



Quality Products Make a Difference



Jamie Adam,
WRHBA President 2011-12

The quality of the products and materials used by your new home builder or renovator has a big impact on the overall quality of your home. That's why it is important to deal with a reputable, professional new home builder or renovator - someone who doesn't take shortcuts or compromise by choosing inferior products and materials.

From construction materials to mechanical systems to finishing products, the marketplace offers a tremendous range of choices. Professional new builders and renovators carefully consider and balance many different factors to make sure that home buyers and home owners get the best overall possible value.

- **Compatibility with codes and standards.** There are standards for many products used in new home construction and renovation. Some are mandatory and may be referenced in building codes, others are voluntary. Manufacturers of quality products ensure their products are tested and certified regardless, so builders / renovators and their clients know what they are getting.
- **The reassurance of brand names.** Manufacturers of brand name products invest significantly in quality. They do ongoing research and development to bring new, improved products to the market. They stand behind their products with a warranty and after-sales service. As well, they offer training and technical assistance to new home builders. That's a lot of reassurance.
- **The "green factor".** Many products claim to offer some kind of environmental benefit. Professional new home builders and renovators look behind the claim for solid, verifiable information that you are getting what you expect.
- **Price.** Quality comes at many price levels. New home builders and renovators are always on the lookout for products that offer homebuyers and homeowners the performance and style they want, at a price that fits comfortably within their budget.

Other factors at a glance:

- how a product is manufactured
- where it is manufactured
- how easy it is to obtain
- how easy it is to install
- how well it performs
- how long it will last
- how easy it is to maintain, service and repair
- compatibility with other products
- scope of the warranty
- aesthetics - is it well designed and attractive?
- is it the right product for the purpose?

Waterloo Region Home Builders' Association

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FOR FURTHER INFORMATION, OR TO ARRANGE AN INTERVIEW CONTACT:

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Established in 1946, the Waterloo Region Home Builders' Association (WRHBA) is the official voice of the residential construction industry in Waterloo Region. WRHBA is actively involved in all facets of the new home construction and residential renovation industries. As a voluntary association with over 250 member companies, WRHBA's network of professionals effectively manage industry issues across the region including the cities of Kitchener, Waterloo, Cambridge, and the Townships of North Dumfries, Wellesley, Wilmot and Woolwich. WRHBA's primary goals are to promote housing affordability and choice; and to build vibrant, prosperous and healthy communities through encouraging innovations and excellence in the planning and building of sustainable communities and in the redevelopment and renovation of existing communities. WRHBA works with and regularly facilitates discussions between the industry and the federal, provincial, regional, and local governments to establish fair and effective policies that affect development, building, and home ownership in Waterloo Region.

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