



HAVAN

Homebuilders Association Vancouver

HAVAN Annual General Meeting

April 29, 2020

Sponsored by:



Federated
Insurance

Rebrand Update AND COVID-19 Communications

Reminder: Overarching Rebrand Goals



Encourage members to embrace our **new name**, and showcase the **HAVAN brand**



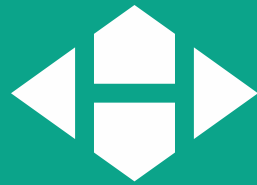
Reassure members we are **committed** to our core values



Grow consumer **awareness** of the HAVAN brand
(increase followers)



Drive **traffic** to HAVAN.ca



One Year In

Let's look at wins, challenges, and some supporting data

Google Organic Ranking



**“Homebuilders
Association
Vancouver”**

#1 on page one



“HAVAN”

#1 on page one

Website Traffic

1 year into the rebrand, we continue to grow

- ✓ HAVAN is the most used keyword in searches to find us
- ✓ Domain Authority 61 (rankings over 60 considered excellent)
 - Backlink strength from: media partners, trade shows
 - We need more members to link back to HAVAN.ca

Website Traffic

1 year into the rebrand, we continue to grow

WEBSITE	FEB 2020 vs 2019	MAR 2020 vs 2019
Sessions (Overall users)	+10.23% 10,453/month	-22.85%
Users (Unique)	+16.42% 8,184/month	-22.99%
Traffic (Overall)	+16.4%	-22.85% (event cancellations)
SEO (Organic)	+36.35%	+6.7%
Paid	+774%	+95.15%

Website Page Highlights

Membership Application
 HAVAN Homebuilders Association Vancouver
 604-1-745-132 Street, Surrey, BC V3W 1L8
 info@havan.ca | www.havan.ca | T: 778-565-4288 | F: 778-565-4289

APPLYING COMPANY INFORMATION

COMPANY NAME
 COMPANY ADDRESS
 CITY PROVINCE POSTAL CODE
 COMPANY PHONE
 WEBSITE
 NUMBER OF YEARS IN BUSINESS
 COMPANY FAX

COMPANY OWNER / REPRESENTATIVE INFORMATION

FIRST & LAST NAME EMAIL PHONE NUMBER

FOR BUILDERS / DEVELOPERS TO COMPLETE: Not other applicants, complete the relevant section on page 2

CATEGORIZE YOUR COMPANY:
 Check the category (ies) that best describe your business: ☐ BUILDER ☐ DEVELOPER

IF YOU SELECTED BUILDER, PLEASE CATEGORIZE YOUR COMPANY BY:
 Type (Check all that apply): ☐ CUSTOM ☐ SINGLE-FAMILY ☐ MULTI-FAMILY ☐ SPEC
 NUMBER OF UNITS
☐ RENOVATOR (Check box if you primarily do renovations or if renovations are some part of your business)
You are required to provide four (4) referral names of which two (2) must be current members of HAVAN. The remainder may be from other HAVAN members or subtrades or industry references. You are also required to submit a bank reference letter.

3RD-PARTY WARRANTY PROVIDER: POLICY #:
 ARE YOU LICENSED BY BC HOUSING? ☐ YES ☐ NO If "yes", please provide license #.
 DO YOU CARRY WORKSAFEBC INSURANCE? ☐ YES ☐ NO If "yes", please provide WorkSafeBC #.

REFERENCES:
 You are required to provide four (4) referral names of which two (2) must be current members of HAVAN. The remainder may be from other HAVAN members or subtrades or industry references. You are also required to submit a bank reference letter.

REFERENCE #1
 COMPANY NAME
 CONTACT NAME PHONE NUMBER

REFERENCE #2
 COMPANY NAME
 CONTACT NAME PHONE NUMBER

REFERENCE #3
 COMPANY NAME
 CONTACT NAME PHONE NUMBER

REFERENCE #4
 COMPANY NAME
 CONTACT NAME PHONE NUMBER

If you are unable to provide current HAVAN member references, please contact the HAVAN office for help: 778-565-4289.

New Member Application form moved **online**



Retargeting **HEYVAN** Campaign – follows everyone who lands on ‘Join Us’ page

HAVAN Find a Professional About Resources COV

Request to Join

Ready to be a member or need more information? Complete the form below.
 Our membership team will be in contact with you within 2-3 business days.
 We look forward to connecting with you!

