



GOHBA

MEMBERSHIP

BENEFITS

BE A MEMBER. DO BUSINESS WITH A MEMBER.



ABOUT GOHBA

The Greater Ottawa Home Builders' Association (GOHBA) has been the proud voice for excellence in the home building community since 1951. Builders, developers, renovators, trade contractors, suppliers, and manufacturers make up the core of the Association's membership.



VISION & MISSION

• VISION

At GOHBA, we are the proud voice for excellence in the home building community.

• MISSION

Our mission is to create competitive advantage for our members by:

- Advocating for effective regulatory change;
- Providing business development forums; and
- Delivering professional education and recognition programs

To act professionally to promote affordability, quality and choice for consumers.





VALUES

PRIDE

We are proud to be good civic partners, and make meaningful changes in the community we live in by implementing sound municipal policies.

COLLABORATION

We are stronger and more effective when we speak as a unified voice. We amplify that voice by partnering with external stakeholders.

INNOVATION

We facilitate innovation in all facets of home building – from regulatory affairs to building science.

PROFESSIONALISM

We expect:

- Professional conduct from our members in all business affairs;
- Professional conduct from our Board / Staff / Volunteers when representing the interests of the Association; and
- Clarity, consistency and equity in the operations of the Association with our members.

LOYALTY

Be a member. Do business with a member.



MEET OUR TEAM



Jason Burggraaf

Executive Director



Soula Burrell

*Director of Membership &
Business Development*



Christina Pliatsika

Operations Manager



Tracey Parslow

Association Services Manager



Amy Crooks

Policy Coordinator

MEMBERSHIP BENEFITS



Political Action

There is strength in numbers, and members of the GOHBA have successfully worked together to promote affordability, accessibility, quality and choice in housing for all Canadians. The GOHBA's strong liaison with political decision makers has resulted in effective representation on a large number of important housing issues.



Exclusive Industry Updates

Stay ahead in the game! GOHBA keeps you informed with the latest industry news, critical business info, and insider insights. Be in the know through committees, newsletters, email lists, and special publications.



MEMBERSHIP BENEFITS



Three-Tiered Membership

Multiply your connections! As a GOHBA member, you're not just local – you're part of the Ontario Home Builders' Association (OHBA) and the Canadian Home Builders' Association (CHBA). Access resources, expand networks, and tap into provincial and national opportunities.



Affinity Program

Exclusive discounts and special offers on a range of products and services are available for members at highly competitive rates, which include complete employee benefits programs, insurance, office supplies, hotel/car rentals, gas, and much more available through both the CHBA and OHBA.





MEMBERSHIP BENEFITS



Membership Directory

Network with the best! Our membership directory connects you with industry professionals and our motto "Be a member, do business with a member" drives collaboration. Your online presence in our classified directory makes it easy for builders and consumers to find your services 24/7.



Marketing Opportunities

Be in the spotlight! GOHBA membership is synonymous with professionalism, reliability, and quality. Participate in high-profile events like the Housing Design Awards Gala and the Ottawa Home & Remodeling Show and gain public exposure, leading to qualified leads and sales opportunities. Benefit from extensive visibility through our social media channels and weekly newsletters.



MEMBERSHIP BENEFITS



Networking Opportunities

Connect, learn, succeed! GOHBA opens doors to exclusive networking events where business contacts flourish, industry insights unfold, and you meet the key players in your market. Elevate your business through monthly meetings, committees, and social events.



Professional Development

Engage in committee meetings, seminars, education forums, and training programs. Stay abreast of cutting-edge business practices, innovative systems, and the latest industry updates.



ADVERTISE WITH US

Paid Advertisement

Our weekly e-Newsletter, the **GOHBA Impact**, reaches 800+ key contacts within the residential construction industry, providing the latest updates on news, events, advocacy, and the latest activities of both the provincial and national associations. Build brand awareness while driving traffic directly to your website. Placing a banner ad in our e-Newsletter delivers your product or brand message directly to your target audience.





MEMBER PROMOTION



At GOHBA, we are dedicated to showcasing the achievements and milestones of our esteemed members through various promotional avenues. Take advantage of the following opportunities to enhance your visibility within our community:

WELCOME NEW MEMBER POST

Featured across all major social media platforms (LinkedIn, Twitter, Instagram, Facebook) and included in our weekly newsletters.

NEWSLETTER "MEMBER HIGHLIGHTS"

A dedicated section where you can showcase your accomplishments, upcoming events, and exciting news.

SOCIAL MEDIA SHARES

We offer the option to reshare your social media posts. Simply tag us or email us a link to your posts, and we will ensure widespread visibility through our channels.

PROMOTIONAL VIDEO CAMPAIGN

Submit your promotional video, and we will feature it across all our social media platforms. Keep an eye out for our email with more details.





CONTACT INFORMATION

For more information, please contact Soula Burrell, Director of Membership & Business Development.



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