



# **2022 MEMBERSHIP PACKAGE.**

TOGETHER **WE** BUILD THE FUTURE



# 2022 LEADERSHIP

CHIEF EXECUTIVE OFFICER  
**MIKE COLLINS-WILLIAMS**  
WEST END HBA



2021 - 2022 PRESIDENT  
**BIANCA BRUZZESE**  
BDO CANADA



1<sup>ST</sup> VICE-PRESIDENT  
**TERRI JOHNS**  
T.JOHNS GROUP



2<sup>ND</sup> VICE-PRESIDENT  
**JOHN-ANTHONY LOSANI**  
LOSANI HOMES



IMMEDIATE PAST PRESIDENT  
**ROBERT MOLINARO**  
MOLINARO GROUP



TREASURER  
**NICK CARNICELLI**  
CARRIAGE GATE HOMES

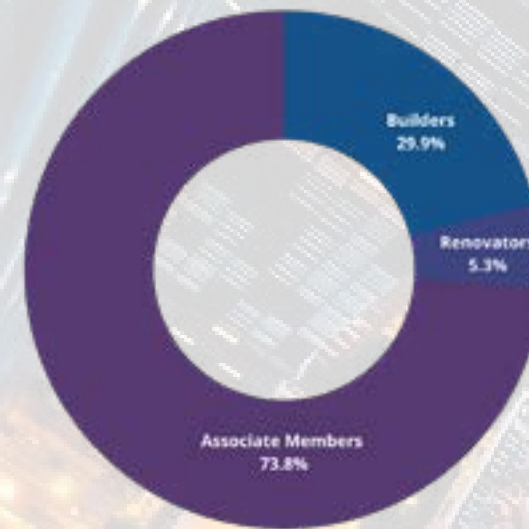


SECRETARY  
**DAVID IONICO**  
MCHUGH WHITMORE

## BOARD OF DIRECTORS

**DANI GABRIELE** | MARZ HOMES  
**CHRIS TAYLOR** | BELL CANADA  
**CHARLES WAH** | GATEWAY GROUP  
**NATASHA PAIKIN** | NEW HORIZON DEVELOPMENT GROUP  
**BRENT SAVO SARDARO** | BUILT BY BESPOKE  
**STEVEN FRANKOVICH** | S. LLEWELLYN & ASSOCIATES LIMITED

## MEMBERSHIP



WE  
GREW OUR  
MEMBERSHIP  
BY 8.8%

## COMMUNITY SUPPORT



2020-2021: APPRECIATION MEALS FOR FRONTLINE WORKERS IN HAMILTON AND BURLINGTON



2021: 5-YEAR MOHAWK COLLEGE SKILLED TRADES SCHOLARSHIP IN PARTERSHIP WITH COGECO



2020 & 2021: HOLIDAY TOY DRIVE FOR CITY KIDZ

## UPCOMING EVENTS

DURING 2020 AND 2021 THE WEST END HOME BUILDERS' ASSOCIATION HOSTED MORE THAN 15 IN PERSON EVENTS, UNDER STRICT HEALTH & SAFETY MEASURES. THIS YEAR, WE INTEND TO INCREASE THE NUMBER OF OUR IN PERSON EVENTS AND BRING BACK THE SOCIAL AND NETWORKING OPPORTUNITIES THAT COME WITH THE WE HBA MEMBERSHIP.

## IN PERSON EVENTS

ANNUAL INDUSTRY LUNCHEON  
U40 SOCIALS AND PROFESSIONAL DEVELOPMENT EVENTS

AWARDS OF DISTINCTION

ANNUAL GENERAL MEETINGS

GOLF TOURNAMENTS

PRESIDENT'S GALA

REVERSE BUILDER TRADESHOW

## 2021 VIRTUAL EVENTS

IN 2020 & 2021 WE HBA HOSTED MORE THAN 50 VIRTUAL EVENTS, WHILE MAINTAINING THE INTEREST AND PARTICIPATION IN HIGH LEVELS. THIS YEAR WE WILL BE HOSTING AT LEAST 5 CEU ACCREDITED VIRTUAL COURSES AND 4 WOMEN IN INDUSTRY VIRTUAL EDUCATIONAL EVENTS.