First Name *

Last Name *

Company Name *

Company Phone *

‘Join Us’ page views up 297% over previous 6-month period



Increased **Education** page views by 90%
 Aug – Nov 2019

Social Highlights

Followers



Facebook audience up 45%

3,467



Instagram followers up 53%

2,767



LinkedIn members up 36%

1,968



Twitter followers up 4%

5,343



YouTube subscribers up 80%

123

Spotlights

- Ten members participated with average of **1,900 impressions** and **42 engagements** per post.

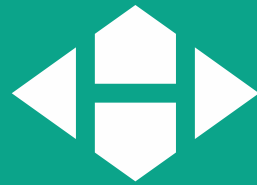


HEY-VAN Brand Campaign

Running November 2019 – October 2020

- ✓ Retargeting B2C and B2B Campaigns
- ✓ Google Adwords Campaigns
- ✓ Facebook Campaigns





COVID-19 Strategies

March 15 – April 15

COVID-19 RESOURCES

Website: COVID-19 Resource Page(s)

Sharing Industry Information

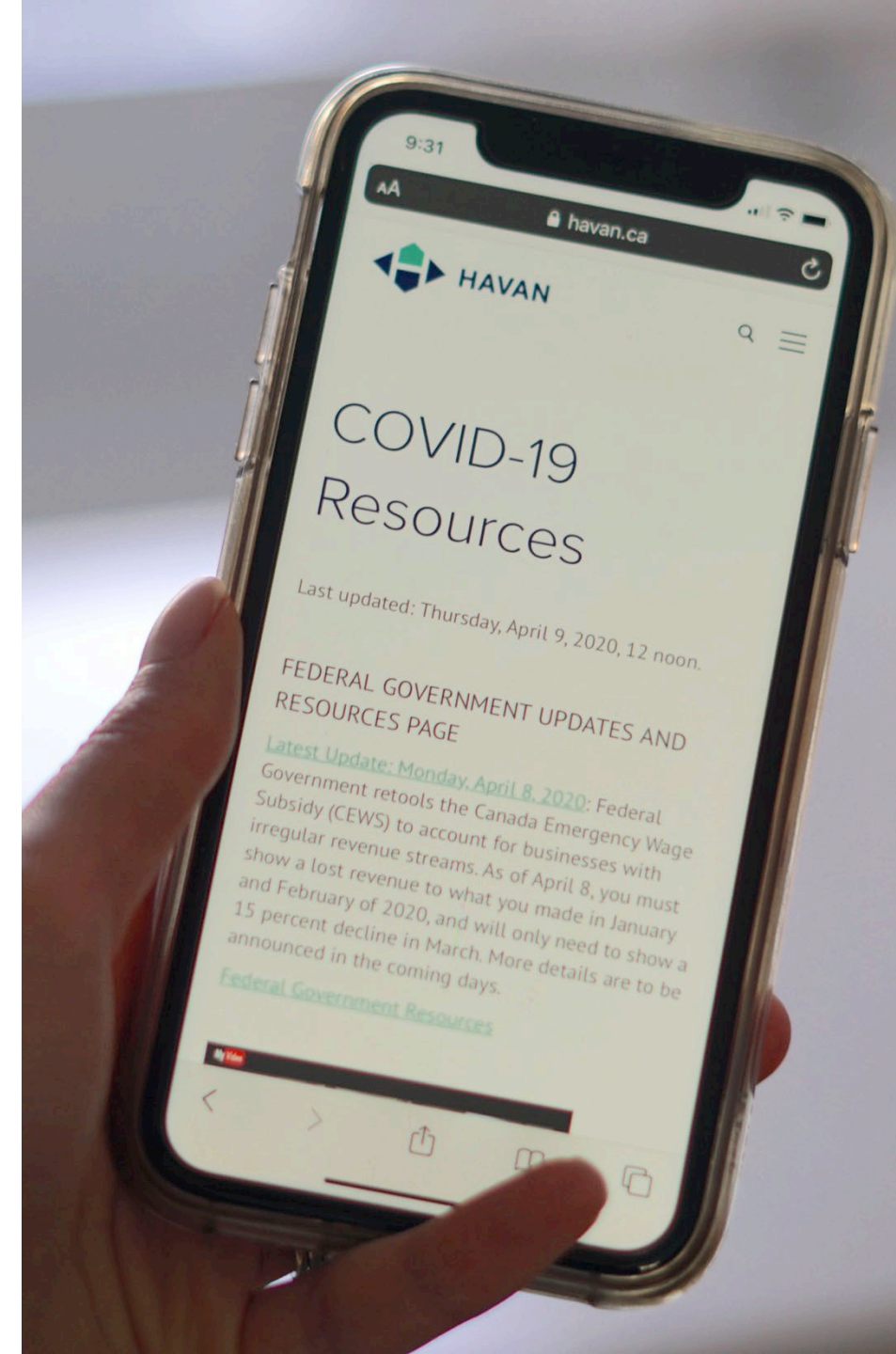
✓ 2,100+ Pageviews

Crisis Communication Plan

✓ Shared with staff, board members, committee chairs

Industry Coalition

✓ Joined coalition of 14 Construction sector associations (VRCA, ICBA, BCCSA) United message: it is essential that we keep working and we can do so, safely.



