



Brian Campbell,
WRHBA President 2012-13

Adding a Bit of Green to Your Home

When I first started working in this industry, greening your home meant little more than setting back your thermostat at night and turning off the lights when you left the room. Today, as we enter the second decade of the new millennium, green is gold and with the technological advancements that were made over the years, green products have become affordable, available and attractive for any homeowner.

Some people believe that they have to buy a new home in order to significantly reduce their carbon footprint, and that's certainly a great solution, but it's not the only way. Green renovations are becoming increasingly popular with time, as homeowners realize that the positive impact goes beyond the environment - it can help your pocketbook as well.

Green upgrades have proven to pay for themselves over the years as they reduce your monthly operating costs while providing you with a comfortable, healthy living space.

These monthly savings generate further return on your investment when you decide to sell.

There are literally hundreds of products currently on the market that claim to be green, but only a true professional - someone who researches, buys and works with these products on a daily basis - can distinguish the real thing from something with eco in the name and green images on the packaging.

Professional renovators know how to put it all together, how to match old and new, and how to integrate groundbreaking green technology with the existing structure of your home. Take advantage of their expertise to make sure you get the most out of your home. Those beautiful new windows might be energy efficient, but they need proper installation to put them to work.

A good place to look for a professional renovator is www.renomark.ca - home to the national RenoMark™ program, which is administered by 31 Home Builders' Associations (HBAs) in seven provinces.

The RenoMark™ membership consists of professional renovators and custom home builders who have agreed to follow the Waterloo Region Home Builders' Association (WRHBA) Code of Ethics and the renovation-specific RenoMark™ Code of Conduct, focusing on things such as providing written contracts, warranties and liability insurance. The website also features a trade-specific search feature, allowing homeowners to quickly and efficiently locate a specific renovator in their neck of the woods.

Finding a renovator is no small task, so be sure to ask plenty of questions to make sure your contractor is an expert in green renovations. Don't be afraid to ask for references or examples of previous work. Good luck!

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

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FOR FURTHER INFORMATION, OR TO ARRANGE AN INTERVIEW CONTACT:

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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.

For further information contact Marie Schroeder, Executive Officer - Marie-Schroeder@wrhba.com

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