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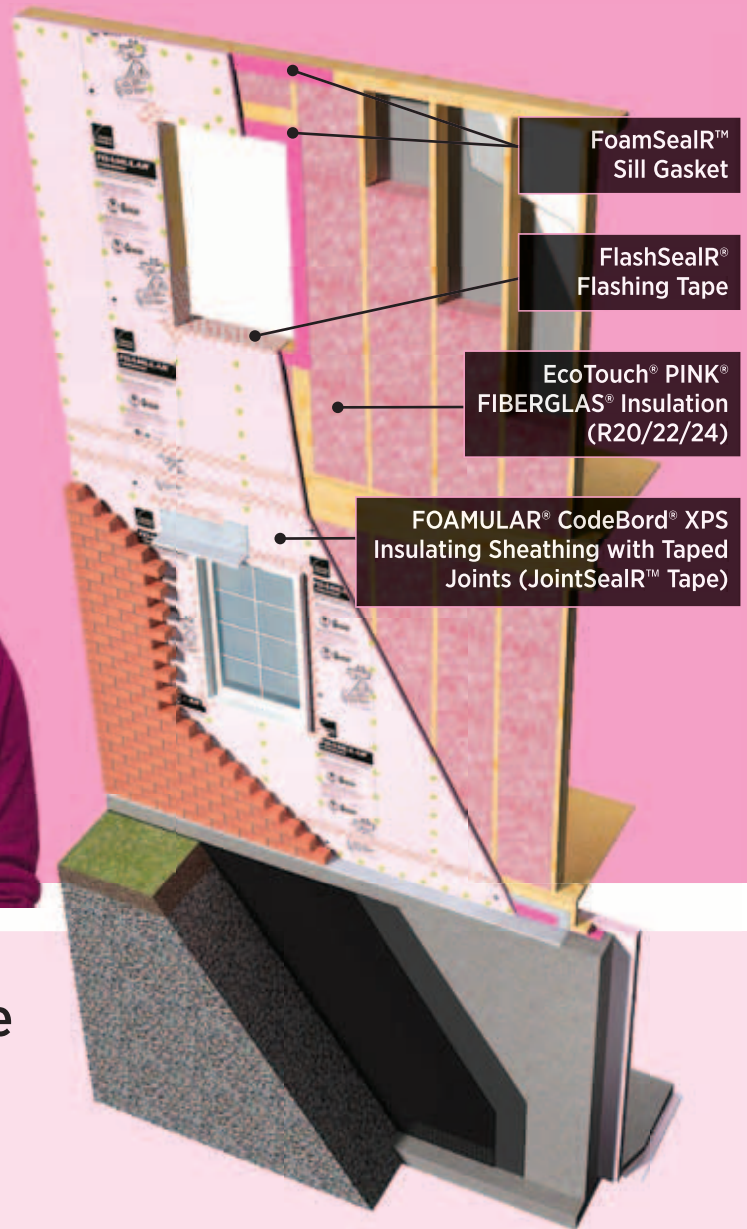
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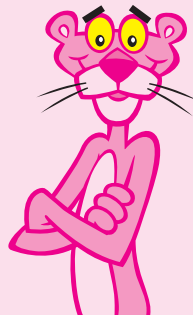
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COVER



Our 15th Annual Product Showcase is back with some great new products.
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Annual Renovation issue/Jobsite Tools

Our popular Renovation issue looks at what's hot and what's not in building design and renovation, from kitchens and bathrooms to basements, bedrooms and beyond, plus an expanded hand and power tool section.



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CMHC: Long-term Household Growth Projections

OTTAWA — By 2036, between 2.3 million and 6.1 million new households are projected to be formed in Canada. The number of households in Canada is projected to increase continually to between 15.9 million (lowest growth scenario) and 19.7 million (highest growth scenario) in 2036, compared to 13.6 million in 2011.

One-person households and couples without children will replace couples with children as the most common types of households in all scenarios. Growth in couples without children and one-person households is to some extent a product of aging—children growing up and moving out of their parents' homes, and partners dying and leaving widows/widowers behind, respectively. Growth of these household

One-person households and couples without children will become the most common types of households by 2036.

	2011	2016	2036
Couples without children	26.5	27.4	28.5
Couples with children	29.8	28.6	25.9
Lone parents	10.2	9.9	9.7
Multiple families	1.9	1.9	1.9
One-person	27.4	28.0	30.2
Two or more person non-family	4.2	4.2	3.9

SOURCE: CMHC (PROJECTIONS) AND ADAPTED FROM STATISTICS CANADA

HST Impacts PEI Builders

Prince Edward Island has released transitional rules for its upcoming increase of the HST to 15% (from 14%) effective October 1, 2016. Certain businesses, especially builders, are affected by these rules starting June 16, 2016.

The transitional rules generally require suppliers to collect 15% HST on the consideration that becomes due without having been paid, or is paid without having become due, on or after October 1, 2016. For GST/HST purposes, the consideration for a supply generally becomes due on the earliest of:

- The day the supplier issues an invoice for the supply
- The date on the invoice
- The day the supplier would have, but for an undue delay, issued an invoice for the supply
- The day the purchaser is required to pay that consideration pursuant to a written agreement.

The province also notes other specific transitional rules apply for certain transactions, including real property transactions; builders must meet new tax disclosure requirements and include specific tax details in their written agreements of purchase and sale entered into after June 16, 2016 and before October 1, 2016. Builders subject to these new disclosure measures face severe consequences if they do not follow these new requirements.

types could mean increasing demand for ownership of smaller dwellings in locations convenient to transit, services and jobs. It could also mean increased demand for rental units, such as basement apartments, in the secondary rental market.

TD: Almost Half of New Canadians Don't Know How to Set Up Finances

TORONTO — Moving to a new country can offer a wealth of opportunities, but can also come with its own set of hurdles, such as learning how to navigate a new financial system. According to a new TD survey, nearly half (45%) of new Canadians said they didn't know where to start when it came to setting up their finances in Canada, and yet almost nine in ten (88%) consider it a top priority to establish good financial standing in their first year after arriving to Canada.

First comes banking essentials, then comes...

Newcomers often have compressed timelines to reach goals like buying a home or saving for retirement. In the early months, it's important to have a plan and re-evaluate it as income, lifestyle and financial goals change. The top three goals of new Canadians include:



Money Talk for Newcomers

Moving to a new country is exciting, but there's no denying that it comes with its own unique set of challenges. When it comes to finances, new Canadians say:



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W E M A K E I T E A S Y T O G O T A N K L E S S

CHBA Executive Officers Focus on Professional Development



Executive Officers at work in Victoria

In late June, thirty CHBA Executive Officers and senior staff gathered in Victoria to collaborate and discuss ways to make the Association an even more powerful voice for Canada's housing industry. They received a warm welcome from CHBA-Vancouver Island.

CHBA First Vice-President **ERIC DENOUDEN** participated in this year's EOs' Professional

Development Forum and spoke about the important role that EOs play in maintaining a vibrant Association. "They are the glue that keeps things going along with strong leadership from elected members," said DenOuden. "It's really impressive when you hear about all the good things being done in HBAs of all sizes and in all parts of the country. We have a lot to be really proud of in our Association, and EOs are at the heart of it."

While in Victoria, EOs shared ideas on how to strengthen the CHBAs membership base and add to CHBA's capacity, at all levels, to get things done when it comes to government advocacy.

Safety in Construction: CHBA – Lethbridge Region

LETHBRIDGE — June 22, 2016 marked the inaugural safety event for the three organizations in Lethbridge [CHBA – Lethbridge Region, Lethbridge Construction Association (LCA) and the Lethbridge Regional Safety Committee (LRSC)] with participation and information on safety practices on display by Occupational Health & Safety, ATCO Gas, Critical Hazard HSE Ltd, DBI Capital Safety and Vallen. This event was open to members of both organizations, as well as companies who wished to join, and was overwhelmingly successful, boasting attendance of over 200 people.

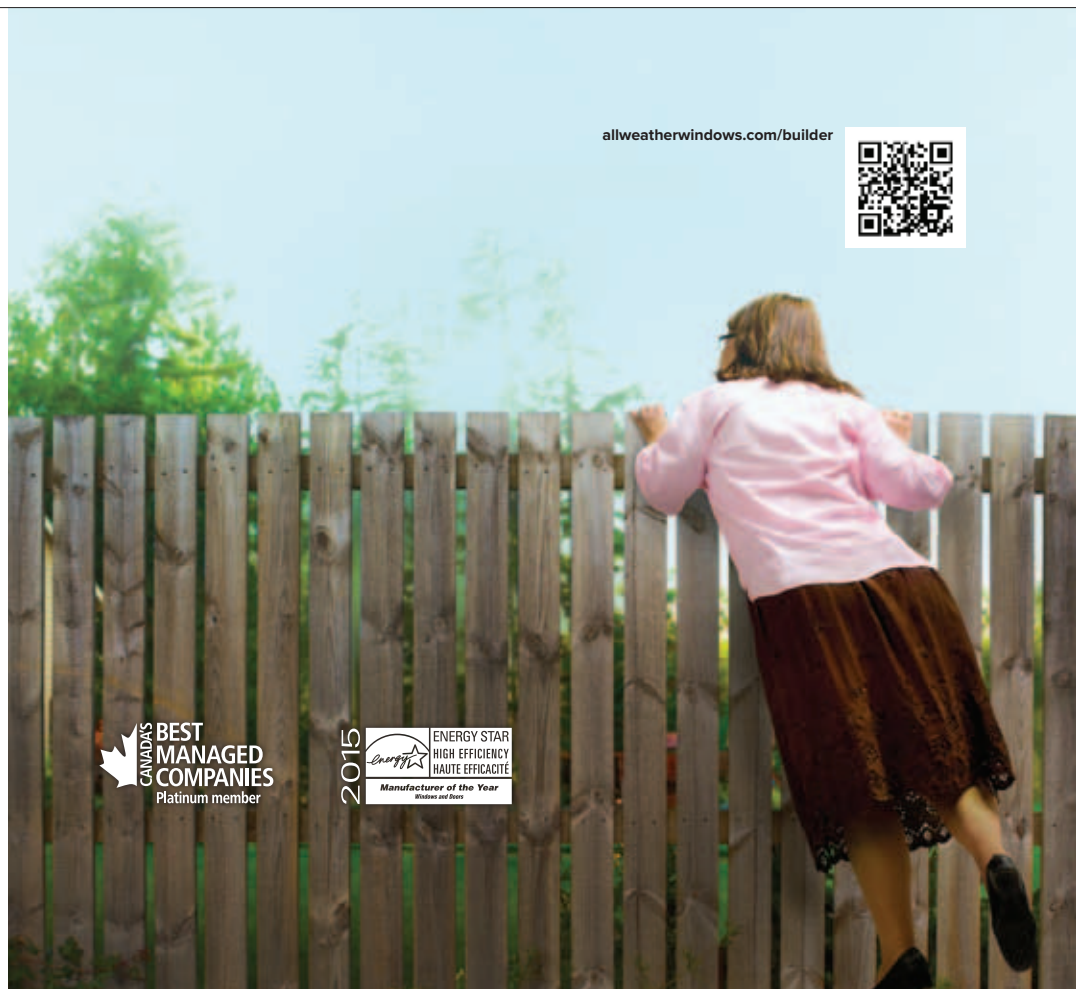
The purpose of this event is to draw increasing awareness to safety in construction. There are two main streams of construction in Lethbridge: commercial and residential. With more than 4,000 people working in construction in Lethbridge alone, the emphasis to ensure employees get home safely each day is top priority for construction associations such as CHBA, LCA and the LRSC.