# BENEFITS OF MEMBERSHIP

## Your Voice in Our Industry

Since 1942, the West End Home Builders' Association (WE HBA) has been advocating for the interests of our industry. As a group, we provide an effective voice for the land development, home building and renovation industries, as well as for new home buyers. We are actively engaged in working to ensure our members' interests are represented at all three levels of government and we advocate on behalf of consumers for choice, affordability and sufficient supply.

## Marketing Benefits & Industry Recognition

Your WE HBA membership identifies you as an industry professional and is a mark of professional distinction. It speaks volumes for the quality and level of your services or product and inspires trust and confidence with clients and consumers. WE HBA gives you the opportunity not only to promote your business through the Association's print and digital marketing platforms, but also gain official recognition through the Awards of Distinction, which showcase the highest levels of achievement in design, construction, technology, promotion and marketing.

## Professional Development

WE HBA offers our members a wide variety of educational materials and news sources. Through a range of seminars, education forums and training programs, our members are able to develop their skills and stay up to date with the latest information on business practices, innovative systems and products. In addition, through various online news platforms and print publications, WE HBA members have the opportunity to stay well informed with the latest industry and business news and are able to use this knowledge to manage their businesses and operate profitably.

## Strong Connections & Strong Businesses

By being a WE HBA member you open the door to new business opportunities. Through Business After Hours, seminars, social & professional events and other activities, you have the opportunity to network with other businesses locally, provincially and nationally. Our members can also make meaningful connections and work with people from different areas of the industry by joining a Committee or a Council. At all three levels, our Association gives our members the opportunity to get informed and make valuable business contacts through a range of conferences and seminars.

## OHBA & CHBA

All WE HBA members are also members of the Ontario Home Builders' Association and the Canadian Home Builders' Association and they benefit from services and activities at all levels. OHBA deals with a range of legislation and regulations that affect our industry and promotes professional recognition for all our members through Awards, events and conferences. CHBA advocates the interests of the industry, creates alliances to promote solutions, develops publications and consumer material and brings all the members together at the annual CHBA conferences.

## Builder & Developer Members

By joining WE HBA, you are joining a group of the area's leading home and condominium builders who are committed to exchanging information and experience, and to supporting each other in their businesses. Our members belong to an exclusive business network of builders, suppliers, trade contractors and service professionals. Your membership builds confidence with your clients and the consumers and gives you access to a full slate of services that give you the chance to have a voice heard by the government, stay informed and build recognition with consumers.

## Renovator Members

By joining WE HBA, our renovator members can apply to become Renomark Renovators, an attribute that translates to renovation excellence and quality of services and separates trusted professionals from part-timers and underground contractors. The Renovators Mark of Excellence identifies professional contractors who have agreed to abide by a renovation-specific Code of Conduct and provide a superior level of service. Renomark Renovators are highly trusted, recommended and preferred by the consumers as they commit to successful, high-quality renovations.

## Associate Members

Our associate members include trade contractors, manufacturers, suppliers, financial institutions & mortgage insurers, warranty providers, housing agencies, as well as service and professional companies. Our members have the opportunity to make strong connections with industry leaders, build successful business relationships and get professional recognition within the industry. Our Association also gives our members access to a wide range of services and information that helps them manage their business, improve their skills and build a profitable, successful future.



# MEMBERSHIP VALUE

**1** Your WE HBA membership identifies you as a **highly recommended** and **trusted** business and presents a mark of **professional distinction**. It is an indication of a higher quality of products and services and it inspires trust and **confidence with clients and consumers**.

**2** Our members have exclusive access to **industry and business news** through the OHBA and CHBA online news sources and print publications, as well as through our own **newsletter, Development Council news** and **WE HBA blog**. All updates are accessible at all times at a dedicated "**members only**" section on the WE HBA website.

**3** **Successful relationships** are a result of shared values and inclusive mindset. In addition, our referral/ sponsor program guarantees that new and old members share a similar passion for high quality of products and services.

