

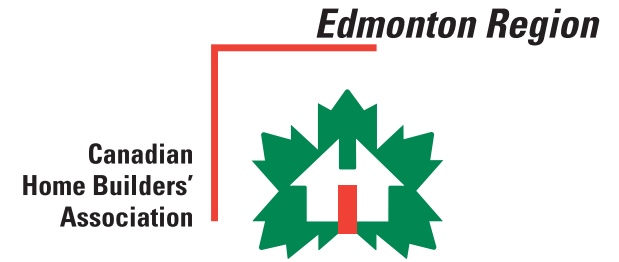
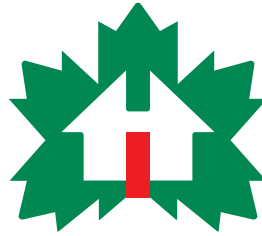
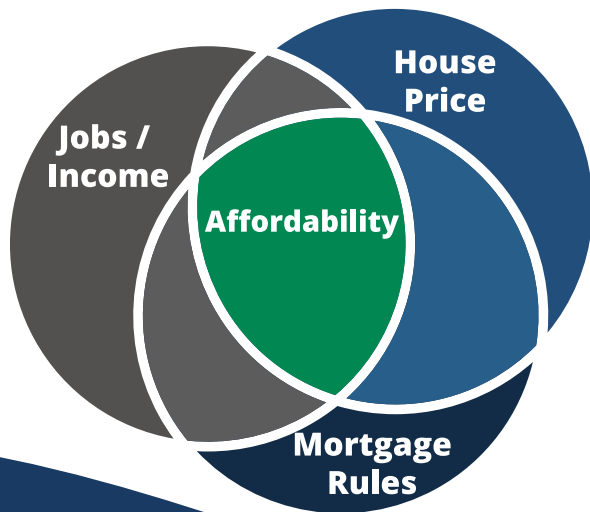
WHY AFFORDABILITY MATTERS

Increased cost of housing impacts home buyers entering the market.



525 families are priced out of the market for every **\$1000** increase to the cost of a median price home.

Affordability is determined by:



ELEVATE THE CONVERSATION

The Canadian Home Builders' Association – Edmonton Region represents more than 450 member companies.

Only by working closely with local municipal partners, are we able to deliver housing that families can afford.

Let's continue the conversation.

Learn more
chbaedmonton.ca/elevate-the-conversation
info@chbaedmonton.ca
780 425 1020



WHY HOME OWNERSHIP MATTERS

75% of Canadians view home ownership as key to financial security.

3/4 Canadians believe you should be able to own a home when you are middle class.



80% of Canadians believe becoming a homeowner is more difficult than it used to be.

4 in 5 renters want to own a home but more than half feel they will never be able to.

AFFORDABILITY IS KEY TO HOME OWNERSHIP

When homebuyers are priced out of the market:

- Fewer move from renting into home ownership.
- The demand and prices of rental units increases.
- There are fewer units available for families with a lower income.

Lack of affordability is forcing young Canadians to wait longer to enter the housing market.

HOW MUNICIPALITIES PRESERVE AFFORDABILITY

- Work with industry on solutions that preserve housing affordability.
- Ensure policies support building better homes without adding costs.
- Support a variety of housing types.

ECONOMIC IMPACT OF THE HOME BUILDING INDUSTRY IN THE EDMONTON REGION



44,558
on-site &
off-site jobs



\$3.0 B
in wages



\$6.9 B
in investment