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By Peter Norman

Risks to the forecast include growing uncertainty related to the potential fallout on Canada's economy from Brexit.

Peter Norman is VP & Chief Economist at Altus Group and leads a national team of economic advisors providing policy analysis, feasibility assessment and economic intelligence to the homebuilding and real estate industry. He can be reached at peter.norman@altusgroup.com.

Housing Construction Forecast Remains Buoyant

Total Canada-wide housing starts reached some 194,700 units seasonally adjusted at annual rates (SAAR) in the first five months of the year according to CMHC, up about 8% from the same period in 2015. The gain year-over-year in new home building has come from both apartment units (up 5%) and single-family homes (up 11%).

The rise in new single-family construction is a welcome sign in many communities across the country that have felt the effects of growing pent-up demand for single-family homes in the form of higher home prices in the new and resale markets. Although critical supply shortages of lots in key growth markets such as Toronto and Vancouver remain a concern.

Our forecast is for fairly stable housing starts through the remainder of 2016 and into 2017 at about the 195,000 mark, with a further shift into single-family in terms of the composition of those starts.

Key economic factors behind this forecast include:

- Look for modestly improving employment growth in tandem with faster economic growth in the quarters ahead related to stabilization in energy provinces and impacts from government stimulus efforts.
- Look also for much stronger immigration in 2016 and 2017 from last year's relatively tepid intake. Part of this is related to new refugee initiatives, but also the federal government's new higher targets.
- The value of the Canadian dollar may have partly recovered from this January's low, but it still remains in a very simulative range for export demand and the attraction of foreign investment.
- The Altus housing intentions index remains elevated.

Risks to the forecast include uncertainty over the timing of recovery and normalization in energy and commodity markets and growing uncertainty related to the potential fallout on Canada's economy from Brexit.

Stronger Activity Ahead in the Renovation Sector

It's important to check in on the residential renovation sector from time to time. Total spending on residential renovations (defined as the sum of residential alterations, improvements, conversions and repairs) will likely reach \$71.4 billion in 2016, a gain of about 1.9% (after inflation) over 2015.

2015 turned out to be a relatively tepid year for growth in renovation activity, although it remains at a very high level and did advance modestly. Looking ahead, somewhat stronger growth is expected for 2016 and 2017, although it will also be tempered by somewhat elevated debt loads and slower economic performance in some regions.

There is approximately \$5,000 in renovation spending per housing unit on average—that's across both owned

and rented units, and includes both units that had repair work done in 2015 and those that didn't. The average spending (in real dollar terms) has remained more or less \$5,000 since 2010, after showing rapid growth in the decade previous.

Nonetheless, renovation activity has advanced steadily over the past several years, and currently annual spending levels nationally are about \$20 billion (or 41%) higher than all spending on new home building.

There is an important tie-in between elevated renovation spending volumes and recent house price rises. The improvements and alterations components of renovation usually increase the value of the underlying property. The average annual spending per unit on improvements and alterations in recent years is equivalent to roughly one-quarter of the growth in the estimated value per unit of the housing stock.

Not all renovation is recoverable in higher property value, and not all types of renovation work have the same "payback" performance. However, the positive influence that homeowners and landlords re-investing in existing homes is having on housing prices, should be a mitigating factor when assessing the "reasonableness" of the recent rise in those prices. Clearly an asset that grows in value because of re-investment and improvements is not contributing to a "housing bubble."

Also, it's not just homeowners contributing toward stronger renovation investment; landlord and tenant spending on rental units is also rising. In fact the per-unit repair spending in 2015, at \$1,400 per rental unit, was some 27% higher than repairs by the typical homeowner.

We expect the value of renovation spending to increase about 1.9% and 2.5% this year and next, respectively, in real (inflation adjusted) terms. Spending is forecast to expand in all regions, with the strongest growth in BC and Ontario in line with expectations for economic growth in those two provinces.





By Christopher McLellan

The new ERS v15 no longer provides an energy efficiency rating, but rather is an energy consumption rating.

Understanding EnerGuide Rating System v15

Natural Resources Canada (NRCan) has launched its newly revised EnerGuide Rating System (ERS) with a staggered rollout across the country. The new ERS v15 brings some significant changes, and builders will need to become familiar with some new terms and energy metrics.

Under the “old” version of the EnerGuide Rating System, houses were rated on their energy efficiency using a dimensionless numeric value ranging from 0 to 100. Houses built to energy code standards are typically within the range of 77 to 80, with ENERGY STAR for New Homes coming in at approximately 80 to 85, R-2000 at 86, and houses requiring little purchased energy at 91 or higher.

This older system provided an **energy efficiency** rating of the house. Factors impacting **energy consumption** such as house size and climate were normalized in the calculation, making comparison of different sized houses across the country simple. Energy efficiency programs could simply state a threshold, such as 82 for their eligibility criteria.

The new ERS v15 no longer provides an energy efficiency rating, but rather is an energy consumption rating. As such, a lower rating value now indicates lower energy consumption and superior energy performance. Elements such as house size, climate, and energy efficiency all affect the rating. The new ERS is no longer dimensionless and is now expressed in terms of gigajoules per year (GJ/year), with the joule being the SI unit for energy. [To convert to the more familiar kilowatt-hours (kWh), divide GJ by 0.0036.] This consumption-based rating provides more transparency, as the contribution of energy consuming (and producing) elements to the rating becomes more apparent. One challenge to this approach is in comparing houses of different sizes and locations.

Both a large house in a warm climate and a small house in a cold climate can have the same rating if built to the same energy specifications. Similarly, an energy efficient house in a cold climate can have the same rating as an inefficient house in a warmer climate.

Comparative Energy Consumption

To overcome this challenge, users of the ERS have some new metrics that give the rating greater context. One is the comparative energy consumption of a reference house, which is displayed on the

label rating scale as “A typical new house.” The reference house is a theoretical replica of the evaluated house as if it were built to the energy requirements of the National Building Code of Canada (NBC). To do this, the software copies the evaluated house and modifies the mechanical systems and insulation levels to conform to the NBC 9.36 requirements.

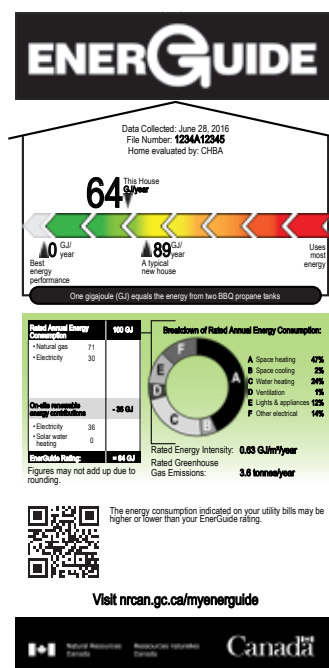
The location and geometry remain unchanged, although the fenestration and door to wall ratio (FDWR) will be raised to 17% if the evaluated house has an FDWR lower than this, and lowered to 22% if higher. This allows houses with a lower than typical FDWR to receive some credit for design. Houses above 22% FDWR will experience an energy “penalty” when compared to the reference house. Houses within the FDWR range of 17% to 22% will receive neither a credit nor a penalty.

Glazing in the reference house is equally distributed in the four cardinal orientations so that it is neither the worst performing orientation nor the best. This allows builders to take advantage of good design principles to orient the glazing for energy performance. Some houses can have a rating that is higher (worse) than the reference house, while others can be lower (better) based strictly on the orientation of evaluated house. It will be important for builders to understand the reasons a new house can get a rating that is worse than “A typical new house” to avoid any perception by the homeowner that their new house is not up to par.

Another reason that a new house could rate lower than the reference house is if the tested airtightness of the house is lower than the assumed airtightness of the reference house, currently set at 2.5 air changes per hour at 50 Pa (ACH@50). In many regions, builders consistently meet or exceed this target and will see a benefit in their house ratings.

Expectations Going Forward

It is expected that many energy programs will set new performance targets as a percentage lower than the reference house. For example Canada Mortgage and Housing Corporation has now allowed its Green Home mortgage loan insurance premium refund to be based on a specific percentage lower than “A typical new house.” Builders with an understanding of the technical details of the reference house may be able to find cost effective ways through design and construction to meet energy targets under ERS v15.



Christopher McLellan, M.A.Sc., is Director, Technical Services, with Canadian Home Builders' Association in Ottawa.



By Paul Duffy

Even the most experienced low-energy builder can sympathize with the perils of passing that all-important air tightness test.

Paul Duffy is the VP, Engineering, at Icynene, spray foam insulation. He brings more than 20 years of building science and engineering experience to Icynene. He is an active contributor to the Code changes within the United States and Canada. Paul is currently Chair of the Spray Foam Coalition and Chair of the SFC Research Committee for the American Chemistry Council – Center for the Polyurethanes Industry. www.icynene.com.

New Approaches in Air Tightness Tests

“I want to participate in energy efficiency programs, but I’m scared of air tightness tests.”

You have probably heard the horror stories—a builder commits to building a super energy efficient house. Maybe it’s going to be Energy Star rated, or maybe it’s R-2000, or maybe it’s something more elaborate like a Net Zero home or Passive House. They get the house ready for occupancy but then they fail the final step in the process: They are unable to pass the air tightness test. Hundreds of hours of detective work and dozens of repairs later, the builder achieves a ‘Pass’ but vows, “I’ll never do that again!”

Even the most experienced low-energy builder can sympathize with the perils of passing that all-important air tightness test. A number of variables can put the test result in jeopardy, including:

- Not having a repeatable system in place;
- Losing a key person responsible for quality control; or
- Missing something.

There are a number of reasons it would be good to know the outcome of the test well before the completion of construction. Yet many builders still rely on a sealed polyethylene air barrier—a system that requires attention to detail and needs drywall in place to support the poly (especially during the air tightness test). Finishing and other trades can also easily damage the air barrier. It can be a very risky proposition.

Are There Alternatives?

Partly in response to these complaints and concerns, and partly recognizing an opportunity to solve problems, a number of manufacturers have introduced new approaches that are less reliant on sealing polyethylene as a means of achieving air tightness.