**4** WE HBA members are also members of the **Ontario HBA** and the **Canadian HBA** and they benefit from services and activities of all levels. They also have the opportunity to gain provincial and national industry recognition by participating at the **OHBA** and **CHBA Awards of Distinction**.

**5** Through a range of **provincial, local and national networking events**, our members open their doors to **new business opportunities** at all three levels of the Association. By joining WE HBA you are joining an **exclusive network of leading industry professionals** who are committed to exchanging information and experiences, supporting each other in business and **building successful partnerships**.

**6** WE HBA is one of the only associations where members create **strong, long-lasting professional and personal connections**. We are a big family with a culture that encourages and strengthens genuine relationships that lead to **successful collaborations**.

**7** Our members have access to a wide variety of **educational material** and **professional development courses** through **seminars, education forums, webinars, training programs** and others. They are able to develop their skills, stay informed and manage their business **successfully and profitably**.

**8** Our **Membership Advantage Program** has a significant **financial value**. When used successfully you can easily cover and **exceed the monetary value of your annual membership fee**.



**HOME BUILDERS/  
DEVELOPERS**

**RENOVATORS**

**ASSOCIATE  
MEMBERS**

SUPPLIERS

FINANCIAL  
INSTITUTIONS  
&  
MORTGAGE  
INSURERS

WARRANTY  
PROVIDERS

SERVICE &  
PROFESSIONAL GROUPS:

DESIGNERS  
LAWYERS  
ACCOUNTANTS  
REAL ESTATE BROKERS  
ADVERTISING COMPANIES  
MARKETING COMPANIES  
MEDIA COMPANIES  
IT COMPANIES  
ARCHITECTURE FIRMS  
INTERIOR DESIGNERS  
PRINTING COMPANIES

**AND MANY MORE**

TRADE  
CONTRACTORS

GOVERNMENT,  
HOUSING  
AGENCIES,

MANUFACTURERS



# MEMBERSHIP ADVANTAGE PROGRAM

WE HBA has partnered with local businesses and also built on the CHBA & OHBA Advantages Programs to provide a special expansive suite of discounts which are only available to WE HBA members and can save businesses thousands of dollars per year!

## OFFICE



OFFICE SUPPLIES  
STAPLES  
GRAND & TOY  
DELUXE



IT SUPPLIES  
MICROSOFT OFFICE 365  
LENOVO  
NETACCESS SYSTEMS INC.

## INSURANCE PROGRAMS

BLUEPRINT INSURANCE  
RBC INSURANCE  
TD INSURANCE

FEDERATED INSURANCE  
LAWRIE INSURANCE GROUP

## FUEL & CAR



FUEL  
IMPERIAL OIL  
PETRO-CANADA



CAR LEASES & RENTALS  
AVIS BUDGET  
CHRYSLER, DODGE, JEEP,  
MERCEDES - BENZ

## TELECOMMUNICATIONS

BELL  
COGECO  
TELUS

DELL SMALL BUSINESS  
INTERCALL

## TRAVEL

FAIRMONT HOTELS  
CHOICE HOTELS  
SNAZZY TRAVELER

## RETAIL

MARK'S  
THE HOME DEPOT PRO-XTRA

## PROFESSIONAL SERVICES



FINANCIAL  
ROYAL BANK OF CANADA  
FIRST ONTARIO CREDIT UNION  
DELUXE PAYROLL  
ZOMARON



SALES & MARKETING  
SANDLER TRAINING  
CALIBER COMMUNICATIONS  
SUMO QUOTE



BUSINESS SERVICES  
QUICKSILK  
UPS



[VIEW MAP PROGRAM DETAILS](#)





*How can we  
help you  
promote  
your company?*



## Social Media

The West End Home Builders' Association has an active and steadily increasing social media presence and following. Follow us on:



<https://www.instagram.com/westendhba>



<https://www.linkedin.com/company/westendhba>



<https://www.twitter.com/WestEndHBA>



<https://www.facebook.com/westendhba>



West End Home Builders' Association

Members can send us emails with the content they want to promote on the WE HBA social media accounts. News, announcements, accomplishments, articles, blogposts or other information related to their company.



