design and informed retrofiting, these tools have been developed through an open and transparent process of stakeholder engagement, with the expressed goal of improving consumer energy literacy.

While enabling "house as a system" design and assessment, they are also a policy enabler, designed to provide a national platform for building code energy compliance validation, voluntary and mandatory home energy labelling programs and Government and Utility incentive programs.

This is not a new regulation, but rather a suite of tools that includes an administrative and auditing infrastructure, simulation software, a performance label to be affixed to the home, a homeowner report detailing the energy consumption and production of the current home, and a personalized myEnerGuide webpage, where the results of the audit and opportunities for improvement would be provided. The energy performance rating can be benchmarked to the provincial building code, or provided as a total net energy indicator.

The biggest barrier to building green is consumer perception of increased value. This program is designed to provide consumers with easy to understand energy information that allows them to make informed decisions.

Preparing Your Homes for Solar Power



PURE energies
Chris Stern, Vice President of Business Development



The Green Energy Act of 2009 spawned a Feed in Tariff that allows individuals to get paid for every KWH they generate via a selection of different methods. Adding solar makes sense as it creates electricity right

where it is needed most: at the home. At the same time, it provides a source of revenue for the homeowner to pay for upgrades; a silent rooftop tenant.

Builders can help the uptake of solar power throughout Ontario by preparing the homes for solar with a few key additions/changes to the home that do not break the bank. Creating a solar ready home means adding a chase (plastic two-inch pipe) from attic to basement and ensuring that the roof trusses can support an additional 3.5 pounds per square foot where a future solar power system would be located. The other inexpensive modification would be to not put any vents on the South and West roof panels. These changes greatly simplify the installation of a solar PV system. 🏠

Sales & Marketing 24 ▶

Building a Brand



J Forrest Group
Jason Forrest, Chief Sales Officer



Just like in the U.S., the Canadian home building industry goes through cycles. In 2004, many American builders had gotten a bit lazy. They got used to folks lining up outside their doors to contract on a home. When the shift happened, and the supply began to outweigh the demand, the most successful builders were those that didn't allow themselves to get too comfortable in the boom. They set themselves apart with unique selling messages and a strong brand in the eyes of the consumer.

To be ahead of the game, builders should determine their three key selling messages—the qualities that separate them from everybody else. In order to create a unique experience for the customer, builders should also provide new home sales training that teaches employees to communicate the builder's messaging and branding to each prospect.

But don't stop at sales professionals. Since the brand in the eyes of a customer is defined when the employee and customer touch, this training should include ANY employee that has contact with the customer (loan officer, superintendents, design team, etc.)

Take a lesson from your neighbours to the south—in order to be successful in any market, builders must find a way to stand out in every market.

Building an Online Image



Postech Metal Foundations
Matthew Barrington, Sales & Marketing



The key to success is to be present; present online that is. Now more than ever, people browse online before actually buying something of interest, a contractor or a renovator—even a house. Yes, word of mouth is important, possibly one of the most important marketing strategies for builders and renovators, but without a proper website and presence online your prospective customer won't be able to really grasp what you can do for them.

Being "online" is no longer reserved to big corporations or big budgets. Setting up a showcase page can be really easy and costs next to nothing. This will allow you a platform to display some of your best work. What image, if any, are you projecting to your community and the outside world when they try to look you up? Are annoyed customers writing negative comments about you online? Google yourself and see what's out there. You may be surprised at who or what pops up. Word of mouth may get them to inquire about you, but that's as far as it will get you. Your website now needs to entice them into finding out more. Remember, if you can't find yourself easily, how can your customers? 🏠



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Education & Training Initiatives

Ontario Gets Ready for Performance Based Codes



DSG Home Inspections
John Harris, President



What I would really like for Christmas is a year to step back and regroup; no more code changes, a stable economy, a predictable home buyer. Something tells me I won't get my wish!

For the first time we have a portion of the residential building code (Part 12 in Ontario) that is largely performance based. This is a huge shift for home builders and building officials, and although I am quite excited about it as a trainer and consultant, I think there will be a few bumps along the way. The builders who will come out on top will be the ones who take this opportunity to put all their past practices aside and rethink how they design and build. Similarly, the municipalities who will shine are those who willingly embrace the flexibility inherent with a performance based code.