- Some fibrous insulation manufacturers offer spray-on latex sealing systems that can be sprayed into wall cavities before insulating to compartmentalize and air-seal exterior walls. These systems have been slow to take off because they tend to be very detail-oriented and results are highly dependent on the skills and experience of the installer.
- In commercial construction, exterior air barrier systems have become the norm. This is due to architects recognizing the fact that an air barrier oriented toward the exterior of a wall assembly can act as a barrier not only to air leakage but to water leakage as well. A variety of products and systems acting as insulation, air barrier and water resistive barrier are growing in popularity.
- Finally, an increasing number of builders are using spray foam, either on the interior in-wall cavities, or on the exterior as continuous insulation and air barrier to simplify construction and allow them to take



PHOTOS COURTESY OF ICYNENE

the work of insulating and air sealing and consolidate these tasks into the work of one sub-trade—one contractor—one person responsible to get the job done properly. Having made this decision, it becomes easy to air test the house, immediately after air sealing and spray foaming, to verify that the air tightness target has been achieved. No more waiting until the home is completed to carry out the air tightness test.

Making a commitment to airtight building construction no longer needs to be something to fear. Instead, it represents a key opportunity for leading builders to differentiate themselves. Furthermore, airtight construction can have some unexpected benefits including: more even heating and cooling loads in the home, less risk of frozen pipes, fewer drafts and fewer call-backs.

If you take advantage of an air barrier system that can be tested and verified at an earlier stage of construction, you can add another key benefit. You can minimize the risk of not passing the air tightness test at the end of the construction process. You don’t have to wonder: “Will I need to rip out that bathtub?” to fix an air tightness defect that’s hidden in behind it.

I often get asked, “Why should I pay more for spray foam when I can get the same R-value in a less expensive product?” My answer is simple: You shouldn’t pay more if all you want is insulation. But if you want insulation, a continuous air barrier, the ability to avoid failing air tightness tests and one trade so that the lines of responsibility are clear, maybe that changes the discussion to something that is, a reliable, consistently performing, repeatable system for achieving that result.

The growth in popularity of spray foam and other non-polyethylene air barrier approaches is a pretty good indicator that many builders are looking beyond R-value when they consider how they build high-performance houses.



By Brett Crawford

There is no simple checklist to refer to when determining which tax rate your home falls into.

Brett Crawford, CPA, CA, BA, is the Senior Manager, Domestic Tax Services, for Grant Thornton LLP. Brett's focus is in corporate and personal tax, with specialization in planning for owner-managed businesses, estate and succession planning. He brings significant experience in the areas of mergers and acquisitions, purchase due diligence, shareholders' agreements, employee remuneration and innovative tax strategies. For more information, contact Brett Crawford at 416-777-7220 or Brett.Crawford@ca.gt.com
www.granthornton.ca.

Get Ready for the Tax Man

2016 Federal budget could bring scrutiny to real estate trading

For years, Canadians have benefited from surging housing prices and quick real estate returns, with lax enforcement around capital gains reporting. That's about to change.

Lag times in new construction, combined with soaring demand in both the new and resale markets, have created prime conditions for Canadians hoping to generate a quick return on their real estate investments. However, if you're attempting to capitalize on these opportunities by incorrectly reporting or recognizing your gains for income tax purposes, the Tax Man may soon be knocking on your door.

Determining the Tax Rate

The Income Tax Act contains a number of complex rules dealing with the taxation of property dispositions—rules that can have profound results depending on whether a property qualifies as a principal residence or whether it can be determined that the property is held on either income or capital account.

Typically, the appreciation in a real estate property's value and the ultimate gain realized on a disposition is taxed as a capital gain—which is currently equal to only half of your marginal rate of tax. If the property is ordinarily inhabited by the taxpayer—or his or her spouse, common-law partner, former spouse or common-law partner, or child—it will qualify for the principal residence exemption, subject to certain rules related to the years of ownership after 1981. In other circumstances—such as when a taxpayer is regularly buying and selling properties with the intention of earning a profit—Canada's tax authorities may decide to tax it at your full marginal rate.

Unfortunately, there is no simple checklist to refer to when determining which tax rate your home falls into. The Canada Revenue Agency (CRA) essentially looks at a number of factors to accurately assess a taxpayer's filing position.

Changes Are Coming

Regardless of the outcome—capital gain, full rate income inclusion or tax-free (principal residence exemption)—taxpayers are required to report their real estate dispositions on their personal income tax returns, with

the only exception being when your home qualifies as your principal residence for each year that you owned it. The problem? Many homeowners simply fail to do this—and, either intentionally or accidentally, are understating their tax liability.

In the 2016 federal budget, the government took steps to prevent underground economic activity, tax evasion and aggressive tax planning by increasing its resources and spending in these areas. It plans to commit \$444.4 million over five years to the CRA in the hopes of recovering \$2.6 billion in additional income tax revenues. This spend will include the hiring of additional auditors, improvements in infrastructure, increases in verification activities and improvements to the quality of investigative efforts targeting criminal tax evaders.

The budget further proposes to provide for an investment of \$351.6 million over five years to help improve the CRA's ability to collect outstanding tax debts. It is anticipated that this proposal will ultimately lead to the recovery of an additional \$7.4 billion in outstanding tax debts. This strategy is intended to complement existing efforts encouraging the payment of outstanding tax liabilities, and will include the development of plans for those individuals who are struggling to settle their full tax liabilities as they come due.

Given the huge upswing in real estate prices and selling profitability in certain areas, it is very likely that the government's investments to crack down on tax evasion and combat tax avoidance will target the real estate sector, as the CRA continues to pursue those who aggressively evade or avoid taxes.

Don't Go It Alone

Failing to report real estate income or capital gains is nothing new—and a lot of the time it's because well-intentioned taxpayers simply fail to account for their real estate dispositions correctly. They're either reporting variances in actual amounts (acquisition costs, disposal proceeds, transaction costs), or reporting their dispositions on incorrect account, such as recognizing the disposition on capital account, when the true disposition has been realized on income account. ■



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Alair Homes Contractors Helping Contractors

BY JUDY PENZ SHELUK

Since their inception in 2007, Alair Homes has dedicated itself to solving the universal challenges independent contractors face on a daily basis. Currently, Alair has 80 franchise owners located in North America; all in Canada are members or in process of becoming CHBA members at the regional level. We sat down with Joel McDaniel, Partner, to learn more about their company, and their franchise model.

HBM: How and why did the Alair business concept develop?

JM: Being an owner operator in the construction industry has extraordinary challenges due to its capital intensiveness and cyclical nature. Unlike most other industries, we found that as a contractor's business continues to expand, the financial and personal risks to the owners continue to grow in tandem or even begin to outpace the business's value generation. The systems and processes that we developed are the result of attacking and solving these issues. They have helped contractors across Canada and the U.S. produce a significant increase in revenue volume with high-end projects, along with consistent profitability on every project, from renovations to custom home builds.

HBM: One of the key principles on Alair's "Successful Contractor Must-have List" is the elimination of risk. Tell us more about that.

JM: According to the Construction Financial Management Association, 25% of all contractors fail in their first year of operations and 65% of the remaining fail by year five. Financial mismanagement is the leading cause. Leveraging

In the construction industry, cash flow management issues have historically been a driver of company failures.

your own capital to fund projects is not only unwise it is totally unnecessary. You must completely shift from being a typical contractor to becoming a high-level in-demand consultancy firm that never, ever uses its own money.

Every project must be structured to ensure profit. No exceptions. Far too many contractors take on projects that expose them to the financial liability associated with fixed price or cost-plus contracts. This can only be accomplished by employing a contract model that regardless of concessions or changes will still protect your profit spread and stave off any financial exposure.

HBM: Your second caveat is to minimize responsibility. What do you mean?

JM: The overwhelming challenge that most construction company owners face is the inability to dedicate the majority of their time on activities that grow their business. When you consider all of the different aspects of running a business from marketing to operations to accounting it's easy to understand why this occurs. But to truly achieve consistent growth, it's paramount to off load and access these critical functions only as you need them.

In the construction industry, cash flow management issues have historically been a driver of company failures. Trying to manage the intricacies of construction accounting is a daunting and time-consuming task. However, whether or not you have a great accounting team, it's simply not in your best interest as the owner to have those resources tied to your overhead. You must shift the fixed costs of your accounting people to a cost that is directly proportionate to the requirements of your projects and can scale up or down based on your business needs at any time.

HBM: How important is marketing?

JM: Extremely important. Homeowners and home buyers are savvier than ever, but

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British Columbia

Defining the housing market by the numbers



Neil Moody,
CEO CHBA BC

Housing in British Columbia continues to be a key driver of the economy and it is projected that home building will represent a GDP of over \$20 billion in 2016.

According to the latest *Monthly Housing Market Update* from RBC Economics, it is likely that there will be another record-high year of home resales in Canada in 2016, with approximately 551,000 units expected. With British Columbia leading this increase, RBC Economics predicts an overall 9.0% increase in sales from 2015.

There is some change in the wind, however, after the May 2016 home resale activity eased for the first time in five months, according to the RBC report. The bulk of the decline was attributed to the British Columbia markets where home sales decreased 4.8% in the Vancouver area and 7.7% in the Fraser Valley respectively. This has been attributed to the idea by RBC Economics that fewer owners are putting their homes up for sale with the disincentive to move and join in on the bidding wars elsewhere. The Canada Mortgage and Housing Corporation (CMHC) *Second Quarter Housing Market Outlook for 2016* predicts that sales will be higher than levels in 2015, but will eventually slow and continue to decline in 2017 on an annual basis.

On the supply side, CMHC predicts single-detached home starts in British Columbia will range from 11,000 to 11,400 units in 2016, and between 10,200 and 10,800 in 2017. Rising prices are encouraging buyers to consider the new home market, and the number of starts is also supported by replacement housing for the aging housing stock and laneway housing. In the multi-family market, CMHC forecasts home starts that range from 24,200 to 25,400 units in 2016 across the province, and a wider range is possible in 2017.

However, the supply increases are met with strong demand in addition to population growth and net migration from other provinces. With this in mind, the overall price gains in British Columbia are unlikely to change anytime soon. CMHC indicated that the MLS average price province-wide will rise between \$718,000 and \$756,000 this year, contributing

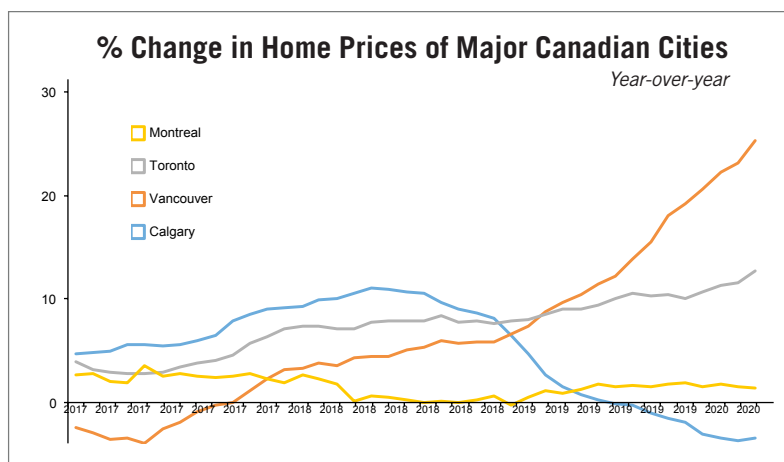
Overall in the home building industry the indicators are positive, as the only way to meet the growing demand is more supply of all types, including more family-friendly housing alternatives.

to the increase in the Canada-wide average price of \$474,200 to \$495,800 overall in 2016.

