

For immediate release

New Builders Group Launched

Edmonton – A new organization representing hundreds of smaller home builders in western Canada, who are members of a prominent new home warranty program, was officially launched today.

The Canadian Alliance of Residential Builders (CARB) has over 900 builder and renovator members in British Columbia and across the prairies. All are members of Pacific Home Warranty Insurance Services in BC and Progressive Home Warranty Solutions in Alberta, Saskatchewan and Manitoba. The new organization also has some members in Atlantic Canada, but its core business is in BC, Alberta and Saskatchewan.

Membership in the new organization is free for all Pacific and Progressive members and will serve as an added value for their membership. Pacific and Progressive Home Warranty President Michael Garritty says, “We already offer an excellent warranty with exceptional service. CARB will now set us apart from our competition and allow us to continually increase our warranty membership.” Garritty is also pleased that smaller home builders will have a bigger voice with government through CARB.

CARB CEO Grant Ainsley describes the organization as a huge buying group for its members. Ainsley says “We’ve made arrangements with a number of major national companies to provide products and services to our members at preferential rates. They wouldn’t get these prices or level of service if they weren’t part of CARB.” Founding Preferred Partners are Bell Mobility, Mark’s Work Warehouse, Merit Canada’s Owner Operator Benefits Plan, and Verico iMortgage solutions. Announcements are expected in the next two weeks on the addition of a major building materials retailer and a national bank to the list of Preferred Partners.

CARB will also serve as a voice for its membership in dealings with government and also provide information and education. In addition, a partnership has been developed with the Canada Green Building Council to promote LEED Canada for Homes to CARB members. Information on market trends and housing statistics on CARB’s website, www.mybuildersalliance.com is also available from Canada Mortgage and Housing Corporation (CMHC).

It’s estimated CARB members spent \$1.8 billion in 2008 on all forms of housing and land. Ainsley, the former Executive Officer of Canadian Home Builders’ Association – Alberta, calls this an excellent time to start a new business in the residential construction industry. “We’ve assembled a buying group that spent almost \$2 billion last year and in these times, many brands are eager to look for new markets and opportunities. I look forward to speaking with more companies who want to be a part of it”

CARB’s head office is located in St. Albert, just outside Edmonton.

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