I have always believed that education is the key for individual success, and now I think that it is the key to the success of our industry as a whole.

So let me revise my Christmas wish! Let's all enter our new regime of performance based codes with an open mind, patience for our partners in the home building industry, and a stated objective to build better homes.

Ontario: New Requirements, New Programs, New Codes,



Lio & Associates
Michael Lio, principal



New building code requirements, new programs including ENERGY STAR, EnerGuide and R-2000, will keep builders and renovators busy over the next year.

The Code's new energy efficiency requirements have been in place since 2009, but only over the last year have builders and renovators sought out answers to many of their questions. Builder workshops mounted across the province by Home Ratings

and exceed code requirements in order to offer their home buyers ever more efficient, safer, healthier, durable, comfortable homes. In this effort they are forging new strategic partnerships with leading manufacturers rather than just looking for the least expensive vendors. These partnerships include critical initiatives such as repeated training for trades, staff and sales people to ensure optimal value.

Ontario in partnership with EnerQuality Corporation have had almost 700 builders and renovators participate. As the new requirements become mandatory on January 1, 2012, renewed demand for this type of training is anticipated.

Builders and renovators are preparing themselves for the introduction of the new Building Code in Ontario. With more than 500 changes from the model National Building Code alone, the home building and renovation industry will be busy in 2012 learning about these new provisions. While the vast majority of the Code changes are editorial, some that may be adopted by the Ontario Code will require significant changes to building practices.

On another front, the work of Tarion Warranty Program's Builder Education Task Force will likely be completed in 2012. Its work may suggest new training and education opportunities for builders across the province.

Finally, Natural Resources Canada is renewing all of its energy programs in 2012. Expect new courses for ENERGY STAR for New Homes, EnerGuide for New Houses and R-2000. Each program will change very substantially and will inevitably require builders to attend new workshops to maintain certification.

Embracing Continual Improvement



Building Knowledge Canada
Gord Cooke, President



This year marks my 25th year promoting better building practices in the area of energy efficiency and indoor air quality and I have never been more encouraged by and proud of the building industry than I am now. As we head into 2012 with the significant changes to the energy efficiency requirements in both building codes and programs, such as ENERGY STAR for New Homes and the revitalized R-2000 Program, I am finding that builders are more proactive than I have ever experienced. It seems leading builders have embraced a path of continual improvement, whereby they have recognized the need to be ahead of codes rather than simply reacting to them.

Client after client have approached us looking for assistance in identifying cost effective ways to meet

and exceed code requirements in order to offer their home buyers ever more efficient, safer, healthier, durable, comfortable homes. In this effort they are forging new strategic partnerships with leading manufacturers rather than just looking for the least expensive vendors. These partnerships include critical initiatives such as repeated training for trades, staff and sales people to ensure optimal value.

It has been our experience that at least four days a year of training per employee is a great investment to meet the challenge of constant improvement. I am excited to see what this great industry will achieve with this new attitude of embracing change and collaboration between leading builders and manufacturers.

Better Renovated Homes



EnerQuality Corporation
Corey McBurney, President



"We need the same support home builders get when it comes to energy efficiency," is a message we've heard time and again from renovator members. We agree. So, we initiated the Green Renovator Project in partnership with the Ontario Power Authority, Owens Corning, Reliance Home Comfort, Enbridge, BILD, OHBA and George Brown College. The project will develop training specifically for renovators to help them incorporate best practices in energy efficiency and green building into their projects. Renovators who complete the curriculum will be accredited so they can use their training to help their clients make smart choices as well as differentiate their firms in a market crowded with questionable environmental claims.

Our experience developing programs for builders over the last 13 years has taught us many things. One lesson that stands out over the rest: If a program is to succeed, it must be designed for and by its target market, in this case, renovators. Again, we agree. A steering committee, chaired by Sandra Baldwin of Lifetime Contractor and made up of a cadre of leading renovators, is overseeing the project and making sure the project team gets it right. That is, it works for renovators who need practical, credible knowledge that they can apply today to start leading homeowners to a smarter future. A lot like builders have done with new home buyers across the country.



Ron Olson
Acting President, CHBA

A number of provinces and municipalities had begun to impose poorly conceived, ad hoc regulations on energy efficiency.