There are other benefits of a strong economy to consider as well. The Conference Board of Canada's *Provincial Outlook: Spring 2016* indicated that British Columbia will continue to lead the country in growth, with 3 per cent increases in the real GDP expected in both 2016 and 2017. It is also forecasted in the same report that a strong economy is good for employment, with close to 50,000 jobs created province-wide that will keep unemployment below the Canada-wide average.

Overall in the home building industry the indicators are positive, as the only way to meet the growing demand is more supply of all types, including more family-friendly housing alternatives. The BC Real Estate Association stated in its Housing Forecast for June 2016 that housing starts are at the highest level of production since 2007, but with the time delay between start and completion there won't be immediate changes to the sellers' market anytime soon.

The Canadian Home Builders' Association of British Columbia, in cooperation with Landcor Data Corporation, has embarked on a project that identifies and highlights the government imposed fees, charges, and taxes at all levels on housing in the various municipalities throughout the province. These fees—such as development cost charges, zoning fees, school site charges and several taxes—add tens of thousands of dollars to the cost of a new home that are all ultimately passed on to the homeowner, and impacts affordability on new housing in many regions. As it stands, these costs are only projected to rise. We look forward to sharing this report with our local associations throughout the province, providing them with an important tool when meeting with government officials at all levels. 🏠



SOURCE: CREA HOME PRICE INDEX

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A Question of Caulking

Just when you think you've found a product you love... it disappears

BY JON EAKES

Caulking is changing, but is that only in the marketing departments or is there progress in the technical evolution of the caulking branch of sealants?

Most guys I talk to have found a few caulking products that work for them and are easily available and they stick to them—until the caulking either gets a name change or literally disappears from the shelf and the guys start hunting again. In addition, most renovators never see their caulking five years later to really judge performance.

The problem with letting marketing people run a sealant company is that they are full of useless superlatives, very short on telling us what is really in the cartridge and failing to even clearly differentiate one product from another in their own lineup. They will never tell us that a renamed product is the same reliable stuff. That is particularly true on the packaging, but if you dig you can usually get some more detailed application Do's and Don'ts on the websites, some more revealing than others, or deep in the Technical Data Sheets.

If you are working on a spec job, life is easier because you can choose by standards

compliance. But even there, various products will meet a standard yet have substantial differences in application, price and performance.

So if we cut through the marketing smog, what is really changing? I have collected a lot of questions, like: what does "siliconized" mean? Why are references to butyl and polyurethane

You can caulk and spray paint over it immediately and both the paint and the caulk will dry without cracking.

disappearing from packaging (although with a lot of hunting they can at times still be found in the TDS)? And what else do I not even know that I don't know about caulking?

I recently received an advertising push for

the entry of TopGun caulking into Canada. TopGun started out specializing in caulking material for painters as they are a division of Dulux paint. Although active in the US for about 20 years of product development, they have specialized in the science of latex and are now making advances in latex that are going far beyond painter's caulk. This was an opportunity to ask the marketing people to let me talk directly with the technical people to find out about the recent evolution of caulking materials.

Ecological Concerns Are Driving Caulking Technology

The top technical gun at TopGun is Marc Stypczynski and his first comment to me was that, just as in the paint business, ecological concerns are driving the change in caulking. Remember when they banned lead in paint and we didn't know what to do until they got 100% acrylic paints to outperform our bygone lead-based oil paints? Several states have already banned thermal plastic caulking because of VOC off gassing and Europe has already put restrictions on polyurethane made with isocyanates. So, back to my questions about the evolution of caulking formulations.



GOOD NEWS CANADA!

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BUILDER PROFILE

- 14 ► that also makes marketing much more challenging than in the past; it requires a much higher investment level to produce the same results than it did in years past. Even if you have the skill, as a business owner it's a depreciating rate of return for you to invest your time trying to manage your own marketing. The solution is to access a highly skilled marketing team that is exclusively committed and accountable to your marketing but is not an overhead expense on your payroll.

HBM: You're on record as saying, "throw out the employee handbook." Surely policies and procedures are necessary to run a successful business.

JM: A simple employee handbook is not worth the paper it's printed on. An employee manual must be deep and encompass all policies and procedures around accounting, marketing, client relationship management and project management protocols and it must be accessible to everyone online.



An Alair Homes project manager meeting with his general carpenter to review plans and scope of work documents.

As the employer, you must dictate how each and every person interacts with the client, partners, sub-trades and the project itself—from the sales process all the way to walking the client through their new expertly finished home or renovation project.

Once you have developed these processes and protocols, you must then have technology that perfectly follows the rules established in your business. This technology must be extended out to your customers so they can

stay in step with their project in real-time and also allows them to validate the work being done and approve the expense of that work on a stage-by-stage basis.

Once the step-by-step procedure has been created, and the software has been developed to execute that custom procedure perfectly, then you can begin to monitor and pinpoint in real time the exact areas in your business model where breakdowns or errors are leaving you exposed.

HBM: What are the benefits of being a franchisee?

JM: There are five key elements: Strong online and offline brand recognition; ongoing organizational training, reviews, guidance, and best practice; marketing and operational infrastructure with a proprietary CRM & Project Management Software; Strategic buying power and full service accounting.

HBM: Thank you, Joel.



PRODUCT REPORT — CAULKING

18 ► My Good Old Butyl

Butyl caulking, excellent for adhesion to concrete joints, has given way to polyurethanes, which are very similar in performance to butyl but recover from movement better. So I guess we can let butyl just die out.

The Silicone Bird Flew Over the Mixing Vat

What does "siliconized" caulking mean? It turns out it is not just a marketing attempt to make a cheap caulking look like it was a silicone caulking, but by adding about 1% organocycline to a latex caulking, siliconizing it, you actually increase adhesion and add a degree of waterproofing to a basic latex caulking. Somebody should explain that to the marketing department.

The Evolution of Polyurethane

What does the new term "Hybrid" mean? The process and the name were invented in Japan 30 years ago, but because of costs it has been slow to come to market. It produces



a product as tough as polyurethane with the speed of cure and elasticity of a silicone without isocyanate in the mix. This is not a latex, but does have very low VOCs. Mulco in Canada has a full line of thermal plastics, but they have phased that out in the US in favor of polyurethanes, and now that is giving way to the new hybrid formulations. Expect that to happen here too.

Caulk and Paint in the Same Breath

Top Gun 250 is a painter's caulk filled with

marketing terms: a modified siliconized acrylic caulk (no solvents). Bottom line, you can caulk and spray paint over it immediately and both the paint and the caulk will dry without cracking—or roller paint after 30 minutes. It is simple, but latex never used to be able to do that.

Will Latex Replace Most of Our Environmentally Unfriendly Caulks?

Perhaps the Top Gun 400 is showing us the future of complex latex mixtures: elastomeric acrylic urethane sealant made with DuPont Kevlar. End result? The flexibility of old polyurethanes with 800% elongation and great adhesion to most substrates sealing joints up to 2" wide—all with a latex caulking. The only restriction: no standing water.

As the economic clout of the California ecological movement makes itself felt in the marketplace and the product development laboratories, our perception of latex caulking, products with no solvents, is already changing. Stay tuned.





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For more than thirty years, DuPont™ Tyvek® has set the performance standard and today it protects millions of homes in North America.

Our weather barriers are made using a unique process that fuses polyethylene fibers into a strong uniform web structure that provides superior air and water hold-out while letting moisture escape. Whether you're building a new home, or residing or remodeling an existing one, insist on DuPont™ Tyvek® for superior weather protection.

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15TH ANNUAL NEW PRODUCT SHOW

COMPILED AND EDITED BY JUDY PENZ SHELUK

From siding, shingles and shower kits to windows, decks and doors, our 15th annual New Products Showcase has you covered, indoors and out.



Redesigned Canexel.ca Offers Siding Guidance

LP launched the redesigned CanExel website, www.canexel.ca, which features LP CanExel prefinished engineered wood siding with a deeply textured wood-grain appearance. Professional builders and renovators can use the site to show homeowners product and

colour options. It features a design centre with a visualizer that enables a virtual home makeover. The visualizer features photos of beautiful homes to help create designs and colour scheme ideas. The site shows three styles of siding and 19 classic and on-trend prefinished

siding colours—including two-tone finishes—for envisioning homes in breathtaking colour combinations. The site provides planning and installation guidance including product specs, installation guides, a product locator, a 1-800 support phone number and a contemporary blog to help consumers and professionals alike. Up to four product colour samples can be ordered through the site enabling those who want to use CanExel siding for their next project see the actual colour. More and more builders and renovators are choosing LP CanExel siding for its workability, beauty, durability and North American 5-/15-/25-year limited warranty. www.canexel.ca



Ladder Aide – Compact and Portable

Using a ladder on stairs should be easy. It has to be safe. It shouldn't be complicated or expensive. Introducing the Ladder Aide from Ideal Security, the quickest, easiest, and safest way to use your extension and combination ladders on stairs. It is a compact and portable unit that doesn't require permanent installation on

your ladder, can easily be moved from stair to stair, and can be used with a variety of ladders. With an anti-skid surface and micro-adjustable height (to within 1/8"), it creates a stable, level base for use on stairways. Scaffolding takes time to set up and space to transport. Articulating ladders

are expensive and heavy. Leg extenders require permanent installation on each ladder. Ladder Aide is cost-effective, easy to set up, and small enough to be a permanent and indispensable addition to your toolkit. Designed for professionals and perfect for homeowners, the Ladder Aide is

compact and portable, is self-storing, and weighs only 7.2 lbs. Its rugged construction and heavy duty design support ladders up to 32 feet (9.5m) long and up to 795 lbs (360kg). Available for pre-order now with shipping in September 2016. www.ladder-aide.com

CASE



Porter Cable 20V Cordless Nailer

Porter Cable announces its first line of 20V MAX Lithium Ion cordless finish tools, which includes an 18-gauge brad nailer and a 16-gauge straight finish nailer (Model #PCC790LA). The brad nailer has a fastener length capacity of 5/8" to 2" and a magazine capacity of 100 nails. The nailer is capable of driving up to 1,300 nails per charge using a 4.0Ah Porter Cable battery (sold separately), and up to 450

nails per charge using a 1.5Ah Porter Cable battery (included in kitted offering). Weighing only 5.1 lbs. without a battery, this lightweight and balanced tool contains a rubber over-mould ergonomic handle that provides maximum comfort and control during use. The brad nailer includes several tool-free features including a tool-free jam release, tool-free depth adjustment wheel, and a tool-free stall release lever.