Members can tag the WE HBA Social Media Accounts on their posts and we will share their content



Members can send us images of their projects/ professional life for our Instagram account feed

## Website



Members can send us a high resolution version of their company logo for our "Featured Member" section on our homepage



Members can be part of our Guest Member Blog Writing and showcase their expertise on specific matters



Members can send us an email with their job advertisement(s). Employment opportunities are listed in the Careers section on the brand new WE HBA website



Our online membership directory is a major resource for potential homebuyers and consumers who are looking for services.

## Networking

A WE HBA Membership is a marketing and growth investment. At the West End Home Builders' Association we give our members the opportunity to promote their product and services, network and make meaningful connections through a wide range of professional and social events, through active participation and involvement with our Committees and Councils as well as through our member directory. The Directory is being distributed to all our members annually and it is also available online on our website. We strongly encourage partnerships between our members and we are thrilled to see successful collaborations taking place every year. The key to your success is the key to our success and it all comes down to one rule: **active membership yields great results.**



# RENOMARK

The RenoMark™ program was established in 2001 and is delivered in partnership with the Canadian Home Builders' Association and local Home Builders' Associations across Canada.

RenoMark™ identifies professional contractors who have agreed to abide by a renovation-specific Code of Conduct. The Renovators Mark of Excellence makes it easy for homeowners to identify participating professional renovators who have agreed to provide a superior level of service.

RenoMark™ is the renovation industry's mark of excellence for renovators who:

**Believe in professionalism:** They are committed to their industry and to their businesses and are willing to pay annual dues to keep informed and to help educate consumers.

**Have legitimate business licenses:** They do not support the underground economy of renovators who avoid paying taxes and operate "fly-by-night" and "cash only" businesses.

**Are members of the West End Home Builders' Association:** A crucial first step in knowing that you've hired a professional.

## The RenoMark™ Code of Conduct

All RenoMark™ members have agreed to the following:

Be a member of the WE HBA in good standing and abide by its Code of Ethics

Provide a detailed written contract for all jobs

Offer a two-year warranty – minimum – on all work (excluding minor home repair)

Carry \$2 million liability insurance at a minimum

Maintain a professional level of knowledge of current building codes, permit procedures and technical skills through continuing education

Maintain a safe and organized worksite

Return all phone calls within two business days

# WE HBA PARTNERS



RBC Royal Bank®



CustomerInsight™







The Ontario Home Builders' Association is the voice of the building, land development and professional renovation industry in Ontario. It is a voluntary association whose primary goal is to positively impact provincial, legislative, regulatory and tax policies that affect the industry.



LOCAL ASSOCIATIONS



- BILD
- Brantford
- Chatham-Kent
- Cornwall
- Durham Region
- Greater Dufferin
- Grey-Bruce
- Guelph & District
- Haldimand-Norfolk
- Haliburton County
- Kingston-Frontenac
- Lanark-Leeds
- London
- Niagara
- North Bay & District
- Greater Ottawa
- Peterborough & the Kawartha
- Quinte
- Sarnia-Lambton
- Simcoe County
- St. Thomas-Elgin
- Stratford & Area
- Sudbury & District
- Thunder Bay
- Waterloo Region
- West End
- Windsor Essex

GOVERNMENT RELATIONS

OHBA provides members with professional high powered advocacy. OHBA representation at meetings with Cabinet Ministers and ministry officials varies with the matter being discussed. OHBA has a strong voice at Queen's Park. OHBA serves on provincial task forces, submits written briefs and makes presentations at Standing Committee hearings.

OHBA delivers results for our members and aspiring #homebelievers across Ontario supporting more housing supply and more housing choice.

The following is a list of key provincial issues impacting housing organized by ministry.

