

MEDIA RELEASE

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Greater Vancouver Home Builders' Association Rebrands to Homebuilders Association Vancouver to Better Connect Homeowners with Homebuilding Resources

Vancouver, January 30, 2019. It's a brand-new day for the Greater Vancouver Home Builders' Association as they proudly reveal a new name, **Homebuilders Association Vancouver (HAVAN)**, complemented by a new brand identity. The change is a sign of progress, and a reiteration to the association's commitment to better express its goals and connect resources to consumers, while strengthening benefits to its members.

The new name emphasises the association's core focus on *Homebuilders*, with the addition of the descriptor *Association* positioning members as leaders within the residential construction industry, and the use of *Vancouver* acting as an iconic term for the greater region.

Bob de Wit, HAVAN's CEO expressed his thoughts about the change, saying "Our goal remains the same - to help build the homes, and shape communities where people aspire to live. Homebuilding is at the heart of what our members do. Placing an emphasis on Homebuilders makes sense. We're excited for the opportunity to empower our members to better connect with consumers. Homebuilders Association Vancouver is a simple yet strategic name change, which allows us to quickly convey a clear message across all platforms to the public," and noting "the abbreviated acronym HAVAN is a memorable word, easily said, and one which plays off the idea of, 'home as one's haven.'"

de Wit also says "We've seen a significant shift in the media landscape, and how people search and consume data. While traditional media remains important, in today's online world, it is important to be seen, and remembered across digital and social platforms."

Developed with Spring Advertising, the new name is supported by a complete redesign of company graphics, owned assets and communication platforms, including HAVAN.ca. The bold new logo reflects the association's position of leadership, with representation across all levels of government and Metro Vancouver municipalities, offering a complete suite of consumer and member resources, for all housing forms relating to home building, buying, and renovation.

A not-for-profit association, HAVAN is proudly affiliated with both the provincial CHBA BC, and national CHBA offices. Comprised of developers, builders, renovators, suppliers, sub trades and professionals,

HAVAN's 1,100+ members build 65% of Metro Vancouver's homes. Ours is an association of knowledgeable, trusted, resourceful, and local professionals in the home construction industry. Our members have shared a commitment to building excellence since 1974. HAVAN provides both industry and consumer education, and actively liaise with local municipal governments with the focus of meeting Metro Vancouver's housing needs.

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