The stall release lever resets the driver blade after a nail jam or stall to provide ease of use on the jobsite. Two LED lights illuminate work surfaces as well as blink to alert the user when the battery is low or if it has stalled or jammed. The nailer includes an oversized belt hook and two no-mar rubber tips that help prevent material damage and features a safety lock-off switch for transport or storage. www.portercable.com

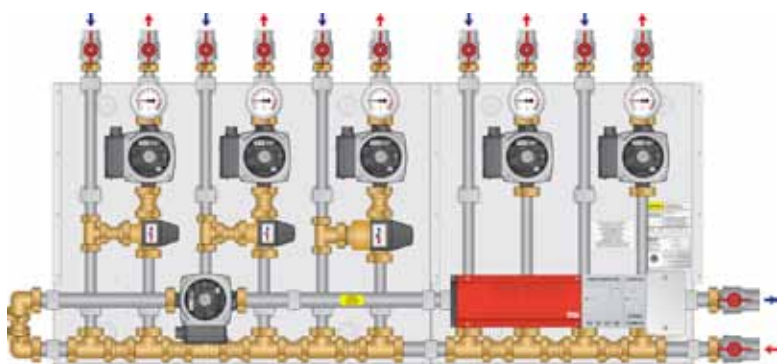
TMP Modular Panel Series

HeatLink's Three-way Mixing and Boiler Panels have been popular, but contractors have asked about adding additional circuits. HeatLink is meeting contractor's needs with a new, more flexible panel,

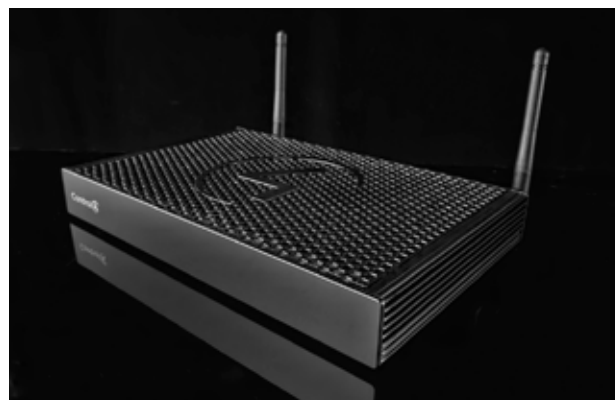
the TMP Modular Panel Series. The TMP Modular Panel Series all share a primary loop, optional primary pump, simple electrical wiring, thermometers, isolation valves on all circuits,

and two to six high- or low-temp secondary circuits. High-temp circuits can be used for fan coils, domestic hot water (DHW) tanks, or baseboards. Low-temp circuits include a thermostatic mixing valve to lower the

supply water temperature for radiant heating. Multiple low-temp circuits mean multiple supply water temperatures for different radiant areas. A common example of this is in combination radiant heating systems where basements have a "wet" installation and DryAbove or DryBelow systems are installed on upper floors. The flexibility of the TMP Modular Panels means that this is the only panel you need for your residential or small commercial heating projects. www.heatlink.com



Control4 EA-Series Controllers



Control4's new EA-series controllers are taking the entertainment sector of home/office automation by storm. Keyed at the music and movie lover in all of us, this controller has breakneck speeds, with tons of features right out of the box. Pairing with a control4 amp will allow anybody, from ages 5-105, to turn on their favourite music source with the touch of a button. Control4 has always led the market in R&D. When installers ask for something, it is

rare they do not make it happen. EA-series offers digital streaming audio right off the controller. You can have tune-in radio, Deezer, Tidal, and more services, stream directly to your system with no need for a handheld device. If Apple music is your taste, activate the on-board share bridge to be able to stream anything playing on your device to

the system. Once you have installed this controller, the possibilities are endless. Being the leader in control means you can add video management, lighting, HVAC, security cameras and much more, all controlled by one handy user interface. Control4 allows you to start with one room and add more as needed. www.control4.com

Veil Intelligent Skirted One-piece Elongated Dual-flush Toilet

With its flowing and immaculately balanced curves, the Veil one-piece toilet with integrated bidet functionality epitomizes minimalist and ergonomic design. Its sculpted core provides a suite of precision features finely tuned to offer optimum hygiene and ultimate individual

comfort, from bidet personal cleansing to an LED nightlight to hands-free opening and closing. All of the features are easy to control on a touchscreen LCD remote control. Street price before going to press is about \$4,500 a piece. www.Kohler.ca





23 ▶ Regency 400 Series Windows

Gentek's new high-performance Regency 400 Series replacement windows are expertly crafted for increased energy efficiency as well as contemporary style. The precision-engineered design features an extra-strong 4-1/2" thick fusion-welded frame with the sash positioned closer to the interior part of the wall for improved thermal protection. Multi-chamber construction, triple-layer weatherstripping, insulating glass technology and fusion-welded sashes together provide a powerful barrier against

energy loss. Regency 400 Series are standard with dual-pane EnergyPlus glass, which includes one surface of low-E glass, insulating argon gas and the Super Spacer structural foam spacer for an excellent Energy Rating (ER). Solar Shield glass technology also is offered for increased solar control to help create consistent indoor temperatures in regions with hot summers and cold winters. A variety of double- and triple-glazed glass packages can meet ENERGY STAR performance requirements.

In addition to a full selection of window styles, including picture and architectural shapes, Regency 400 Series offers exterior frame colours, grids, specialty glass and installation accessories for custom-crafted appeal.

Gentek, which is celebrating its 50th year as a manufacturer and distributor of building products, backs Regency 400 Series windows with a lifetime limited warranty. www.gentek.ca.com



ELBS Sheet Metal Elbow Product

Deflecto Air Distribution Products' new sheet metal elbow product (ELBS) is re-engineered to a higher level of air tightness to suit today's markets and help meet new local codes and approvals throughout Canada. The increased air tightness means that, in either the supply air distribution application or in the exhaust air application, conditioned air or exhaust products will be carried to their final destination efficiently and safely. This new elbow integrates with Deflecto's full line of air



distribution and exhaust products sold to the HVAC trade in Canada and the U.S.A. John Williams, President of Deflecto says, "Deflecto is improving and modernizing even the most standard, traditional products that the HVAC Industry has used for

years to suit today's codes and installation requirements. That is our job at Deflecto, so the industry can improve the comfort and safety of customers' living and working spaces." www.advp-deflecto.com



RCPS Rebar Carport Saddle

The popular RCPS rebar carport saddle works as a cast-in-place or post-installed saddle for connecting posts to concrete. Now it has been redesigned with added features that offer greater

installation flexibility and strength. Along with these design improvements, the RCPS is also available in a black powder-coat for applications that call for a more finished look. www.strongtie.com

Environmentally Friendly Polyurethane Foam

Looking for an environmentally friendly polyurethane foam? Look no further! IPF Green is a professional grade foam product, but we have made it available for everyone. IPF Green utilizes an environmentally friendly MDI monomer that is also a lot more efficient than other propellants. What's that mean to you? That propellant means you will get higher yield out of our 29 oz. can than other 29 oz. foam cans. That's extra money in your pocket!

IPF Green Gun Foam is CCMC Approved (CAN/ULC-S710.1, Standard for Thermal Insulation – Bead Applied One-Component Polyurethane Air Sealant Foam), which means you will never run into issues when installing foam on a spec'd jobsite. IPF GREEN is used to seal around windows, doors, and unwanted cracks and crevices in a building envelope. It can be easily applied around vents, pipes and other building wall penetrations.

IPF GREEN is infused with a natural ingredient that offers an aroma that fends off all kinds of insects without killing them. www.Rivenco.com

▶ 26



Premium Solid Wood Door

Pollard Windows & Doors is proud to introduce a premium solid wood door to their product line-up. With the Premium Solid Wood Door you can create a truly custom exterior door. All materials are carefully sourced through a strict quality control process to create a long-lasting, beautifully natural entranceway.

These premium doors are available in a variety of wood species including mahogany, accoya, oak and more. For traditional to contemporary builds, they are available in classic styles and curve-top configurations to suit any design style. www.pollardwindows.com

UN-LEVEL the playing field.



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You know what it takes to be successful. It starts with elevating your game, and we've raised ours to give professional roofing contractors, like you, an even greater advantage.

Our architectural shingles are heavier and larger than most competitors' comparable products. They combine with our professional-grade PRO4 engineered roofing component system to offer incredible performance. And it's all available when and where you need it, thanks to one of the nation's largest manufacturing footprints. Because, like you, we believe in going above and beyond.

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roofingelevated.com



24 ▶ Sill Pan Flashing System

An effective and resilient window installation and building envelope system requires airtightness and proper water management. Introducing HomeFlash, proudly Canadian, engineered and manufactured from practical evidence for Canadian challenges. A simple and cost effective solution for new or retrofit window and door sill pan flashing needs.

HomeFlash delivers a unique, nationally tested sill pan flashing system for high performance building envelope systems. HomeFlash is designed to deliver proven results to both the science and home builder professionals. HomeFlash holds ASTM testing pedigrees specific to sill pan flashing systems, and CCMC

evaluations. HomeFlash's cutting-edge design helps with net-zero manufacturing goals in today's home building efforts. Simplicity of installation, a sloped surface, insulated and self-sealing, HomeFlash is truly unmatched in both design and proven performance results. There is absolutely no need for costly priming, cutting, and lapping. No seasonal cold weather installation restrictions. HomeFlash eliminates negative stick-and-peel traits associated with membrane and tape products. HomeFlash delivers a one-piece design with no multi-moulded components or joint lapping; simply measure, cut and seal. www.homeflash.com



Weiser's Uptown and Downtown

Weiser's Uptown, a slim, round deadbolt, and Downtown, its square counterpart, are the perfect home accents for the style-conscious consumer. With a low profile and half-inch projection from the door, the deadbolts can bring a unique touch to any home. The deadbolts fit all standard door sizes, giving all



homeowners the ability to have a custom look while maintaining simplicity and affordability.