A Focused Message for the Federal Government

Now that fall has arrived, Parliament is back in session and the CHBA is hard at work delivering a very focused message to the federal government: Housing affordability is deteriorating, and governments are the principal cause of this situation.

This period of the year is important because it involves pre-budget consultations with the federal government, giving your Association's leaders a valuable opportunity to present our industry's views on the key issues affecting housing and homeowners.

The Message to the Commons Finance Committee

In early October, Victor Fiume and I appeared before the House of Commons Standing Committee on Finance to report on the performance and trends affecting Canada's housing industry.

The CHBA's annual pre-Budget report can be downloaded from the Members' Area at www.chba.ca. This excellent report details current industry performance, and raises a number of issues for the federal government to address when formulating next year's budget.

In our remarks to the Committee, we focused on the issue of deteriorating housing affordability, as housing costs continue to be driven higher, in large measure by costs that governments impose on new home buyers.

While at the national level new housing activity is positive, we made the point that this performance is not uniform across the country. We explained that the current level of new home starts is influenced by high levels of construction in Toronto and Vancouver. In other markets, activity is softer. In some cases, below normal levels.

The central message of our presentation was that homeownership affordability has deteriorated significantly. We told the Committee that, "given the current record low interest rates, access to homeownership is extremely positive. However, overall affordability levels, as measured by share of income required to purchase an average home, are markedly worse than in the decade prior to 2005."

Abnormally low interest rates have brought down the cost of holding a mortgage. Housing affordability, on the other hand, has been under pressure for some years now, as costs continue to escalate.

The costs imposed by governments are among the fastest rising, and the most significant cause behind deteriorating housing affordability.

In our presentation to the Committee, we pointed out that as interest rates rise to more normal levels, this will have significant impact on consumers' ability to purchase a new home.

While economic conditions remain uncertain, with events in other countries likely to impact on Canada's near-term economic performance, it is crucial for the

federal government to recognize the serious long-term effects on our industry, and our customers, from endlessly increasing government-imposed costs on every new home.

Our industry has played a vital role in Canada's economic success in recent years. We are a major employer, and contribute tremendously to the wealth of the communities we work in.

We cannot continue to operate at our full capacity economically if governments persist in using every new home as a source of revenue. It is time for governments to come to terms with this fact, and develop more realistic and durable approaches to meeting their budget requirements.

We specifically told the Committee that this includes action on indexing the GST rebate thresholds for new home buyers, and introducing a GST Tax Rebate for home renovations.

Senate Standing Committee on Energy, the Environment and Natural Resources

The CHBA will soon be presenting to the Senate Standing Committee on Energy, the Environment and Natural Resources. This Committee is considering how Canada can achieve a more "sustainable" energy strategy.

Energy efficiency and the role of the residential sector in Canada's energy future comprise an important area of the Committee's work.

The Association will take this opportunity to drive home three key points:

- First, as the record shows, over the last 20 years the residential sector has been a leader in energy efficiency and reduced greenhouse gas emissions. We have increased Canada's housing stock by more than 33 per cent, while seeing GHG emissions from homes grow by less than 1 per cent. This significant accomplishment has been largely market-driven and voluntary. It results from the efforts of new home builders to improve their product continuously, and of professional renovators working with their customers to make existing homes better places to live.
- Second, we made the point that the federal government has played an important role in supporting our industry in this environmental achievement, through the good work carried out by the Institute for Research in Construction, Natural Resources Canada, and by Canada Mortgage and Housing Corporation. We look forward to the continued support of these federal agencies to our industry and to homeowners who want to make their homes more energy efficient. The restoration of the ecoENERGY Retrofit Homes grant program was a constructive decision. The pending "new generation" versions of the R-2000 Standard, ENERGY STAR for New Homes, and the EnerGuide Rating System also represent important milestones.

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Michael Gough, CAE,

National Office, Ottawa, ON

Federal immigration programs must recognize provincially-designated trades.

