

Discover RenoMark™ and what it means to you as a renovator or consumer

- **What is RenoMark™?**

In 2001, the Building Industry and Land Development Association (BILD) of Greater Toronto recognized the need for expanded consumer education and improved professionalism among renovation contractors. It set up the RenoMark™ program to recognize reputable renovators so consumers could easily identify professional renovators and contractors who have committed to RenoMark™ program requirements and standards. RenoMark™ has grown from a renovation Code of Conduct to differentiate professional renovators from a less than professional renovator. Today, it is helping highlight the best renovation contractors across the country. RenoMark™ has been endorsed by the Canadian Home Builders' Association and the Ontario Home Builders' Association, and adopted by a number of local home builder associations in major markets across Canada.

- **Why is RenoMark™ needed?**

A recent survey by the Canada Mortgage and Housing Corporation (CMHC) shows that the renovation market continues to boom with Canadians having spent more than \$53 billion in 2007, up from \$45 billion in 2006. As baby boomers opt to renovate rather than jump into the new home market, it's no wonder why illegitimate operators often take advantage of consumers. The CMHC says that more than one million households across Canada invest in renovations annually.

- **What does it mean for me as a consumer?**

RenoMark's™ website (www.RenoMark.ca) offers consumers the RenoGuide™; an information document that helps consumers avoid renovators who offer to do work without a written contract or who ask for cash in an effort to avoid paying GST and other taxes. The RenoGuide™ explains the pitfalls and financial risks that face homeowners who do not deal with reputable and professional renovators. The pamphlet also lists the kinds of renovations that are likely to provide "payback" when the home is sold.

- **How does the program work?**

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

- **Where can I find out more?**

The website (www.RenoMark.ca) provides general information on the renovation process and specific information on the RenoMark program including the Code of Conduct. Local renovation events and, of course, the local contractor listing is also available online. You can also contact your Guelph & District Home Builders' Association (GDHBA) at 519-836-8560 or gelpg.homebuilders@gmail.com for more information.

GDHBA launches its RenoMark™ program on February 22nd at its monthly dinner meeting at Guelph Place Banquet Hall. Call for tickets.