Uptown and Downtown meet the highest-rated residential security standards available in this modern style and are rated ANSI Grade 1. The deadbolts also feature the latest version of Weiser patented

SmartKey security, which provides strong resistance against torque attacks, passes the most stringent lock-picking standards and utilizes BumpGuard™ to prevent lock bumping. Uptown and Downtown are the first deadbolts available for purchase with the latest SmartKey security. www.weiserlock.com

Shower Kits

New Delta Faucet shower kits contain all of the components needed for a complete shower system. Homeowners can spend less time planning the perfect shower experience and more time enjoying it. Each pre-designed shower kit contains all of the components consumers will need for a complete shower system in one easy-to-order package. Each shower kit includes:

- Shower and diverter valve trims with cartridges
- MultiChoice Universal

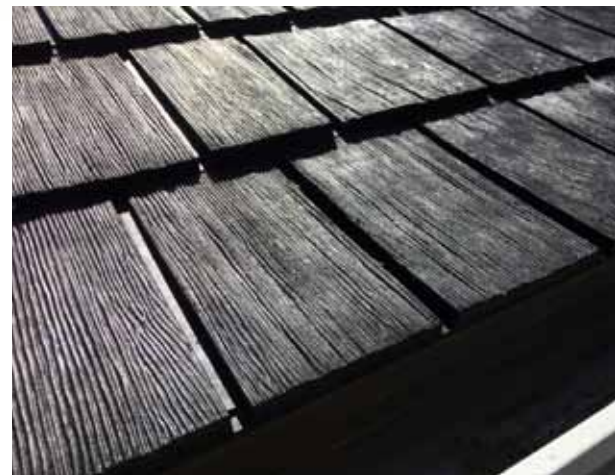
- rough-in and diverter rough-in
 - Showerheads with shower arms and flanges
 - Handshowers with slide bars, slide bar mounts and hoses
 - A variety of showering options to choose from, including:
 - H2Okinetic showerheads and handshowers
 - Single- and dual-function pressure balancing showers
 - TempAssure thermostatic showers
- www.deltafaucet.ca



Recycled Rubber Roofing: Beaumont Shake

Euroshield Roofing has just launched a recycled rubber roofing product called the Beaumont Shake. This new shake profile is a 9" exposure and 40 panels per square as opposed to our current EuroLite Line of Shake and Slate comprised of 48 panels at 7 5/8" so it has a more

shake-like appearance. Benefits for the contractor include a faster install with fewer panels per square to handle, less weight per square for shipping, less nails required to install and all at the same cost per square foot as our current EuroLite line of Shake and Slate. www.euroshieldroofing.com

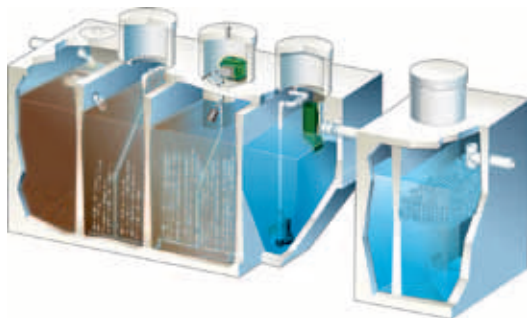


New Highland Series Siding Profiles

Mitten Building Products's Highland 42 Series Vinyl siding is now available in double 4.5" horizontal and double 4.5" Dutchlap profiles. Sixteen natural standard colours such as Frost, Stratus, Sandcastle and Flagstone are available in both horizontal and Dutchlap. Three premium colours in Khaki Brown, Rockaway Grey and Grenadier Green are available in the new double 4.5" Dutchlap profile to

make a bold statement. The Highland Series vinyl siding features a satin finish wood-grain texture, a premium 0.042" thickness and a rollover nail hem for attractive profiles and high performance. With lifetime colour fade protection and a limited lifetime warranty, the new Highland Series profiles are the professional and lasting solution for your home. www.mittenbp.com

Hydro-Kinetic FEU Wastewater Treatment System



Norweco, Inc. is a leading manufacturer of residential onsite wastewater treatment systems. Their award winning treatment systems have been installed in hundreds-of-thousands of applications throughout North America and the world. Norweco is now offering a new solution to the Canadian market. The BNQ certified Hydro-Kinetic FEU is a brand new treatment system that quietly, efficiently and automatically pre-treats,

aerates, flow equalizes and filters all wastewater returning only the purest effluent back to the receiving environment. The Hydro-Kinetic FEU system meets or exceeds regulatory standards and is performance certified and listed by BNQ to Standards 3680-600 and 3680-910. The system achieves an effluent quality of 3 mg/L CBOD, 2 mg/L TSS and 67% reduction of Total Nitrogen. www.norweco.com

REACT Touch-Free Kitchen Faucet

Kitchens are cleaner, healthier and more convenient with Pfister's new REACT Touch-Free Kitchen Faucet, which activates when your hand passes within its sensor range. The water temperature can be set, and reset, however many times you like and the faucet can still be controlled the old-fashioned way—with its handle. To clean, activate the Hibernate mode by placing your hand in front of the sensor for five seconds to temporarily turn the sensor off. The REACT faucet also features a pull-down spout

with an extra long hose to wash large pots and pans easier and reach all of the areas in the sink. Additional REACT faucet features include:

- AccuDock advanced spray head docking system ensures a tight connection to the faucet spout.
- EZ Clean nozzles on the spray face enable removal of mineral build-up with a quick wipe, keeping the faucet looking new, longer.
- 4-hole configuration allows installation versatility. www.pfisterfaucets.com

Set Your Sites on Sitaline™



For builders who value timeless elegance and craftsmanship, JELD-WEN's ENERGY STAR award-winning Sitaline wood windows and patio doors are beyond compare. Crafted to be reliable and energy-efficient, each Sitaline wood product is made with pine AuraLast® wood – the wood that does not rot. Backed by a limited lifetime warranty, JELD-WEN's Sitaline collection exhibits your commitment to offering nothing but the best for your building projects.

For more information, or to find a JELD-WEN dealer, visit:
JELD-WEN Windows & Doors Canada
www.jeld-wen.ca

Premium-quality Primer-sealer



Stix Waterborne Bonding Primer is a premium-quality, acrylic-urethane primer-sealer with unparalleled adhesion to the most challenging surfaces, including glossy tile, PVC, vinyl, plastic, glass, glazed block, glossy paint, pre-coated siding, fiberglass, and galvanized metals.

For more information, contact:
Benjamin Moore
Phone: 1-855-724-6802
www.benjaminmoore.com

The Moisture Barrier with Drainage



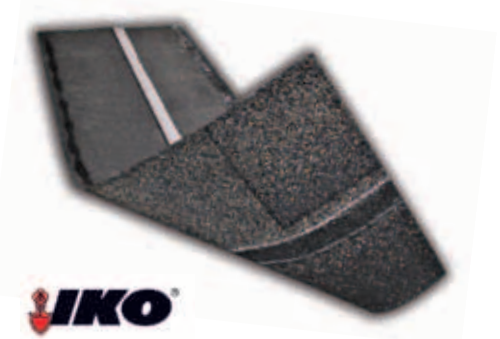
DuPont™ Tyvek® DrainWrap™ CA has received its Canadian Construction Materials Centre (CCMC) evaluation and that means contractors can use Tyvek® DrainWrap™ CA with full confidence in its effectiveness.

It combines the superior air and water resistance, vapour permeability and the strength of Tyvek® with a vertically grooved surface, to help channel water safely to the outside behind a wide variety of claddings.

By enabling drainage, controlling airflow, holding out bulk water and allowing interior moisture vapour to escape, Tyvek® DrainWrap™ CA can help homeowners save money on energy costs.

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For additional information on our full line of premium roofing products, please call: 1-855-IKO-ROOF (1-855-456-7663) or visit our website at www.iko.com



27 ► Pioneer Series Interior MDF Wall Boards



If you've watched any home design show in the last year, you know that Shiplap is making a comeback for interior walls. From Craftsman to farmhouse to modern, the clean lines of Shiplap are in demand by homeowners and designers across the country. Canadian MDF Products Company has taken Shiplap to a new

level with its Pioneer Series Interior MDF Wall Boards. People can now get the traditional Shiplap look without the worry of filling knots, priming, and trying to install warped boards. MDF Shiplap is already primed, and ready to install and finish. With our precision sizing, once you place your first run on the wall, the rest of the pieces are

easy going. The 16-foot length of the boards also makes it easy to install over long walls, so popular with open concept living areas today. Ease of installation, pre-primed for time and cost savings, and consistency of product make Pac Trim's Shiplap Interior MDF Wall Boards popular with building professionals. www.pactrim.com

NovikShake's Natural-look Shake Collection

Novik, the premier brand featuring shake, stone and related products that replicate the natural beauty and texture of wood and stone materials, has reinvented luxury by defining a new category of natural-look shake products. Bringing realism to new levels, NovikShake's StainNatural technology is the only one in the industry to offer a wood stain on a polymer shake.

The StainNatural Collection installs quickly and easily and is impervious to moisture, so it is very low maintenance. Available in six natural colors inspired by nature, StainNatural

features a semi-transparent wood stain that enhances the wood-grain texture. Other innovative Novik products creating demand in the industry include NovikStone, a rich, natural looking stone product that replicates the elegance of

stone but installs easier than siding. Impervious to moisture and therefore perfect for ground contact, it is available in Dry Stack, Stacked Stone River Rock and Brick. www.novik.com



Legacy Vinyl Deck Membrane

Duradek has improved upon the latest addition to its excellent collection of vinyl patterns with its "Legacy" line of designer 60 mil vinyl membranes. In three naturally inspired textures and colours, the Legacy line offers the look of natural surfaces but with the durability of vinyl. Legacy Pebble Beach brings a remarkable aggregate pebble appearance to outdoor spaces in a simple, one-step application. In this second generation, the styling included a slight

reduction in the shade of top colour, which presents the faux pebble look with incredible depth. Legacy Barnwood and Driftwood received an increase of detailing with the addition of more wood grain appearance and striations to add rich character to this vinyl. Exclusively installed by trained professionals, Duradek has been the leader in waterproof deck membranes for over 40 years and provides low maintenance, stylish



solutions for outdoor living space. www.duradek.com

Circa 1850 DEX Wood Preservatives



When it comes to all things wood, the Circa 1850 brand has been one of the most trusted names in Canada for 50 years. With a strong attention to detail, this family-run business continues to serve the needs of its customers. Circa 1850 DEX is a full line of high-quality wood preservatives, developed

exclusively for exterior, above ground. Circa 1850 DEX Wood Preservatives provide a paintable solution to help prevent wood from rotting or mildewing. Depending on your aesthetic needs, choose from the Clear Wood Preservative for no colour change, to the soft green hues from the Green

Wood Preservative, or the amber shading of the Brown Wood Preservative. And there's even an End Cut Wood Preservative for more specific projects. Get the superior protection your projects deserve with Circa 1850 DEX Wood Preservatives. www.swingpaints.com

In-glass Blinds for Sliding Patio Doors

Ply Gem now has in-glass blinds available in a full lite for our Vista Series vinyl and Design Series aluminum-clad vinyl Sliding Patio doors. These blinds feature a separate low-profile tilting control on the top and a raise-and-lower operator on the right-hand

side. The blinds come in white. With centre-of-glass ratings for U-value at 0.33, R-value at 3.03, and Solar Heat Gain at 0.699, these glass inserts are perfect for a transitional living space between indoors and outdoors. The in-glass option allows homeowners to

have a shading alternative that takes up no additional space in a sliding patio door, which is best used in smaller spaces than a French patio door. The in-glass blinds are available in 2-, 3- and 4- wide units. www.plygem.ca



Bob Finnegan
President, CHBA

Home buyer participation in the survey was up over 90%, with more than 3,000 recent buyers taking part.

Helping Builders Understand Home Buyers

Knowing your customer is important in any business, but rarely more so than in the home building industry. That's why this year CHBA once again partnered with Avid Ratings Canada to undertake the CHBA Home Buyer Preference Survey.

In its inaugural year, this unique survey was a huge success, with over 1,500 recent home buyers volunteering their time to respond to the 200-plus-question online survey. We were thrilled, and members told us they were equally thrilled to have access to such high quality data. I think this is a great CHBA member-service.

Well, the 2016 survey was released in May, and in its second year this project really hit the ball out of the park. Home buyer participation in the survey was up over 90%, with more than 3,000 recent buyers taking part.

This is a truly massive set of data, and provides unparalleled insights into how buyers view their housing choices, what they want the most and, in some areas, what they will to pay to get it.

The best news? This is a very affordable way for CHBA members to gain valuable insight into the minds of their customers. At just \$299 for CHBA members (a 40% discount) it is truly a deal.