- 31 ▶ Today, our industry works with these federal agencies, to the benefit of all Canadians – and we hope this collaboration will continue for many years to come.
- Third, we explained to the Committee that, while the performance of the industry has demonstrated the effectiveness by which market forces can deliver increased home energy efficiency, the CHBA determined that minimum levels of energy performance had to be part of the model National Building Code. This position was taken because a number of provinces and municipalities had begun to impose poorly conceived, ad hoc regulations on energy efficiency, undermining the integrity of the code system, and placing consumers at risk. The CHBA believes that, when regulations are developed, this must be done properly through a disciplined, science-informed process that is open and transparent.

Our Message on Skilled Trades

In late October, Past President Gary Friend appeared before the House of Commons Standing Committee on Human Resources, Skills and Social Development and Status of Persons with Disabilities.

Gary focused on a number of federal government actions needed to increase immigration of skilled tradespeople to Canada in order to address the serious and growing trades shortage in our industry. The CHBA's key points were directed at the importance of aligning immigration program requirements with the workplace realities in our businesses and workplaces.

- Language proficiency requirements must reflect the actual language requirements of tradespeople working on construction sites, not those required in other industries.
- Federal immigration programs must recognize provincially-designated trades, not just Red Seal trades, as these do not reflect the full range of residential construction skill needs.
- Those applying as skilled immigrants must be assessed on the basis of their work experience, not just on their educational qualifications.
- Federal initiatives such as the Temporary Foreign Worker Program should provide for a skilled tradesperson to work for more than one employer, reflecting the reality of labour and contractual practices in our industry.



Get it in Writing!

The underground economy continues to eat away at the fabric of our communities and our industry. A recent document from Statistics Canada estimates the size of the underground economy for residential renovation at \$10 billion. The estimate does not include maintenance and repair in what it considers "renova-

tion activity." So, when factored in, the size of the underground economy in the residential sector would include a good chunk of the \$24 billion that the report identifies as personal spending on underground goods and services.

This impacts more than tax revenues and business lost to legitimate renovation companies. It also means more non-compliance with other regulations such as employment insurance and workers' compensation. This leaves fewer people to share the costs of doing business, hurting both legitimate contractors and their clients. It places homeowners' at risk, it damages the reputation of our industry and it supports criminal activity by cash operators who prey on vulnerable groups such as elderly persons.

More needs to be done by governments and the CHBA will continue to take this message forward. In the meantime, there is an important role for renovators and new home builders to confront and defeat the cash operator one client at a time and the CHBA has just published a new handbook to help in this battle.

RAISE THE BAR: *The Get it in Writing! Handbook* is filled with useful ideas on demonstrating the value that you represent to your customer. The advice given is worthwhile for both new and experienced renovators with insights into what your customer is looking for along with some Do's and Don'ts to position yourself most effectively.

This handbook is one of a number of useful tools developed by the Canadian Renovators' Council to help renovator members be successful. These booklets, including the *Guide to Renovation Contracts*, are available to download free-of-charge in the Members' area of the CHBA website at www.chba.ca under "Tools for Members."

2011 CHBA National Awards

The work of our dedicated national volunteers makes a huge difference to our industry and deserves both appreciation and recognition. The CHBA National Awards Program offers a tangible way to show how much we value their work of those that serve on our national Board, Standing Committees and Councils. It's also a great way to recognize the tremendous achievements of our provincial and local HBAs in the important work and community service that they do.

Members of the national Board of Directors, local and provincial HBA Presidents and Executive Officers are encouraged to nominate a hard-working volunteer, or an HBA, for a prestigious national CHBA award. All of the entry forms and background material that you require on the CHBA National Awards Program are available now in the Members' Area of the CHBA website. Please be sure to review the Eligibility Requirements carefully as you prepare your entries. Contact Michael Gough at the national office (gough@chba.ca) with any questions or to seek assistance in completing the entry forms. The deadline for entries is December 16.



Our Recent Survey Confirms It!

Home BUILDER Magazine delivers results like no other magazine in the residential construction industry:

- 🏠 Over 100,000 readers eagerly read every issue in search for advice and contacts
- 🏠 100% of renovators and contractors found new information or products
- 🏠 86% of all builders found new information or products
- 🏠 Renovators, contractors and builders all refer to web links, find new suppliers and purchase products as a direct result of Home BUILDER; more than 80% took two or more such actions

***Home BUILDER Magazine:
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For more information on Readership Survey, please contact the publisher of Home Builder Magazine.
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New Structural Fasteners for Outdoor Construction



Simpson Strong-Tie introduces two new structural fasteners for wood-to-wood and deck applications.