ATTORNEY GENERAL

- Construction Lien Act
- Local Planning Appeals Tribunal

CULTURE

- Ontario Heritage Act
- Archeological Assessments

MUNICIPAL AFFAIRS & HOUSING

- Development Charges Act
- Ontario Building Code
- Growth Plan
- Greenbelt
- Planning Act
- Municipal Act
- Community Benefits Charges

ENVIRONMENT, CONSERVATION AND PARKS

- Environmental Assessments
- Brownfields
- Construction Waste
- Excess Soils
- Environmental Compliance Approvals
- Endangered Species Act
- Conservation Authorities

LABOUR

- Occupational Health & Safety Act
- WSIB
- Skilled Trades

INFRASTRUCTURE

- Infrastructure Investment
- Asset Management Planning

FINANCE

- HST New Housing Threshold
- Land Transfer Tax
- Home Renovation Tax Credit
- Modern Surety Bonds

GOVERNMENT CONSUMER SERVICES

- New Home Warranties
- Tarion Warranty Corporation
- Home Construction Regulatory Authority
- Consumer Protection Act
- Condominium Act

NATURAL RESOURCES & FORESTRY

- Wetlands

TRANSPORTATION

- Metrolinx





Since 1943, the Canadian Home Builders' Association (CHBA) has been "the voice of Canada's residential construction industry." Representing one of the largest industry sectors in Canada, the CHBA membership is made up of some 9,000 companies – including home builders, renovators, land developers, trade contractors, product and material manufacturers, building product suppliers, lending institutions, insurance providers, and service professionals.



1.2M Jobs



\$138.1B Economic Activity

## CHBA ADVOCACY

2021 Federal Election Addressed market-rate supply in a meaningful way:

- Development of a \$4 billion Housing Accelerator Fund to incentivize more market-rate supply
- \$1.4 billion Greener Homes Initiative for energy retrofits of existing housing
- Positive changes to First Time Home Buyer Incentive
- Measures to address affordability and first-time buyers
- Tax Free First Home Savings Account for younger first-time buyers
- Doubling First Time Home Buyer Tax Credit
- Multi-generational Home Tax Credit
- Convert office space to housing
- Support for labour force development

## MEMBER-ONLY PERKS

EXCLUSIVE INFORMATION  
TO GIVE YOUR BUSINESS AN EDGE.  
Website content, ecommunications,  
industry alerts, webinars and  
more.

PROMOTING CAREERS  
IN RESIDENTIAL CONSTRUCTION

NATIONAL AWARDS  
FOR HOUSING EXCELLENCE



## A Strong Voice

### HELPING YOU SUCCEED

Every day, CHBA National is squarely focused on helping members succeed and prosper as they strive to fulfill the housing aspirations of Canadians.

### YOUR VOICE

- on Parliament Hill
- to other national organizations
- to national media
- to consumers across the country, building your brand and augmenting messaging from our local and provincial HBAs

### EXECUTIVE OFFICERS COUNCIL

Support for the EO and Canadian HBA Staff as part of a coast to coast team.

## KEY ACTIONS & BIG WINS

- CHBA Municipal Benchmarking Study to tackle affordability and supply challenges
- CHBA's Economic Performance Review to illustrate economic impact of residential construction
- CHBA Housing Market Index to provide a leading economic/housing indicator to inform government advocacy/policy
- Tax changes on private corporations – complete walk back by feds on small business taxes
- Over \$600M saved nationally fighting drywall tariff
- Home Accessibility Tax Credit secured for renovating for disabilities including aging in place
- Canada Job Grant launched – up to \$10k/employee for training
- Reductions in Employment Insurance to keep your expenses down
- Extensive Federal investments in construction trades training and in core infrastructure; continued push for transit-oriented development
- \$2.6B to home retrofit programming
- Extensive Federal activity to inform and encourage housing supply, including \$40M allocated to better data to end "flying blind"
- Canada Housing Benefit to enable 300,000 Canadians to live in marketrate housing rather than social housing
- Additional investment in Rental Construction Financing Initiative
- RenoMark – bringing RenoMark to national, bolstering marketing, working on next gen program with still more value for members and consumers
- BuildForce Labour Market Information to support advocacy – 134,600 retiring workers over next decade



DISCOUNTS FOR YOUR  
BUSINESS AND YOUR STAFF.



# TESTIMONIALS

“I am a past president of the Association and find great value for both myself personally and our company in our membership. We enjoy the camaraderie of knowing our other fellow builders in our industry, as well as meeting valued suppliers and trades through this Association. I would strongly recommend anybody who has an interest in this industry joining the Association, being involved, helping the industry grow, and join the group of people who are firmly committed to ensuring the long term success of home building and condominium building throughout southern Ontario.”

