



INDUSTRY FACT SHEET: Professional Renovation in the City of Toronto

GROWING OUR ECONOMY

The professional renovation industry is a key economic driver, creating significant value and skilled employment for our region.

In 2013, professional renovation generated:



\$5.1 BILLION in
INVESTMENT VALUE



42,700 JOBS, paying
\$2.3 BILLION in WAGES

(Based on data from Canada Mortgage and Housing Corporation and Statistics Canada)

CANADA'S RENOVATION MARKETPLACE

Each year, about **4 IN 10** Canadian households invest in renovations, at an average cost of **\$14,000**.

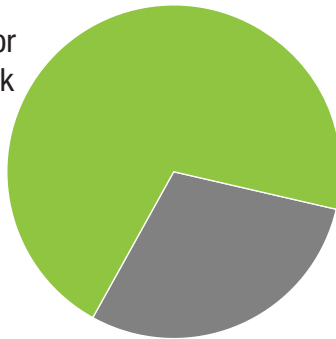
Most homeowners hire a contractor:

70%

contract out all or
some of the work

29%

did all the work
themselves



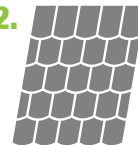
Projects that add most value that may be recovered:

1.



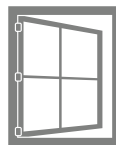
Kitchens

2.



Roofs

3.



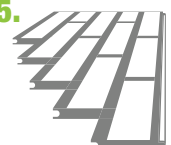
Windows + Doors

4.



Bathrooms

5.



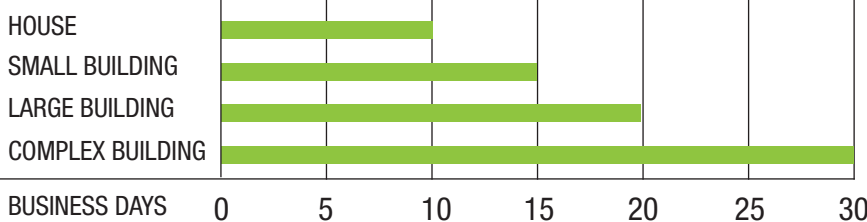
Flooring

(According to most recent available data from Canada Mortgage and Housing Corporation and RenoMark RenoGuide)

BUILDING PERMIT AND ZONING TIMELINES

Ontario's Building Code requires that a municipality review a permit application within a certain timeframe. However, there is no mandated timeline for the scheduling of Committee of Adjustment hearings OR for the receipt of Zoning Certificates, which greatly influence an applicant's ability to submit a complete application.

Building Permits



45% of BILD renovator
members surveyed said it
takes an average of

**1-2
months**

or more to obtain a zoning
certificate.

THE UNDERGROUND ECONOMY

The underground “cash” economy in home renovation and repair poses significant risks, including worker safety liability risks for consumers, shoddy workmanship issues, unfair competition with reputable contractors and loss of tax revenues.

As of 2010, Ontario’s underground economy amounted to **\$5,200,000,000**

56% of Ontario homeowners admitted to paying cash for a home repair or renovation

68% said they’d be less likely to pay cash if they could receive a tax credit

(According to Altus Report, 2009)



The underground economy in the renovation sector robs the tax base:

up to **\$1.6 billion**
in lost income tax revenue annually

up to **\$767 million**
lost revenues from other sources
(e.g. CPP, WSIB, Employer Health Tax and EI Premiums)

Paying strictly in cash with no written agreement poses risks to homeowners:



Unexpected fees
and charges



No legal
back-up



Uninsured
damage



Work not
to code



Liability for
injured workers



The RenoMark™ program
is one way to combat the
underground economy and
protect consumers from
illegitimate operators.

WHEN RENOVATING:

“Ask for recommendations, check websites like RenoMark.ca, or call your local homebuilder’s association.”



Ontario
Ministry of Consumer Services

The GTA’s more than 200 RenoMark renovators must adhere to a 10-point Code of Conduct, including:



detailed written
contract



minimum two-year
warranty on all work



\$2 million in liability
insurance



return all telephone calls
within two business days