For that small investment, members not only receive the 200-page main report, but also get online access to the data through the Avid Reports service—allowing them to do custom analysis specific to their market area and business focus. So you can “drill down” to find out what buyers in your community are looking for in terms of home type, amenities and design features.

The survey results are also invaluable to CHBA in its ongoing government-relations work. For instance, this year's 3,000 consumers were asked what type of home they would be looking for, if they were in the market today. Nationally, 95% would want a ground-oriented home: single-detached, attached, duplex, row, town-home or stacked town.

This national preference holds true right across the country, and even in the City of Toronto, where new ground-oriented homes are both scarce and expensive, eight out of ten buyers still want them. Such a clear and strong preference helps make the case for more family-friendly development policy when our Association talks with government decision-makers. And this data isn't available anywhere else.

So what were some of the more interesting finds from the 2016 survey? Here are a few highlights:

- Growing families with children are the largest cohorts buying new homes, based on this year's results, representing 44% of the market.
 - Kitchens were the “super important” feature. There is a strong preference for open-concept design and kitchen islands.
 - Storage spaces are “must have” features, and include walk-in closets, linen closets, pantries and two-car garages. In contrast, buyers have moved away from such once-hot features as soaker tubs.
 - In the top ten list of “must haves” are a number of energy efficiency features, as was the case last year. Past results led many builders to ask for more insight into whether buyers were actually willing to pay for such features. So this year's survey included additional questions around buyer motivations and willingness-to-pay. Some 60% of respondents linked their interest in energy efficient features to reducing monthly utility costs. So how much extra would they spend to reduce these bills by \$100/month? Fifty-eight per cent would accept a price tag of \$3,000 to \$5,000. Another 20% would pay \$10,000 or more.
 - When buying a new home, 22% said they'd settle for a slightly smaller home if affordability was a problem. Another 18% would opt for a longer commute to get a lower price.
- For those involved in new home marketing, the survey results are also highly instructive, putting numbers to many of the trends we've been sensing in our sales offices, but which have previously been impossible to put numbers to.
- When asked what “first resource” they use when looking for a new home, 53% point to model home or sales office visits. This validates the continued importance of these major assets.
 - What comes second? The Internet: over 36% start with either a web search or go directly to home builders' websites.
 - In contrast, less than 2% use a newspaper or magazine ad to locate potential builders.
 - We all know the web has become incredibly important to our marketing mix, but the 2016 survey results lay this out in fairly stark terms.

If you don't have a copy of the 2016 CHBA Home Buyer Preference Survey yet, I'd encourage you to get one. Just go to chba.ca/buyersurvey for details.

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Kevin Lee
CEO, CHBA

From CHBA's perspective, "getting it right" in terms of a National Housing Strategy means integrated policy that addresses all aspects of housing.

Talking—With a Purpose

During the election campaign, the Liberals promised a more "open" approach to government, and they are demonstrating this is through extensive public online engagement via surveys and social media as they launch consultative processes on big policy questions. It is definitely a different approach that gives every Canadian a chance to express their views.

It also means that there is more "noise" in the consultation process, making it harder for informed experts and those representing key groups to be heard. As a result, the ongoing efforts of associations like CHBA, to provide sound and well substantiated insights into industry and consumer issues, is more important than ever.

Every new broad policy initiative by the federal government starts with this online consultation approach with the general public, while at the same time involving the provinces, municipalities, industry, advocacy groups and other experts in the process. It is an interesting new world, and CHBA is heavily engaged on behalf of members and their clients—home buyers and homeowners.

This update looks at two such consultation processes of high interest to our industry: one supporting development of a National Housing Strategy, the other addressing federal Climate Change policy. While both processes are in their early stages, we are seeing some constructive directions emerging.

National Housing Strategy

When plans for this initiative first emerged, the momentum behind a National Housing Strategy seemed almost exclusively linked to how the government should deliver on its social housing promises.

Over the last six months, CHBA's discussions with MPs and Ministers have stressed the need for a much broader approach that encompasses the full housing continuum from assisted social housing, to market rental, to home ownership. This is especially true given all the headlines we see today regarding housing affordability for the average Canadian.

We've placed great emphasis on the importance of protecting affordability for home buyers and private-market renters, who make up 94% of households. At the same time, we also recognize that government needs to effectively address the housing needs of the remaining 6% of Canadians who are unable to access market solutions due to low incomes or individual challenges. We have innovative private-sector solutions to recommend there too. Simply put, CHBA's view is that only a holistic approach—one that includes a strong focus on the affordability challenges faced by families looking to the marketplace for suitable housing—can work.

While we awaited a formal announcement of the consultation process this spring, CHBA joined in an innovative effort—The National Housing Collaborative—to bring together social housing advocates, private sector

housing associations, and other interested stakeholders, to seek common solutions to Canada's pressing housing and affordability challenges. This effort expressly links the needs of the social affordable housing sector with the broader issues of declining housing affordability and housing supply in market housing, likely for the first time at a national level.

The intention is to identify effective approaches that governments can take to address the housing needs of all Canadians, while being both socially and economically sustainable. This includes new housing supply that people can afford, as well as investments in existing homes, and measures to assist those who cannot access market solutions.

From CHBA's perspective, "getting it right" in terms of a National Housing Strategy means integrated policy that addresses all aspects of housing, and places emphasis on the importance of protecting market-based affordability as the cornerstone of ensuring Canadians get the homes they want and need, at a cost they can reasonably manage.

Climate Change

The ongoing federal Climate Change consultations are another area where effective federal policy needs to reflect a deep understanding of where housing fits into the picture—and where opportunities should be pursued.

Here, CHBA has been concerned that the federal approach could erroneously focus on more stringent building code requirements, a frequent theme among environmental advocates, and some other levels of government. Given new housing's impressive energy performance, this will not provide the emissions savings people expect. While tougher codes could certainly harm affordability, they would do little to reduce housing-related climate change emissions.

Lower housing emissions can only come through addressing Canada's 14 million existing homes, where huge energy savings are very possible, far less expensive, easier to achieve, and more financially beneficial to homeowners. Federal tax credits to support energy retrofits would also have the added benefit of directly combatting the underground economy—another federal policy goal.

In the coming months, CHBA will be heavily engaged in both these federal consultations, putting forward our data and analysis, and seeking common ground with other groups and organizations. It's the way things work in Ottawa now, and an important part of what your Association does to ensure your voice is heard.





The high-powered battery competition is not over yet



June was tool launch month as both **Milwaukee** and **DeWalt** compete to “own the jobsite.” I could write this whole issue on the new tools from either one of these two company’s tool launches, but let me concentrate on the most important aspect: understanding the battery platforms that will lock you into one brand or the other.

When tools still had cords, it was easy to buy one tool of a different brand just to try it out. Now that all the major tool brands have managed to supply enough power to “cut the cord” giving a totally cordless jobsite with battery runtimes that will last at least half a day if not all day, no one wants to invest in multiple battery platforms. Each manufacturer is trying to supply the whole jobsite, from a wide variety of tools to incredible cordless power for the

larger tools. This month I got my hands on a table saw, mitre saws, surface grinders and concrete fastener drills that can outperform many similar corded tools.

One quick clarification: All our current 18v power tool batteries measure 20v when not under load, so DeWalt chooses to call it 20v Max, while putting in the fine print that this is 18v under load. The other companies list the “under load” voltage, as is required in Europe. All battery packs labelled 18 or 20 volts give out the same voltage. The higher the AmpHour rating, the bigger the gas tank.

Milwaukee is giving us very impressive tools by boosting the ampHours on their full tool line of compatible 18v RED LITHIUM batteries to 9Ah while optimizing each brushless motor for the task and providing efficient full tool system electronics. This new battery on

some exciting tools, such as a 7-1/4” M18 FUEL circular saw, is outperforming their own corded saws!

DeWalt is impressive as well, using brushless motors and on-board electronics, but has chosen an importantly different route with essentially the same battery cells. They say there is a thermal overheating wall in trying to go to extreme power output required for large tools while staying at the 18v level—so they are wiring their FlexVolt cells in series. Rather than three banks of five cells—each feeding the tool at 20v as usual—in the FlexVolt battery pack they put all 15 cells in series to give 60v. For compatibility back to your existing 20v DeWalt tools, they have an ingenious switching mechanism that re-wires the 15 cells back to 3 banks of 20v as soon as you put the FlexVolt battery on their 20v tools. For their miter saws ► **32**





31 ▶ they put two packs on the saw in series, giving the tool 120v DC. They even provide a battery replacement gadget that turns that same saw into a corded tool running at 120v AC.

In the math of power equations, these two systems are equal: all the power comes from basically the same 15 fuel cells. But higher voltage allows smaller wires to deliver the same power, which does change the motor construction and lowers the internal heating of wire connectors inside the battery. DeWalt, of course, claims that their 60v and 120v motors are more efficient and that the batteries will run cooler and last longer.

Both systems are so powerful that, working with the tools for only a few minutes, they both feel great and do feel as good as or better than corded tools. It is as yet very difficult to compare the two systems on true performance because the miter saws aren't the same size: 10" Milwaukee with a single battery and 12" DeWalt with two batteries. Milwaukee heavy-duty applications are running on 9Ah batteries, DeWalt on 6Ah batteries. True comparative tests will only come after January when DeWalt will bring out their 9Ah FlexVolt battery and we can choose truly equivalent tools and batteries



to run against each other, like 7-1/4 circular saws, or drilling or fastening applications. Then we may finally see if voltage really does make a difference in performance, run time and more importantly, battery life.

Milwaukee's 9Ah battery is scheduled for the stores in August. Most of DeWalt's FlexVolt batteries and tools are due out in September.

An interesting note for those of you who fly to work: Canadian air transport laws forbid high powered Li-ion batteries in airplanes, so DeWalt created an ingenious "transportation plate" just for Canada that sets the FlexVolt battery in the 20v mode while flying even though you intend to use it in 60v mode once on the ground—and that passes the transport regulation.

All existing Milwaukee 18v FUEL tools will work with the 9Ah RED LITHIUM batteries and all existing DeWalt 20v Max tools will work with the 20-60v FlexVolt batteries.

No one wants to invest in multiple battery platforms.

These are the new heavy-duty DeWalt tools that will only work with the 60v FlexVolt batteries, launching in September.