Designed for securing deck ledgers, the low-profile, 0.22" diameter Strong Drive® SDWS fastener is a safe, high-strength alternative to through-bolting and traditional lag screws. Featuring a patented 4-cut tip that eliminates pre-drilling and a unique thread design that provides superior holding power, the SDWS screw features a double-barrier coating to protect against corrosion in preservative-treated wood applications.

Intended for structural and general-purpose fastening, the Strong Drive® SDWH is a 0.195" diameter hex-head screw that requires less torque than comparable fasteners, making it easier to drive. With a corrosion-resistant coating, the SDWH is suitable for interior applications and exterior, preservative-treated wood applications.

For more information, contact:

Simpson Strong-Tie

Phone: 1-800-999-5099

www.strongtie.com/fasten

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AinsworthEngineered

Phone: 1-877-661-3200

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www.allweatherwindows.com

BMO Study Identifies Top Ten Canadian Home Reno Projects



2010 SAM Awards Finalist - Kitchen, Kenorah Construction and Design Ltd.

TORONTO — The majority of Canadians homeowners who plan on renovating in the next year or two (83 per cent) will focus their renovation efforts on makeovers inside the home over the next year as opposed to making outdoor upgrades, according to a survey released by BMO Bank of Montreal.

The survey, conducted by Leger Marketing, identified the top 10 renovation plans among Canadian homeowners and revealed the following:

- Kitchens: 48 per cent
- Bathrooms: 46 per cent

- Landscaping: 39 per cent
- Basements: 38 per cent
- Exterior renovations (roof replacement, new windows): 36 per cent
- Bedrooms: 25 per cent
- Family room: 21 per cent
- Dining room: 11 per cent
- Addition on the home: 7 per cent
- In-ground pool: 2 per cent

BMO Economics notes that homeowners across Canada are expected to spend upwards of \$45 billion on home renovations in 2011—up moderately from the \$44.6 billion Canadians dedicated to home upgrades in 2010. For financing their renovations, Canadians seem keen to avoid taking on extra debt with the majority relying on savings (57 per cent), followed by taking out a line of credit or a home equity loan (19 per cent and 6 per cent respectively). Only five per cent plan to use a credit card. 🏠

Did You Know?

According to the Appraisal Institute of Canada, the most profitable home renovations are kitchens and bathrooms, which generally result in a return on investment (ROI) of 75 to 100 per cent, an interior paint job offers 50 to 100 per cent ROI, and with a finished basement homeowners can recoup 50 to 75 per cent of the original cost. In contrast, in-ground pools and skylights offer the lowest returns of zero to 25 per cent. 🏠

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Every home buyer is different. Different incomes, different goals, different personalities. That is why Genworth Financial Canada created homeownership.ca, a website specifically designed for consumers providing them with information on mortgage lending and the home buying process. Once a consumer enters the site they are encouraged to take a short survey that determines which information will be of most use to them.

This site is a one-stop resource to help homebuyers through every step of the journey with common-sense advice and information. Whether they're looking for budgeting tips, expert advice – even if they're new to Canada – Genworth Financial Canada's homeownership microsite site breaks the home buying process down in easy-to-understand terms.

For more information, visit:
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Phone: 1-800-511-8888

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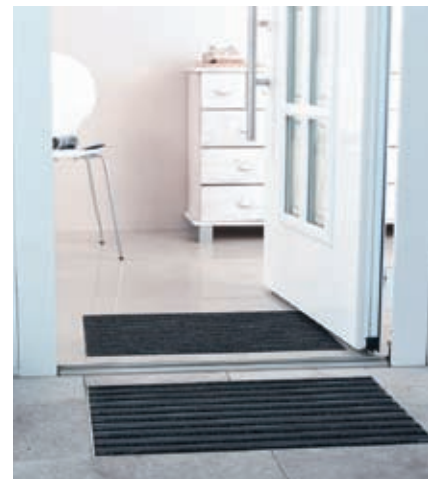
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Living Walls Emerge at Landscape Ontario

