



RenoMark™ - a National Renovation Program Providing Confidence to Consumers in Guelph

City of Guelph, November 2, 2020 – From installing a new kitchen, redoing a bathroom or putting an addition on a home, a renovation has to be done right. To help provide consumers with greater confidence when hiring contractors to do work on their homes, the renovator members of the Guelph & District Home Builders' Association (GDHBA) are here to help.

“Getting a professional renovation contractor can make all the difference in ensuring a successful renovation,” says Melissa Jonker, Executive Officer of GDHBA. “By hiring a RenoMark™ renovator, they can be confident that they have taken the first step toward a professional renovation.”

The national RenoMark™ program was developed by the Building Industry and Land Development Association (BILD) of Toronto which recognized the need for expanded consumer education and improved professionalism among renovation contractors. The program is now run nationally by the Canadian Home Builders' Association.

When a consumer hires a RenoMark™ contractor they know they're hiring someone who:

- Is a qualified industry professional;
- Has committed to providing customers with detailed written quotes as well as comprehensive, written contracts (including the scope of work) for all jobs;
- Has access to information on building codes, municipal requirements, and health and safety requirements; and
- Provides proof of \$2 million liability and have and/or work only with subcontractors which have workplace safety and employers' liability coverage

The www.RenoMark.ca web directory is available for homeowners to find a professional contractor. This website provides consumers with best practices and highlights what they should be looking for, including avoiding renovators who offer to do work without a written contract or who ask for cash in an effort to avoid paying HST. The site also offers “5 Steps for a Successful Home Renovation”, for homeowners to ensure a renovation goes smoothly. It offers everything from basic project planning strategies to common-sense tips.

Contractors apply to the local home builder association (for Guelph and surrounding area that would be the GDHBA), and those that are prepared to commit to the Code of Ethics and Code of Conduct are awarded RenoMark™ certification. A RenoMark™ renovator pledges to meet a 10-point code of conduct, including to return all telephone calls within two business days, offer a minimum two-year warranty on all work, carry a minimum of \$2 million in liability insurance, and provide a detailed written contract or scope of work for all jobs.

In a recent study completed by Statistics Canada and CMHC, it noted that in 2019 there were a total of 5,010 jobs in home renovation and repair with a total of \$317 million in wages and \$552 million in built investment value in Guelph. With many homeowners looking to update their home, make it more energy efficient or renovate for future needs including accessibility, finding a professional contractor is an important first step.

The Guelph & District Home Builders' Association (GDHBA) is the voice for the residential construction industry in the Guelph and Wellington County area. We represent members from a wide range of businesses, including home builders, developers, renovators, trade contractors, product suppliers, service professionals, realtors, financial specialists, and more. GDHBA strives to improve new housing affordability and choice for new home purchasers and renovation consumers by positively impacting legislation, regulation, and policy that affect the industry.