60V Max:

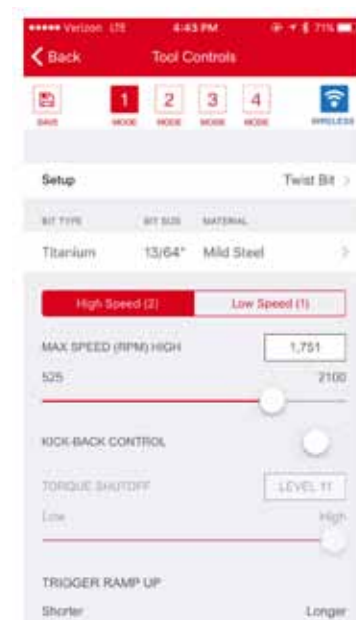
- Brushless 7-1/4" Circular Saw, DCS575
- 4-1/2"- 6" Grinder, DCG414
- Reciprocating Saw, DCS388
- 1/2" VSR Stud and Joist Drill, DCD460
- 8-1/4" Cordless Table Saw, DCS7485

120V Max:

- 12" Fixed Head Compound Miter Saw, DHS716
- 12" Sliding Compound Miter Saw, DHS790

Smart-phone Tool Control

On the Milwaukee side, the most impressive new tool is the M18 FUEL SAWZALL with One-Key, which will be available in October as well. One-Key is a smart phone controlled system introduced last year but the tool control function is just coming on-line. For their existing One-Key fastener drills, the new twist drill bit software update now allows you to choose the material, the bit, the speed and the torque



of the job at hand on your smart phone with 4 corresponding preset buttons on the tool. This is especially useful for optimizing bit life while cutting into metals of different densities or switching from a drill to a hole saw.

The new One-Key SAWZALL is the best tool control I have seen to date. On your phone, you select the material you want to cut and it will recommend an optimal blade. You can accept that, or set the blade you have and it will set the optimal speed of cut for that tool in that material with that blade. You can also select a slow start, to let you make a groove rather than skitter around, and you can set the brake to on. Then you pull the trigger all the way back and it starts slow, moves to optimal speed and the instant it comes out of the cut the blade stops dead avoiding any collateral damage. Then you let go of the trigger. That's a safety feature I really like—in addition to a really optimized cut avoiding burning the blade.

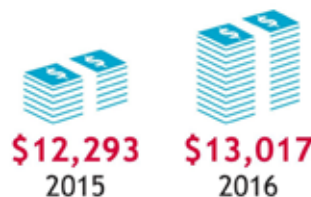
I don't know if the batteries will sell the tools, or the tools will sell the batteries. but I will get back to some really nifty new tool features in the next issue.



Montreal-based TV broadcaster, author, home renovation and tool expert Jon Eakes provides a tool feature in each edition of Home BUILDER.
www.JonEakes.com

CIBC: Canadians Plan to Spend \$13k on Home Improvements

Renovation budgets up
average amount homeowners plan to spend on renovations



Top 2016 home renovations



1. Basic maintenance (54%)
2. Landscaping (42%)
3. Bathrooms (33%)

SOURCE: 2016 CIBC HOME RENOVATION POLL

TORONTO — A new poll by CIBC finds that Canadians homeowners planning to renovate expect to spend an average of \$13,000 on home improvements this year as the renovation focus shifts to the outdoors, such as building or repairing decks and patios and landscaping yards and gardens. Key poll findings include:

- 37% of Canadian homeowners plan to renovate or improve their home this year, down from 40% in 2015. Among those who plan to renovate this year;
- \$13,017 is the average amount they plan to spend, up from \$12,293 in 2015;
- Landscaping, including decks and patios, is a focus for 42% (2015: 25%);
- 54% plan to do basic maintenance, compared to 55% in 2015;
- Indoor renovations are less of a priority;

- 33% look to renovate bathrooms versus 40% in 2015; and
- 26% plan to update kitchens, down from 31% in 2015.

While more than half of homeowners (52%) say their biggest concern is going over budget, only a third (34%) say they actually have a budget for their upcoming project.

CALENDAR

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

September 7-9

CONSTRUCT & the CSI Annual Convention
Informa/CSI
Austin, TX
www.constructshow.com

September 22-25

Interior Design Show (IDS) West
Vancouver, BC
www.idswest.com

October 19-21

10th Annual Hardscape North America
Louisville, KY
www.hardscapeNA.com

October 25-27

CHBA Fall Meetings
Ottawa, ON
www.chba.ca

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Housing Gridlock Drives Renovation

Between May 19 and 25, 2016, Angus Reid surveyed 2,129 people online about their renovation plans. The big jump was in landscaping, with 42% of respondents planning some type of project, up from 25% a year ago.

Altus Group has noted that renovation spending in 2014 was \$20 billion more than was spent on new homes that year. In 2015, Canadians spent \$70.1 billion on renos and Altus forecasts that figure to climb to \$71.4 billion this year.

Renovation spending is highest in struggling Alberta, with the average homeowner planning a project worth an average \$22,951, up from \$13,520 a year earlier. In British Columbia, the average project is expected to drop to \$15,522 from \$16,639, while in Ontario panelists said their spending would drop to \$13,878 from \$15,487 a year earlier.

The lack of available product has been cited by real estate boards in both Toronto and Vancouver, which have been the driving forces of the housing boom in Canada.

"Whilst people are fascinated by the price of homes, more and more people are not selling because, by the time I sell, pay commissions, pay land transfer tax, and go through the hassle of moving, I may not be any better off than I am," said **BRAD HENDERSON**, chief executive of Sotheby's International Realty Canada "So, what I'll do is renovate and just stay where I am. As more and more people choose not to put homes on the market it just encourages upward pressure on prices."

Does Your Reno Council Have News to Report?

Why not tell us what's happening in your neighbourhoods? E-mail Judy Penz Sheluk at editor@work4.ca, and put Reno Council in the subject line.

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All Weather Windows Ltd.	8	800-638-5709	www.allweatherwindows.com
Benjamin Moore.	2, 27	416-766-1173	www.insl-x.ca
CHBA - Preference Survey	35	613-230-3060	www.chba.ca/buyersurvey
Cosella-Dörken	13	888-433-5824	www.cosella-dorken.com
E.I. duPont Canada Company	21, 27	800-387-2122	www.construction.tyvek.ca
IKO Industries Ltd.	25, 27	855-456-7663	www.roofingelevated.com
JELD-WEN of Canada	27	204-510-4745	www.jeld-wen.ca
LP CanExel.	15	888-820-0325	www.canexel.ca
NAVIEN.	7	949-420-0420	www.navien.com
Owens Corning Canada LP	4	800-438-7465	www.owenscorning.ca
Royal Building PRODUCTS	36	614-754-3463	www.royalbuildingproducts.com
SIKKENS.	17	866-745-5367	www.perfectwoodstains.com
Simpson Strong-Tie Canada	3	800-999-5099	www.strongtie.com/timberhex-hdg
Superior Walls of America Ltd.	19	800-452-9255	www.SuperiorWalls.ca

CMHC Increases Premium Refunds for Energy Efficient Houses



OTTAWA — Effective immediately, Canada Mortgage and Housing Corporation (CMHC) is increasing its CMHC Green Home premium refund from 10% to as much as 25% depending on the level of energy-efficiency achieved. Introduced in 2004, CMHC Green

Home offers a partial premium refund to borrowers who buy, build or renovate for energy efficiency using CMHC-insured financing.

CMHC is also updating the eligibility requirements to reflect changes to the EnerGuide Rating System. CMHC is Canada's only mortgage insurer prepared to accept applications for homes assessed using either the current 0-100 scale or the new gigajoule scale. 

JELD-WEN Canada Wins the 2016 ENERGY STAR Award



VAUGHAN, Ont. — JELD-WEN Canada was recognized at an industry event on May 24 as the recipient of the 2016 ENERGY STAR Manufacturer of the Year, Windows and Doors. Minister **JIM CARR** was on hand to announce the winners and offer his congratulations. **LISA BERGERON**, Government Relations Manager, JELD-WEN Canada, was present to receive the award.

"To be recognized for our commitment to providing Canadians with high performing window and door products is truly humbling," said JELD-WEN Canada Vice President, **BILL DONALDSON**. "At JELD-WEN we are committed to all things green, and lean, as can be seen in everything we do. From reducing our waste in manufacturing, to investing in glass technologies that allow us to produce energy saving units. Providing value to the Canadian consumer is a commitment we take very seriously." 

Ontario's 2041 Provincial Growth Plan Focuses on Densification

TORONTO — The Ontario provincial government's recent announcement to dramatically increase both intensification and density requirements in the Growth Plan means less housing choice and higher prices for home buyers. The Ontario Home Builders' Association (OHBA), along with its 12 local associations being affected by the Plans, notes that the announced amendments will continue to make home ownership more difficult for Ontarians.

Since the introduction of the Growth Plan in 2006 every housing type has seen significant price increases. For example, the average price of a new condo in 2006 was under \$300,000 and today it is more than \$459,000 in the GTA. Today, a new townhome in Milton is more than \$400,000; the average price of a new single-family detached home in 2006 was about \$439,000 and today is over \$1 million in the GTA.

The proposed amendments to the Growth Plan will see intensification within existing communities in the Greater Golden Horseshoe (GGH) increase from 40% to 60%, which means more density and condos within already highly-concentrated areas. In new communities not captured in the existing areas, densities for newly built neighbourhoods will increase from 50 persons and jobs per hectare to 80 persons and jobs per hectare. At this time these new communities do not have the necessary infrastructure in place (i.e. transit, schools, hospitals, roads) to support these density targets. 

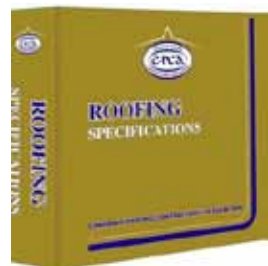
CRCA Reduces Specification Manual Selling Price

OTTAWA — Canadian Roofing Contractors Association (CRCA) has reduced the price of the *Roofing Specifications Manual*. Effective immediately, the cost for the manual is \$100 for members and \$150 for non-members.

The new price allows key stakeholders including architects, specifiers, building owners, consultants, contractors and manufacturers to secure copies of this comprehensive specification manual prior to the upcoming construction season.

Roofing Specifications is produced by the CRCA in consultation with a range of experts in the Canadian roofing industry and provides up to date information on leading edge roofing innovation.

To order the manual, please visit www.roofingcanada.com or contact CRCA directly at 613-232-6724 or 1-800-461-CRCA (2722). 



Ask the Expert

Do you have a question that needs answering? Home BUILDER Magazine's interactive feature with expert Jon Eakes is ready to help. Visit HomeBuilderCanada.com and click on "Ask the Expert."

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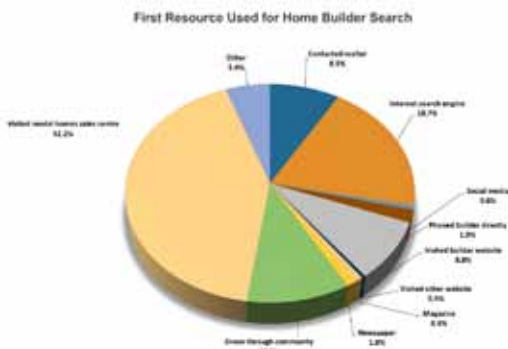
The 2016 CHBA Home Buyer Preference Survey – powered by Avid – is the source for insight into what new home buyers want, how they search for a new home, what they'll trade-off to get the features they want, and what they're willing to spend.

If you're in the home building business, the CHBA's 2016 nationwide market research study – which includes provincial and local breakdowns – is essential business information.



Drawing on detailed data from over 3,000 recent new home buyers, the 2016 Home CHBA Buyer Preference Survey covers more than 50 in-depth areas of home design, building features, buying preferences, and demographics.

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