



We may look a little different, but inside, our core values remain the same. The Homebuilders Association Vancouver (HAVAN, formerly GVHBA) is dedicated to working with our provincial and national counterparts on advocacy, education and consumer initiatives, to help bring an efficient supply of housing to market.

Here is a brief backgrounder on the rebrand strategy, and strengths HAVAN brings to our industry.

HAVAN's Strategic Plan laid out by the Board of Directors is to bring increased value to our members and membership, while strengthening member retention through stronger consumer connections and increased advocacy efforts.

A Unique Brand

It was determined by brand experts, and supported by membership, the best option to strengthen the association's position of leadership, was to retain our unique identity and evolve into a consumer-facing brand. The goal is to have consumers think of HAVAN first, when looking for home building, buying and renovation resources; to have consumers look to HAVAN as the industry standard for housing advocacy, knowledgeable builders and latest in building resources. Playing off the term *home as your haven*, the acronym is easily said and remembered, and works well in online platforms. Now, more than ever, we are positioned to help elevate awareness of initiatives, at all three levels of the association.

Rebrand Launch and Feedback

The HAVAN brand was launched to members on January 31, at the annual Legends Dinner with 270 members and high-profile industry guests, to a unified round of applause. Here is the [launch video](#) introducing HAVAN to industry.

Thirty days in, feedback from our Director of Government Relations, Mark Sakai, indicates 'business as usual' with government officials and municipal offices. People are reacting with positive feedback and embracing our name. This is exciting news, as the learning curve and adoption rate has been swift, allowing us to get on with business!

Sixty days in, consumer awareness efforts are in motion with the new website traction picking up via marketing efforts including white paper campaigns 'Get it in Writing', 'Budgeting' and 'Kitchen Design.' We're also hitting the ground running with HAVAN's *Ask the Expert* Stage at the Spring Home and Garden Show (55,000 attendees), plus other local home shows (additional 25,000), handing out the HAVAN Contact Directory, which proudly displays our connection to provincial and national offices.

Proud Member Of:

Over the next while, until the HAVAN name is established, the logo version including the icon, HAVAN acronym, and name will be used. More than ever, we continue to include 'proud members of' using the CHBA BC and CHBA logos whenever possible on all communications including, but not limited to:

- Letterhead, Email signatures, Marketing collateral (pop-up banners, consumer handouts etc)
- Editorial content in consumer publications (40+ published per year), HAVAN's Contact Directory (10,000)
- Media interviews, media release boiler plate, media release content, where applicable
- Website footer page, and in the 'About us' section of [havan.ca](#)

At 1,100+ members strong, HAVAN's brand evolution is dedicated to our association's legacy and core foundation. We are energized more than ever, and excited to work together as we drive forward initiatives for the benefit of our great industry.