TORONTO — Entrepreneurs made their mark on the garden and floral industry with a big presence at this year's Expo 2011, Landscape Ontario's popular fall floral and garden trade show. While big growers and manufacturers still play a very important role in the industry, it is

Canadians Go the Extra Mile to Support Small Business

TORONTO — From coast-to-coast, Canadians believe it is important to support their local small businesses and many are willing to take action to do so. According to Scotiabank's Small Business poll conducted by Harris/Decima, Canadians are willing to tell others about their local small businesses (85 per cent); walk or drive farther (63 per cent); and even pay more (43 per cent) in order to support small businesses in their community. The poll found most Canadians recognize the important role that small businesses play in their community, including how they improve access to products and services (95 per cent), create employment opportunities (94 per cent) and provide leadership in their community (86 per cent).

While Canadians agree about the importance of small businesses, there are a few things small business owners could do to earn even more local business. Canadians told us that by providing personalized service (21 per cent), increasing advertising (20 per cent) and offering competitive prices (19 per cent), small businesses could increase the likelihood of attracting their business. ☛

clear the economic trend that is seeing significant growth is in small- and medium-sized businesses helping move the green industry into the future.

More than 120 of the latest product additions to the world of ornamental horticulture and home gardening were featured in the New Product Showcase. Some of the trends for the 2012 season will come from this showcase, including the ongoing growth of outdoor living and the emergence of "living walls," implements that help plants grow on a vertical plane. ☛



Canadian Business Owners Split on Effectiveness of Social Media

TORONTO — Half of Canadian businesses believe that social media has the potential to increase their profitability, according to a new BMO Bank of Montreal survey. However, while social media tools such as podcasts and social networking sites present significant, cost-effective opportunities for businesses to engage customers, only 29 per cent of Canadian small business owners are taking advantage.

The survey, conducted by Leger Marketing, found that those who think social media can increase their profit believe it can do so through:

- Promoting their company's brand or reputation (64 per cent)
- Providing broader access to consumers (63 per cent)
- Encouraging word of mouth endorsements and referrals (62 per cent)
- Selling products or services (46 per cent)
- Gathering ideas/suggestions (42 per cent)

The top reasons business owners cited for not using social media are:

- They don't think it is a valuable tool (29 per cent)
- They lack knowledge about social media (19 per cent) ☛

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Home Hardware Stores Limited	6, 7	519-664-2252	www.homehardware.ca
KILZ (Masterchem Industries)	21	800-325-3552	kilzpro-x.com
LOGIX Insulated Concrete Forms	20	888-415-6449	www.logixicf.com
Malco Products Inc.	11	800-328-3530	www.malcotools.com
Mercedes - Benz Sprinter	3	416-847-7538	www.mercedes-benz.ca
Owens Corning Canada LP	2	800-533-3354	www.owenscorning.ca
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Schlage Lock - Ingersoll Rand	27	800-900-4734	www.doorsecurity.ca/builderprograms
Simpson Strong-Tie Canada	36	800-999-5099	www.strongtie.com
Strategis Floor & Decor	36	519-664-2252	www.comfortplustflooring.com
Tufdek (Tuff Ind.)	36	877-860-9333	www.tufdek.com

CALENDAR

Do you have an event you want posted on our new Online Calendar? E-mail your listing to editor@work4.ca

November 23

SustainaBUILD Vancouver, BC
www.sustainabuild.com/vancouver/

November 28-30

6th Annual Municipal Communications Conference Toronto, ON
www.summersdirect.com/conferences/default.html

November 30-December 2

Homebuilder & Renovator Expo Toronto, ON
www.homebuilderexpo.ca

December 5-6

Solar Canada 2011 Conference & Exposition Canadian Solar Industry (CanSIA) Toronto, ON
http://cansia.ca

December 6

Trends 2012 Greater Vancouver Home Builders' Association Burnaby, BC
www.gvhba.org



CREATE AND TRANSFORM

69th CHBA National Conference

Fairmont Tremblant Resort, Mont-Tremblant, Québec

There are powerful forces transforming Canadian housing markets.

The 2012 CHBA National Conference will focus on these transformative forces, and the new opportunities they hold for housing entrepreneurs.

We will explore how new home builders, renovators and their business allies can translate the market, technology and business changes occurring today into new avenues for success.

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