Jeff Paikin, President,  
New Horizon Development Corporation

I look back at when I first got involved in the Association in the mid 80’ s and at that time, I asked one of the Presidents “How do I get involved?” , What is the best venue for me to be involved?” , What is the best avenue to get connected to the Association?” . The comment was “You will get out of it what you put into it” and I would absolutely agree that that is exactly what happens” .

Fred Toy,  
Silverline Group Inc.

“The Metroland Media group has been members of the WE HBA for over a decade. During this time I have had the benefit of meeting business owners, builders and developers from all over southern Ontario. Not only has it been enlightening but it has been extremely rewarding. When you network in any industry, it creates opportunities to grow your business. It creates opportunity to make many friends. It creates opportunity to excel. My involvement on various committees, the Board of Directors, and the Executive Board has proved to be very rewarding and proof that you can build trust and relationships and have fun doing so. I have grown our business in leaps and bounds and worked to adapt our business to many changes over the years. I wouldn’ t have been able to do this without being tuned into the WE HBA and its members. Thank you for teaching us and thank you for mentoring me.”

Allan Roshko  
2015 WE HBA President, Metroland Media Group

On behalf of the Board of Directors and staff of St. Joseph’ s Healthcare Foundation, it is my sincere pleasure to congratulate the West End Home Builders’ Association on being chosen as the 2019 Home Builders’ Association of the Year by the Canadian Home Builders’ Association. This milestone recognition is an honour which acknowledges WEHBA’ s exceptional dedication, hard work and commitment to the new home construction industry and the members you serve. We wholeheartedly believe that the West End Home Builders’ Association is a worthy recipient. Congratulations!

In addition to advocating for home building industry professionals and existing and future home owners, and providing exceptional service to your members, WEHBA has been a philanthropic champion to the charitable sector in our community. Whether you are raising funds at a golf tournament, collecting toys for CityKidz or supporting Mohawk students, your volunteerism and philanthropy have made a permanent, positive impact. We are so grateful for your support of St. Joseph’ s Healthcare Hamilton through the Lina DeSantis Memorial Fund and support of Foundation events. Thank you for your outstanding leadership in the home building industry and for your contributions to our community, culminating in this great honour as the recipient of the 2019 Home Builders’ Association of the Year Award.

Sera Filice - Armenio, President & CEO  
St. Joseph’ s Healthcare Hamilton

“We have been members for 6 plus years and the WEHBA has done wonders for our business by networking and attending the events to help get our company name known and respected by some very successful business owners and home builders. The more you take part in WE HBA events the more success you will have as a member.”

- Joal Roshko, Partner,  
Heartwood Renovations





# MEMBERSHIP APPLICATION

|   |  |
|---|--|
| COMPANY:  |  |
| ADDRESS:  | CITY & POSTAL CODE   |
| MAIN CONTACT: EMAIL:  |  |
| ADDITIONAL CONTACT: EMAIL:  |  |
| PHONE (WORK):   | SOCIAL MEDIA:  |
| CELL:   | FACEBOOK:  |
| FAX:  | TWITTER:   |
| SPONSOR (COMPANY & NAME):   | INSTAGRAM:   |
|   | LINKEDIN:  |
|   | WEBSITE:   |
| BUSINESS REFERENCES (COMPANY NAME AND LOCAL HBA - A MINIMUM OF TWO REFERENCES IS REQUIRED)            | MEMBERSHIP CATEGORY (PLEASE PICK ONE)  |
| REFERENCE 1:  | <input type="checkbox"/> BUILDER/ DEVELOPER <input type="checkbox"/> RENOVATOR |
| REFERENCE 2:  | <input type="checkbox"/> SUPPLIER <input type="checkbox"/> MANUFACTURER        |
|   | <input type="checkbox"/> SUBTRADE <input type="checkbox"/> PROF. SERVICES      |
| PLEASE TELL US WHY YOU ARE APPLYING FOR A WE HBA MEMBERSHIP AND WHAT YOU ARE HOP-ING TO GAIN FROM IT: | INDICATE TRADE, PRODUCT, SERVICES ETC.:  |
|   | TARION REGISTRATION NUMBER (BUILDERS):   |
| OTHER HBA LOCALS YOU BELONG TO:   | OTHER ASSOCIATIONS YOU BELONG TO:  |