Builders' Blogs: Sharing of Resources

13 member blogs posted in first 2 weeks

	Pageviews
✓ Kuhn LLP: How COVID-19 Impacts Construction Contracts	128
✓ Trillium Projects: Worksite Safety	84
✓ Surrey Digital: Covid-19 Construction Site Signage	135
✓ Insightful Healthy Homes: Site Policy During COVID-19	64
✓ Alair Homes: Invitation to Contractors to Attend Weekly Knowledge Sharing Webinar	43
✓ Capital Home Energy: Worksite Policy	46

EDUCATION: Weekly Online COVID-19 Webinars

Helping to drive new registrant/prospects



March 31

Navigating the
HR Side of
Business

79 Attendees



April 7

Construction
Site Safety:
Builders' Panel

500+ Attendees



April 21

Housing Market
Impact and
Recovery

600+ Attendees

MEMBERSHIP: ThoughtExchange

Crowd sourcing ideas on how HAVAN can help members

- ✓ 107 Participants
- ✓ 87 Thoughts
- ✓ 1402 Ratings

Offer ways to connect with consumers online
without the opportunity to meet consumers at home shows
etc, we need ways to connect online and showcase our
knowledge and services offered.

4.1 ★ ★ ★ ★ ☆ (23 👤)

Ranked #7 of 73



Hot Topics:

- Provide COVID-19 Information
- Advocate to keep the construction industry operational
- Offer ways to connect with consumers

Email Communications: Engagement is Up!

41% open rate, 11% click through rate

- ✓ Education & Training (Thursday)
- ✓ Government Relations Update (Saturday)
- ✓ Sunday Connections
- ✓ Monday Morning Briefing
- ✓ Promotion of the HAVAN.ca/find-a-career/

HAVAN News



April 11, 2020

GRU #352



Government Relations Update #352

Mark Sakai, Director of Government Relations &
Jay Chadha, Government Relations Research
Associate
Twitter: @Mark_HAVAN

The residential construction sector continues to be categorized as an essential service by the BC Government. It is incumbent on all of those working at active construction sites to heed the Provincial Health Officer's orders, and maintain a safe

Website/SEO

- ✓ Started in November 2019. Update to be provided later this year

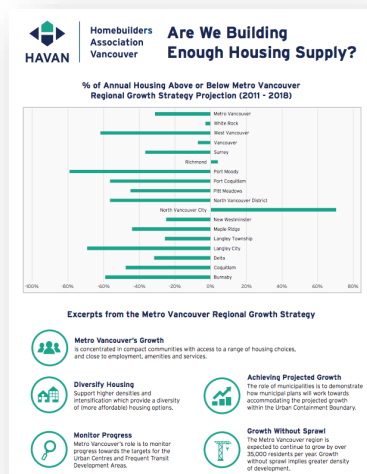
Adapted HEYVAN Brand Campaign

- ✓ Creative adapted to a message of safety
- ✓ Importance of working with professionals
- ✓ Always have a contract

Google Ads

- ✓ Continue to run *Find HAVAN* Campaign to maintain Google ranking
- ✓ Tactic is also used to support Education

Marketing Communication Highlights



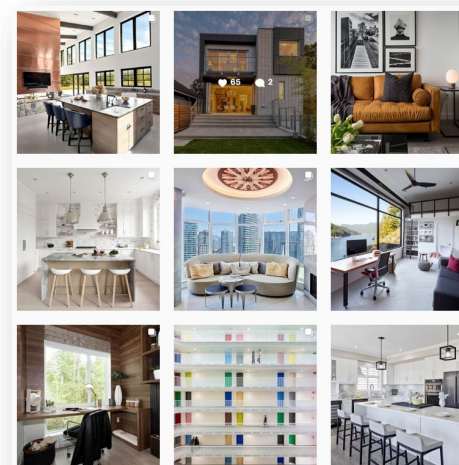
Housing Supply Issues

Popular piece that continues to gain traction



Ovation Awards Rebrand

To HAVAN Awards for Housing Excellence



HAVAN Awards Finalist Social Campaign

Offering a break from COVID-19 Content



Why Join HAVAN?



How to Leverage Your Membership | HAVAN

Membership Videos

Produced to share virtues of membership and how to leverage your membership