



The overarching goal of the association’s rebrand is to add value to membership via:

- Updating the association’s logo to work within the digital environment
- Building consumer awareness and memorability of the association, to be thought of first, when building, renovating or buying a home.

1. *What is HAVAN?*

- a. It’s a word, plays off idea of ‘home as one’s haven,’ and is pronounced ‘Hey-van’. Way easier to remember than a bunch of letters.

2. *Why the rebrand and name change?*

- a. Responding to the changing digital landscape, we are positioning ourselves as the industry leaders we are known to be, and strengthening our connections with consumers, to bring added value to our members and membership offering.
- b. We’ve reconfigured our name to place emphasis on who we are and what we do, vs where we are.
- c. Homebuilders Association Vancouver (HAVAN) is more memorable, and easier to work with online and in print.

3. *Vancouver? But we service Greater Vancouver*

- a. People search by need not location, relying on Google to identify where they are, and provide search results from the surrounding area.
- b. Vancouver is the iconic term for the greater area. By using Vancouver, we do not limit our region.
- c. Whereas markets back east may require geographic identifiers, due to high volume of small HBA’s, HAVAN owns the greater Vancouver area.
- d. While we use Vancouver, SEO/back end of website is targeting all 21 cities and municipalities across Metro Vancouver (look at the footer of our web pages as an example.)

4. *When I type HAVAN, HAVAN.ca does not rank in my results.*

- a. We’re working with digital industry experts (Jelly Marketing) to get our google ranking back up ASAP. It will require approximately six months to build back our online ranking.
- b. In the meantime, HAVAN is running an online campaign to support HAVAN.ca, plus working to connecting with consumers and members online, and at home shows etc. to build awareness of the new brand. HAVAN was just at the Spring Home and Garden show handing out thousands of print directories.

5. *This is going to be expensive for me to change my marketing materials*

- a. Reprinting marketing materials will take time. Don’t worry. Anyone who searches online for GVHBA will be redirected to HAVAN.ca

- b. What is important and easy to fix in the short term is your online connection. Update your online association logo to HAVAN and be sure to link back – the more linkbacks HAVAN receives the faster our ranking with resume and the stronger our voice will become to advocate on behalf of members, consumers, and the industry.

6. *HAVAN is a Sanskrit related to fire.*

- a. HAVAN has been developed as a fresh name that is easier to remember, easier to say and brings positive connotations. In English the word, “haven” speaks of refuge and safety. HAVAN acknowledge and respects that in eastern culture there is the consecrating ceremony of “Havan” that can be found in Hinduism and contemporary Buddhism and Jainism, speaking to a positive connotation of purification.

7. *Rebranding is not cheap – how much is this costing*

- a. Yes, rebranding is an expensive endeavour, however not keeping pace with how consumers search, and not to keep up to date with online marketing will be more costly in the long run.
- b. We are fortunate. Collectively, we have power in our numbers to manage this cost. It is estimated that the cost to each member is \$130.00 over the course of two years.
- c. Now more than ever, with a potentially softening housing market, strengthening our brand is a strong strategic move.

8. *Wouldn't it make more sense to take all of the moneys and pump into online marketing?*

- a. People look for builders when they have the need. Consequently, it is important to be found, and remembered as required. Spending the rebrand budget to pump up advertising with the existing name and acronym would cover approx. three years of marketing, and then, once spent, you are still working with a hard-to-say, non-memorable name. You have not solved the core issue.

9. *Provincial and National Offices are disappointed we did not embrace the National Brand.*

- a. Extensive research and consideration were taken as to whether GVHBA would align with the national brand. It was determined through primary and secondary research, to emphasize our position as leaders within the industry, GVHBA should retain our unique brand, vs following national.
- b. HAVAN's strategy is to build a consumer-facing brand, and the National brand, when reviewed was not seen to have established a consumer brand awareness.
- c. All HAVAN descriptors continue to include the phrase ‘proudly affiliated with both the provincial CHBA BC, and national CHBA offices.’
- d. The HAVAN logo icon pays homage to the national brand with inclusion of the ‘house’ shape.
- e. All working relationships including collaboration and sharing of information between provincial and national offices for the benefit of HBAs, Members, Consumers and Industry remain the same.