# FEES

| MEMBER TYPE        | FEE         | HST      | TOTAL      |
|--------------------|-------------|----------|------------|
| BUILDER/ DEVELOPER | \$ 1,785.00 | \$232.05 | \$2,017.05 |
| RENOVATOR          | \$ 1,275.00 | \$165.75 | \$1,440.75 |
| ASSOCIATE          | \$ 1,275.00 | \$165.75 | \$1,440.75 |
| YOUTH ENTREPRENEUR | \$ 1,045.00 | \$135.85 | \$1,180.85 |

# PAYMENT METHOD

|                                 |                                      |                               |                             |                               |
|---------------------------------|--------------------------------------|-------------------------------|-----------------------------|-------------------------------|
| <input type="checkbox"/> CHEQUE | <input type="checkbox"/> CREDIT CARD | <input type="checkbox"/> VISA | <input type="checkbox"/> MC | <input type="checkbox"/> AMEX |
| NAME                            |                                      |                               |                             |                               |
| CARD #                          |                                      |                               |                             |                               |
| EXP MM/ YY                      |                                      |                               |                             |                               |
| 3-DIGIT SECURITY CODE:          |                                      |                               |                             |                               |

\* Builder/developer members are required to pay into a mandatory Consumer Protection Fund. This fund is used for advocacy on behalf of our members. This fee is not included in the above membership fee. The total fee is based on a fee table linked to the average units built and developed based on a 3 year average. The total CPF fee varies according to each unit sold/developed bracket as per the detailed table in the membership application document.

\*\*The Youth/Entrepreneur rate is available to all non-builder member entrepreneurs who wish to join the association, who are under 35 years of age and have been in business for themselves for less than 5 years. This introductory rate is available for the first two years' of membership, after which time the member will revert to a full Renovator or Associate member.

# CODE OF ETHICS FOR ACTIVE MEMBERS

As a member of this Association we solemnly promise and subscribe to uphold the following Code of Ethics:

(a) Members of the West End Home Builders Association believe and affirm that:

- 1. Home ownership by Canadian families shall be encouraged.
- 2. Canadian homes shall be well designed, well constructed, and well located in attractive communities, with educational, recreational, religious, and shopping facilities accessible to all.
- 3. Canadian homes shall be built under the free enterprise system.

(b) To achieve these goals I/We pledge allegiance to the following principles and policies:

- 1. Our paramount responsibility shall be to our customers, our community, and our country, and we will, at all times, follow good building practices.
- 2. Honesty is our guiding business policy and no member shall perform or cause to be performed any act which would tend to reflect unfavourably upon himself, another member, or upon the industry.
- 3. High standards of health, safety, and sanitation shall be built into every home.
- 4. The right to a fair return for goods and services shall be held and protected in our relations with labour and all other segments of the industry.
- 5. As members of a progressive industry, we encourage research to develop new materials, new building techniques, new building equipment and improved methods of home financing to the end that every home purchaser may get the greatest value possible for every dollar of investment.
- 6. All sound legislative proposals affecting our industry and the people we serve shall have our informed and vigorous support.
- 7. We assume the obligation of co-operation with one another within the framework of competitive free enterprise.

We assume these responsibilities freely and are solemnly mindful that they are part of our obligations as members of the West End Home Builders' Association and as members of the Canadian Home Builders' Association.

We hereby agree to observe the Constitution and Code of Ethics of the Association and to hold the Association, its Officers and Members harmless with respect to any disciplinary actions which may be imposed as a result of future activities.

DATE:

SIGNATURE:

\*It is the mandate of the Association to provide information, promote membership and foster communication, e.g., catalogues of Members, Internet information, new products and services etc. The Applicant hereby consents to the use of the information in this Application for such purposes (banking and credit card information excepted) by all levels of the CHBA, OHBA and WEHBA. This application is subject to approval by the Board of Directors.

